

### WHAT IS TILT CITY?

TILT City is a one-day event. It is a day of civic engagement where registered participants from a range of backgrounds (such as creative professionals, business people, students, members of the public) join together in teams to imagine, develop and carry out small scale urban activations over the course of just one day. The overarching theme of these activities will be the temporary activation of a randomly assigned site. The day focuses on engaging with like-minded people and connecting with the streets and spaces of the city.

### WHO CREATED TILT CITY?

TILT City is brought to you by HCMA Architecture + Design and TILT Curiosity Labs from Vancouver, British Columbia, Canada.

### WHERE DID THE IDEA COME FROM?

In March 2015, HCMA Architecture + Design held a one-day design event for staff that challenged the team to create an urban intervention that would 'activate' a space within a 15-minute walking radius of their new office. Staff were arranged randomly into teams, and spaces in the city were established for each team by a dart thrown onto a map. Teams were then given the day to develop an idea for an activation on their site, build/install/create their temporary intervention, film/photo-graph what they had done, remove their work, and present the results to the larger group – all before the end of a typical workday! A short video of the results can be found on youtube (click [here](#) to watch). Word of the day spread, and a partnership between SFU Public Square and HCMA was made to recreate the TILT City event with a wider audience as part of SFU's 2015 Community Summit.

### WHAT IS A TILT CITY URBAN ACTIVATION?

For TILT City, an urban activation is intended to be a temporary project developed collaboratively by a team who 'activate' or temporarily transform a randomly selected space in the city. These projects are a simple, low-cost way for people to explore how small changes could lead to a more connected city. Activations can create opportunities for community engagement and dialogue, or simply make a stranger smile while going about their day. Examples of similar temporary activations from other initiatives include:

- guerilla art or street art
- yarn-bombing
- pop-up jump rope or hopscotch
- creating a high-five zone beside bus line-ups
- flash mobs

### DESIGN YOUR OWN TILT CITY DAY

The following pages outline some general tips and guidelines for creating a TILT City event in your own area. They highlight some important points, but feel free to contact TILT for more information at [tilt@hcma.ca](mailto:tilt@hcma.ca)



## HOW ARE TILT CITY ACTIVATIONS CREATED?

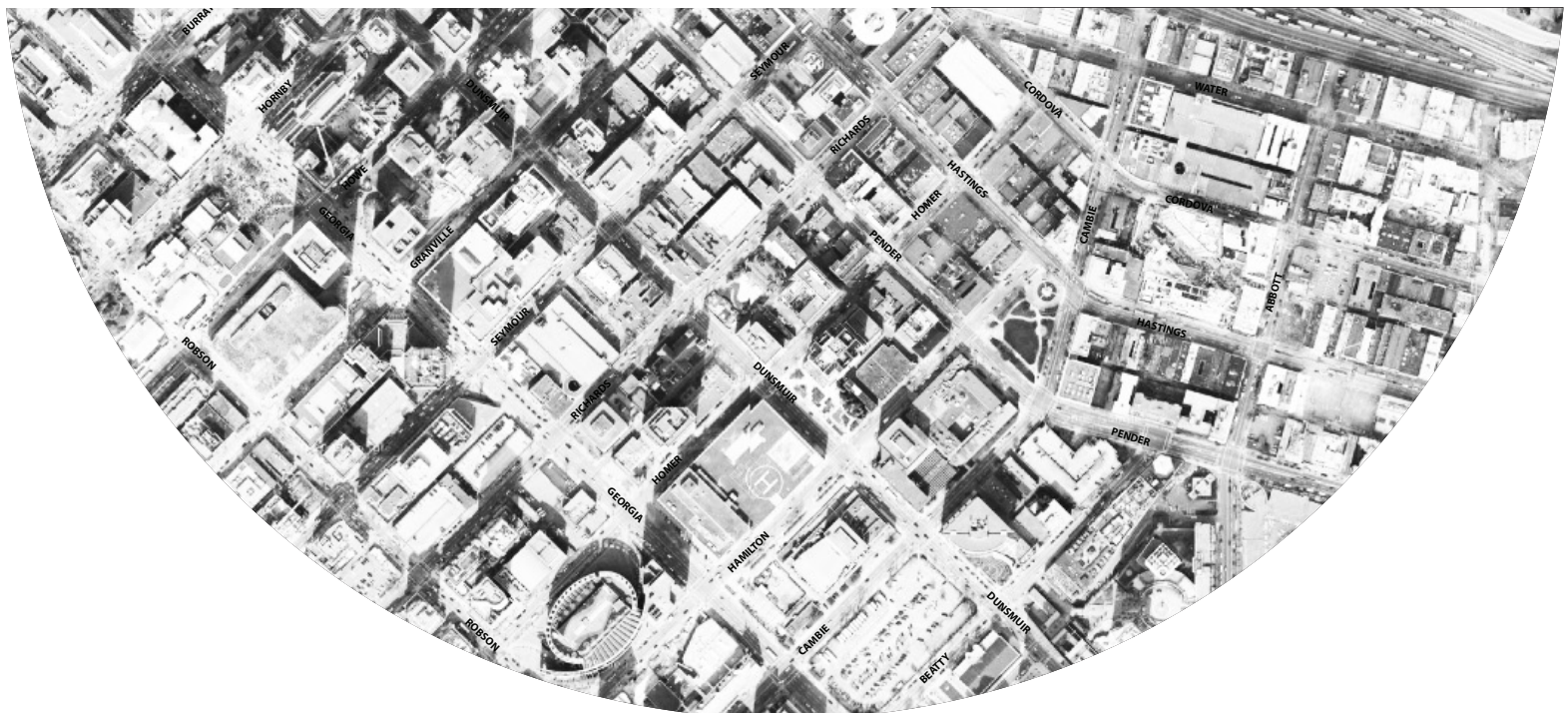
Registered participants will convene on a set date at a designated headquarters. Participants should be arranged into teams of 7-10, and will randomly select a site located within a 10-15 minute walking radius. Each team will be assigned a volunteer, who has attended an orientation session before the event, and will work with the team for the course of the day. Teams will be provided with access to shared materials and resources, and will be given varying stipends which can be used to purchase specific supplies needed for their particular intervention. Interventions will be temporary, and will be removed by the team by the end of the day. See sections below and on the following page for breakdowns of suggested elements and requirements for coordinating a TILT City day.

