

ECOWEEK W₃

Interventions at Dizengoff Center Management

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Dizengoff Center

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... habits change ... climate change



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Goethe Institut Kulturzentrum Tel Aviv



DETAIL



GREEN
ECOWEEK HOUSE



מרכז דיזנגוף
מרכז דיזנגוף



Dan Pilz **CEO**



Shana Shechterman
Sustainability Director

Brief

Building strategies and tactics for creating playfulness places at the mall's roof. Sustainability and playing will be connected as a space of relations.



Research

1. We asked people what playing means to them and what kind of games come into their mind.
2. We asked random passers-by to draw games.
3. We supplied them with three objects: ball, rope, wood stick and asked them to play with these constraints.



Research

What Is Playing?

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Research Questions

What can we learn by
who and how we play?
How can we use play to
play?





- Learn
- React
- Being curious

Interactive games

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- Listen
- Move
- Compose

Interactive games

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- Response
- Manipulate
- Push

Interactive games

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- Touch
- Compete
- Interact



- Smell
- Check
- Relax

Social games

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- Imagine
- Play with shadows
- Taste



- Make your own rules
- Touch
- Improvise

Solo games

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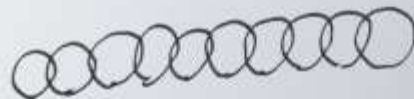
- Discover
- Experiment
- Develop

Solo games

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Research in the field





Research in the field

Instructions

Target group: people on the street

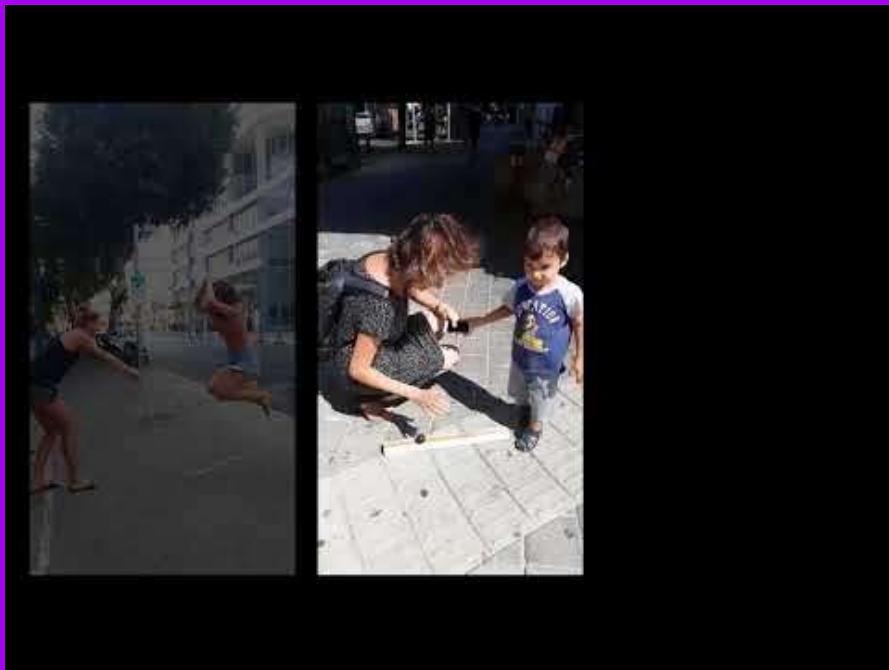
Play any game that comes into your mind. You may use any object that is around and you can play with others or alone.

Use these tools:





Research in the field



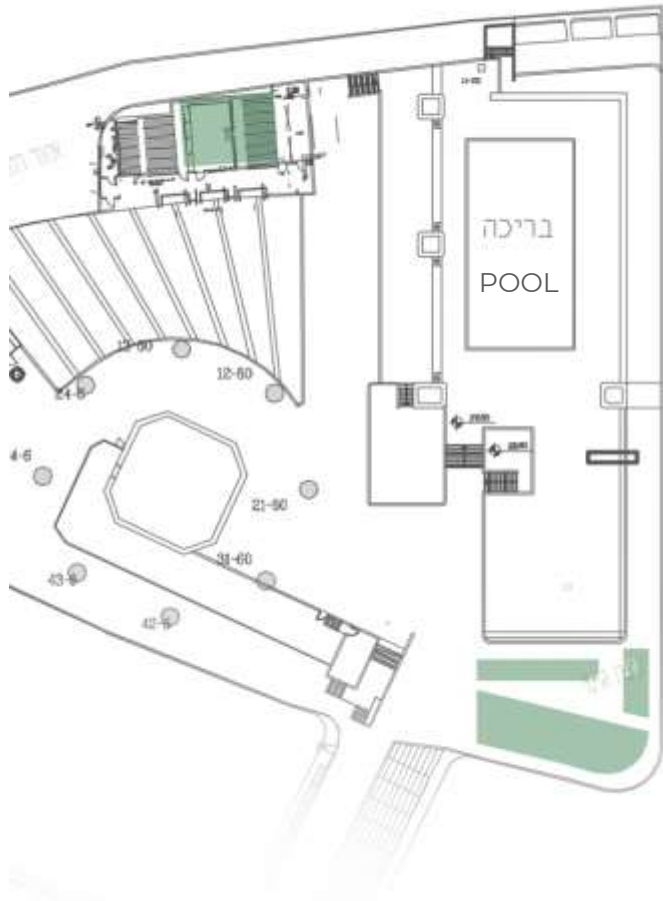


Research DC rooftop



Eco activity

The nursery forest



Green roof