## HEAD VOLUNTEERS

Depending on the scope of your event, you may need to coordinate official volunteers. Head Volunteers are helpful to accompany each Activation Team, ensuring they keep teams having fun while staying on schedule and being safe! Volunteers should ensure that they understand the TILT City Guidelines, and have attended a TILT City Team Volunteer info session. Please be sure that your TILT City team is considerate of personal and public welfare as well as the environment. The main role of the Head Volunteer is to offer gentle guidance to teams as they think through and develop each stage of the proposed activation, from launch to completion, and to ensure that the proposed actions fall within the Guidelines. Head Volunteers can help serve as a point of contact between organizers and Headquarters and Activation Teams.

## TEAM PACKAGES

The pages with yellow headers at the end of this document are provided to serve as a template for team packages and information provided to your participants. They include Instructions, Guidelines, Presentation+Social Media, Private Property, and a Suggested Schedule. These may be modified and adapted to your particular event but serve as an outline from previously hosted TILT City days.





## THE HEADQUARTERS

Choose a base camp for your event. This will serve as the central point for the day where participants will meet in the morning, explore their ideas for activation and reconvene for presentations at the end of the day. It will serve as the centre for your radius.

## THE RADIUS

The radius is recommended to not exceed a 10-15 minute walk from Headquarters. This compresses all the activations and accommodates the quick time frame of completing TILT City within one day. Create a large printed map of this area that teams will use as a game board to randomly select a site. Have teams throw darts to determine their site.

## THE TOOL KIT

At Headquarters, consider providing tools such as glues, tapes, trace paper, cardstock, foamcore, paints, scissors, printers etc. These materials will be used by the teams during the activation planning phase of the day.

## THE BUDGET

Provide a working budget for each Activation Team. This allows them to purchase materials required specific to their activation. To make it more exciting, various budget amounts (ranging anywhere \$0-\$100 per team) are randomly drawn for each group, encouraging creativity and ingenuity.

## THE VENDORS

Consider providing teams with a list of appropriate vendors, such as fabric+notion shops, dollar stores, hardware shops, etc. on a map so they can easily source materials within the radius.

## THE SOCIAL MEDIA CAMPAIGN

TILT City is an event that needs to be shared. Social media is a great way to expand the impact of your activations and keeps teams connected and aware of other groups while out at their site during the day. When sharing on platforms such as Instagram and Twitter please use the hashtag #TILTCity and consider creating your own event-specific hashtag.

## LIABILITY + WAIVERS

Depending on your setting, methods of recording the event and site chosen, consider providing liability and reproduction of likeness waivers specifically tailored to your region and laws.