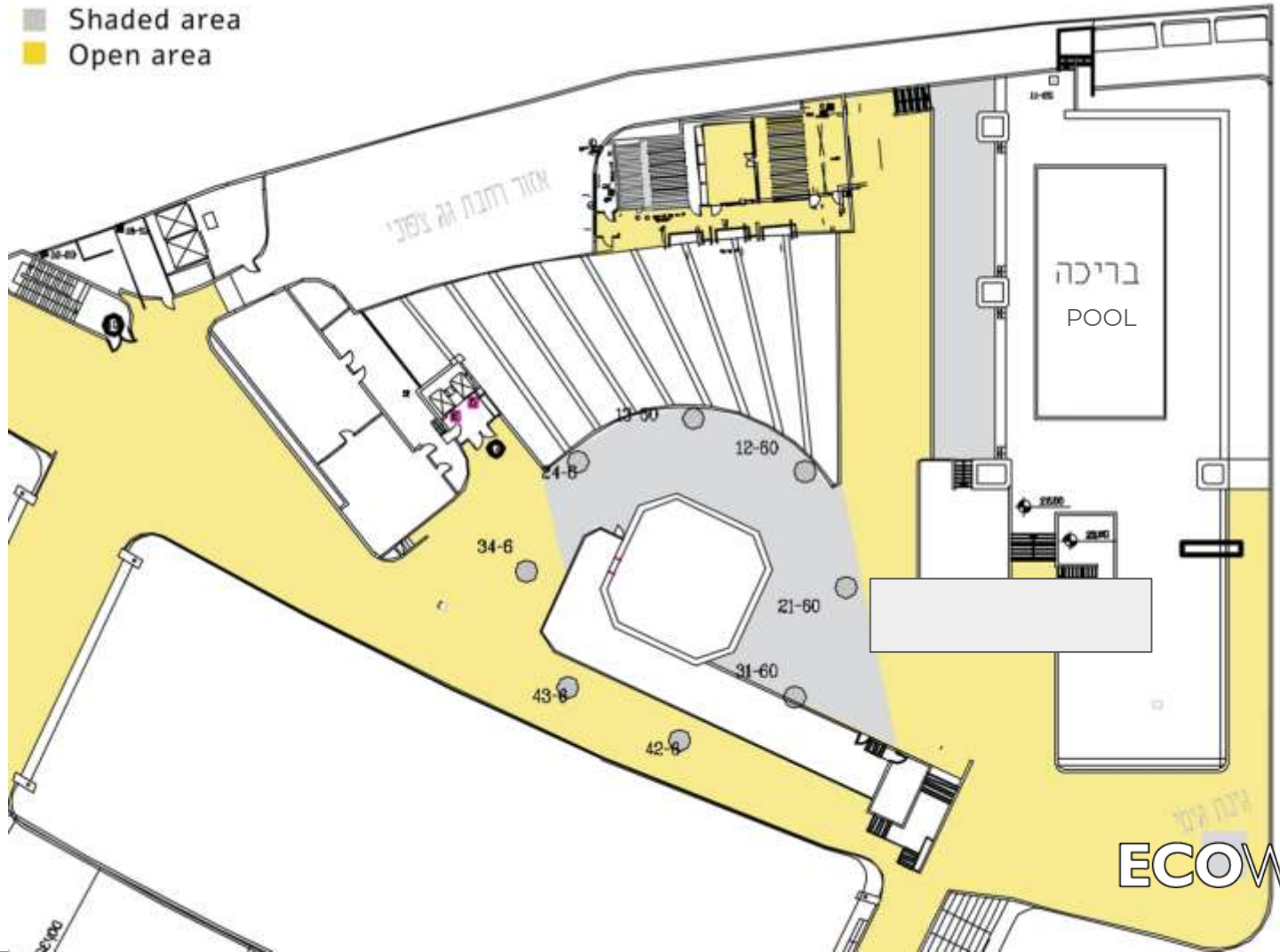
Green house



Butterfly garden

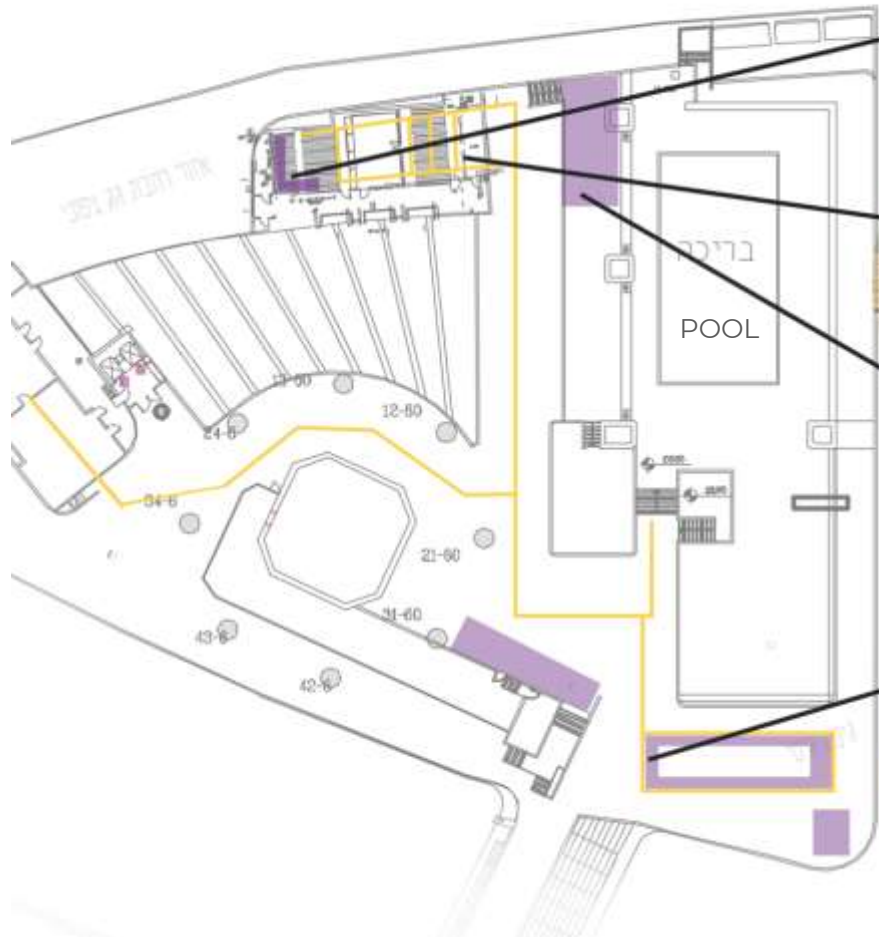


- Shaded area
- Open area

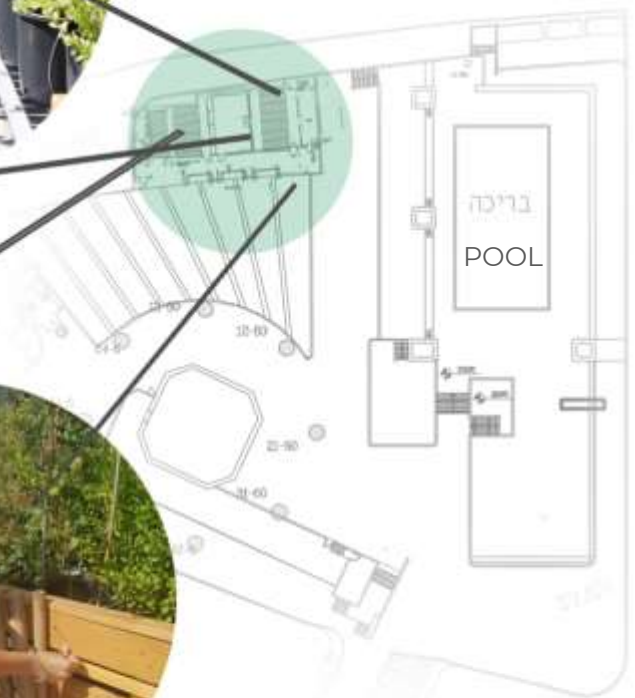