## WELCOME TO TILT CITY!

By now you should know your Activation Team, made up of a cross section of individuals interested in getting out into the city and staging public interventions. This is a day without too many rules, but we do have some suggestions to help your team work together to achieve the best outcome for your activation. We strongly suggest that the team self-assign (based on interest and skill sets) some specific roles that will help hit some key targets that will make this day a success. Here are the roles we suggest you find for volunteers within your team.

Each team may be provided with a Head Volunteer who has undertaken an orientation and is familiar with the TILT City Guidelines. We trust that everyone on the team will use their best judgement and will ensure that the Guidelines are met; however, your Head Volunteer's role will be to wear the (figurative) safety hat for the day and keep your team on track using their collective best judgement.

## SUGGESTED TEAM ROLES:

**FACILITATOR** – Your amazing team is made of up of a diverse range of creative and interesting people who want to make a difference today – your volunteer role is help make sure everyone's voice and ideas get heard. Help assist your team to work collaboratively.

**SOCIAL MEDIA GO-TO** – We want to share your team's great ideas with the rest of the group later in the day, and after the event is over. Everyone should post photos and videos to help. Your volunteer role is to ensure that you and your team are posting cool images and footage during the day using all of the event hashtags. We will also need four key images sent to us by <INSERT TIME> for use in the presentation material that each team will use to explain their activation to the group at the end of day presentation – your job will be to select the best images for this purpose.

**PRESENTER** – We want everyone to see your incredible activations. Your volunteer role is to present your team's activation to the group at the end of the day. Presentations are two minutes long and will be accompanied by the team's four key images.





TILT City is all about your ideas; however, we still have some guiding principles for your team's creative activations on your site.

## ACTIVATIONS ARE INTENDED TO:

- Inspire dialogue
- Build connections and begin conversations with/between passers by
- Inspire people to stop and take a look, and perhaps see a space in the city in a whole new way
- Surprise and delight the people who see them
- Encourage interaction
- Build and foster community, if only briefly, within our city
- Be non-partisan and non-commercial

## ACTIVATIONS SHOULD NOT:

- Interrupt city sidewalks in such a way that prevents safe pedestrian circulation (minimum 5 ft clearance required at all times)
- Impact city streets
- Impact or block safety infrastructure ie: fire hydrants or emergency exits
- Impact or block bus stops
- Impact private property without permission
- Result in damage to public or private property
- Result in damage to street trees or vegetation
- Have any political intentions, including promoting a party, member or campaign
- Promote membership in, or teachings of, a particular religion or spiritual group
- Be sexual in nature
- Have commercial or profit-driven motivations or corporate branding
- Incite violence or be seen as an opportunity for protest, defamation or hate speech

TILT City Head Volunteers have completed an event orientation. They are here to help your team. If you have a question just ask!



At the end of the day, each team will be asked to present their activation to the group. This is a chance to share your teams' ideas, and to leave us inspired by what we achieved together in a single day!

**WHAT:** Each team will present an overview of their activation, and share significant elements of the team's experiences during the day.

**WHEN:** Teams will present their activation to the group at TILT City HQ. See schedule for the start of presentation time.

**WHY:** We want to learn from your experience, understand what motivated your teams activation, and feel part of something bigger. Seeing all the activations that took place presented one after the other will connect-the-dots for all of us, and show the cumulative impact that even small changes can have.

**HOW:** Presentations will be two minutes in length and accompanied by four image slides. Each slide will be displayed for 30 seconds. Choose four images which best capture your teams intervention. Send these images at projection resolution with your team number to the provided address by the time indicated on the schedule. To help keep teams on target, we will be asking you to answer the following questions:

**WHERE WAS YOUR SITE?** \_\_\_\_\_

**WHAT WAS YOUR TEAMS' IDEA AND WHY (IN 30 SECONDS OR LESS!)** \_\_\_\_\_

\_\_\_\_\_

**WHAT DID YOUR TEAM DO TO ACTIVATE THE SITE?** \_\_\_\_\_

\_\_\_\_\_

**WHAT DID YOUR TEAM LEARN?** \_\_\_\_\_

\_\_\_\_\_

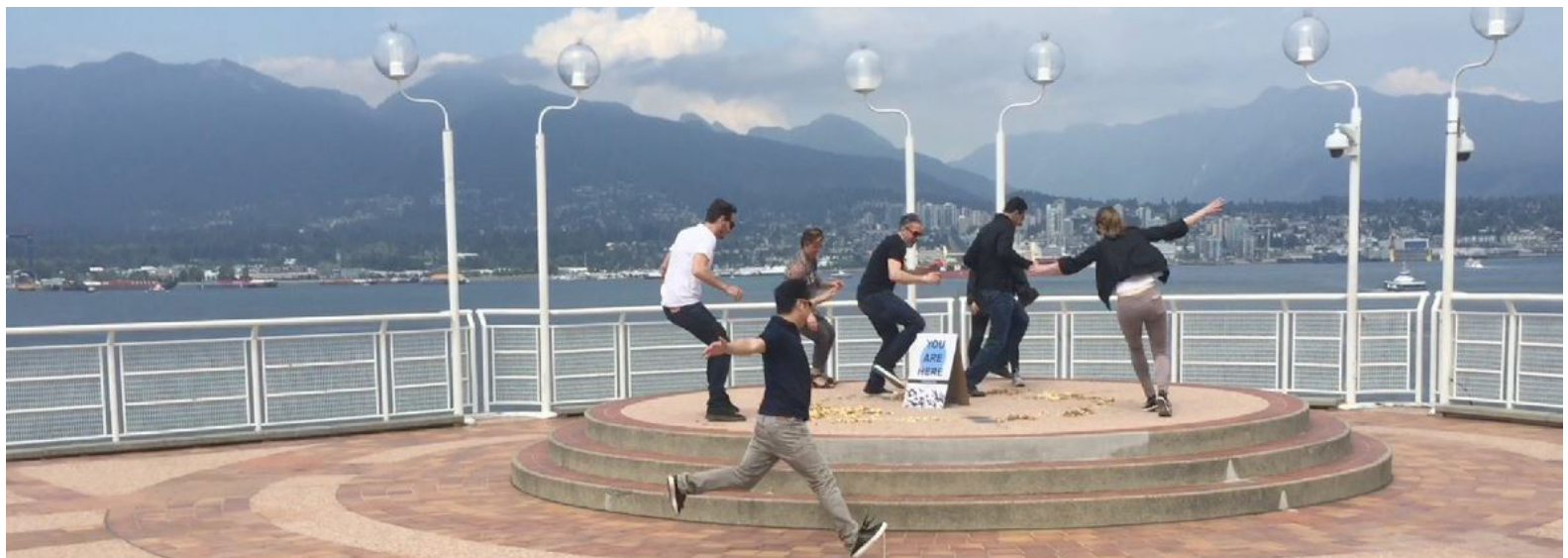
**WHAT HAPPENED?** \_\_\_\_\_

\_\_\_\_\_

## #HASHTAGS

TILT City is an event that needs to be shared. Social media is a great way to expand the impact of your activations. When sharing images of activations on Instagram, Twitter, and other social media outlets, please use these hashtags as well as any other social media handles given out by event organizers.

**#TILTcity** \_\_\_\_\_





Accessing private property will require permission in advance. Below is suggested wording to help teams approach business or property owners to gain their permission to access or make alterations on private property:

*Hello,*

*(Smile, introduce yourself, maybe provide a business card?) We are taking part in a one day event being where teams are working around the downtown core to set up small installations or activities that will temporarily transform city spaces. The idea is to get people engaged with spaces in the city and to see them in a new way, and to spark some discussion, or just to make someone smile.*

*I've brought some information about our event (show poster or descriptive documents) to describe what we are doing today, and to give you an idea of who is supporting this event.*

*We will be activating (describe the location) as our site for today's event. What we are proposing to do is (describe your activation), and it will be set up for a few hours this afternoon and then taken down completely. Nothing will be permanent, and nothing will be damaged.*





# TILT-DAY SUGGESTED SCHEDULE



8:30 AM	<b>CHECK IN @ HEADQUARTERS</b> grab a coffee and a snack and find your team
9:15 AM	<b>TAKE A SEAT</b> with your team get ready to hear about your day, and select a site!
10:00 AM	<b>PLAN YOUR ACTIVATION</b> pay your site a visit creation/ ideation gather supplies share your process #TILTCity (and other provided handles)
11:30 AM	<b>WORKING LUNCH</b> <i>at Headquarters</i>
1:00 PM	<b>SET-UP YOUR ACTIVATION</b> share your process #TILTCity
2:00 PM	<b>ACTIVATIONS</b> in action share your activations #TILTCity
3:15 PM	<b>LAST CALL FOR IMAGES</b> send your images for the presentation to organizers by this time
3:30 PM	<b>PACK IT UP</b> leave the site as you found it, or better!
4:00 PM	<b>RETURN TO HQ</b> grab drink and a snack
4:30 PM	<b>TEAM PRESENTATIONS</b> two minutes/ team tell us about your activation
5:00 PM	<b>WRAP UP + THANK YOUS</b>