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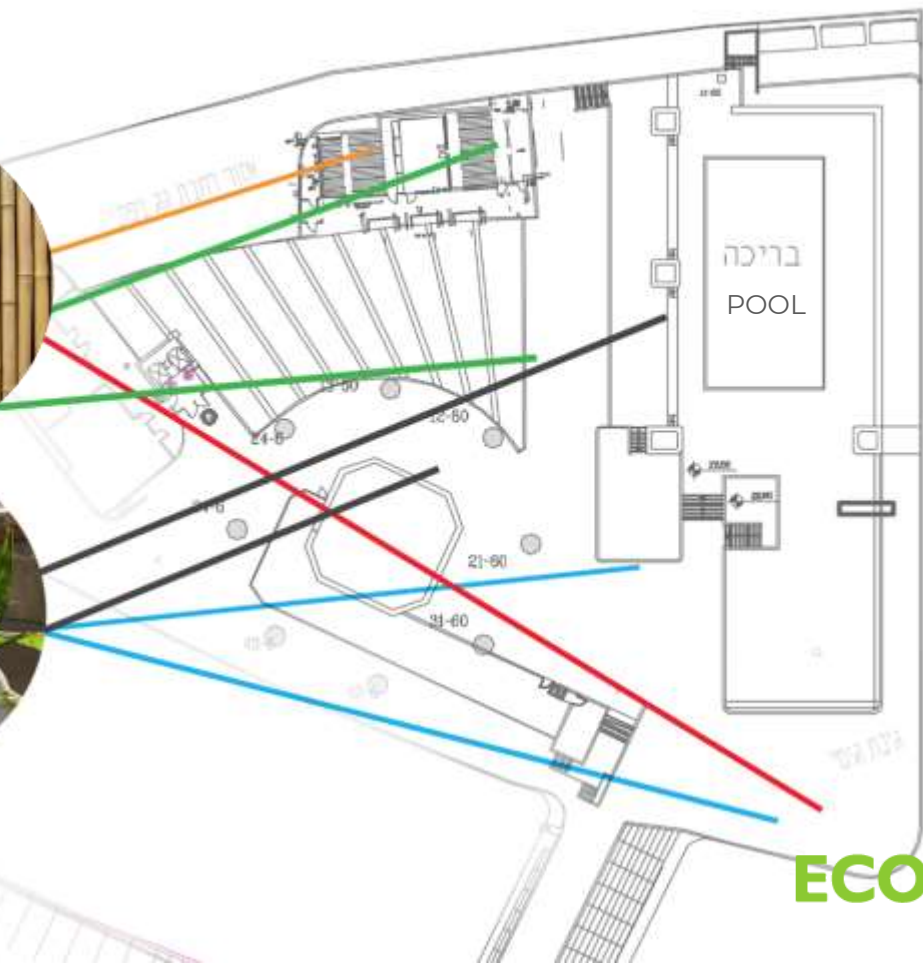
- Sitting area
- Movement in space



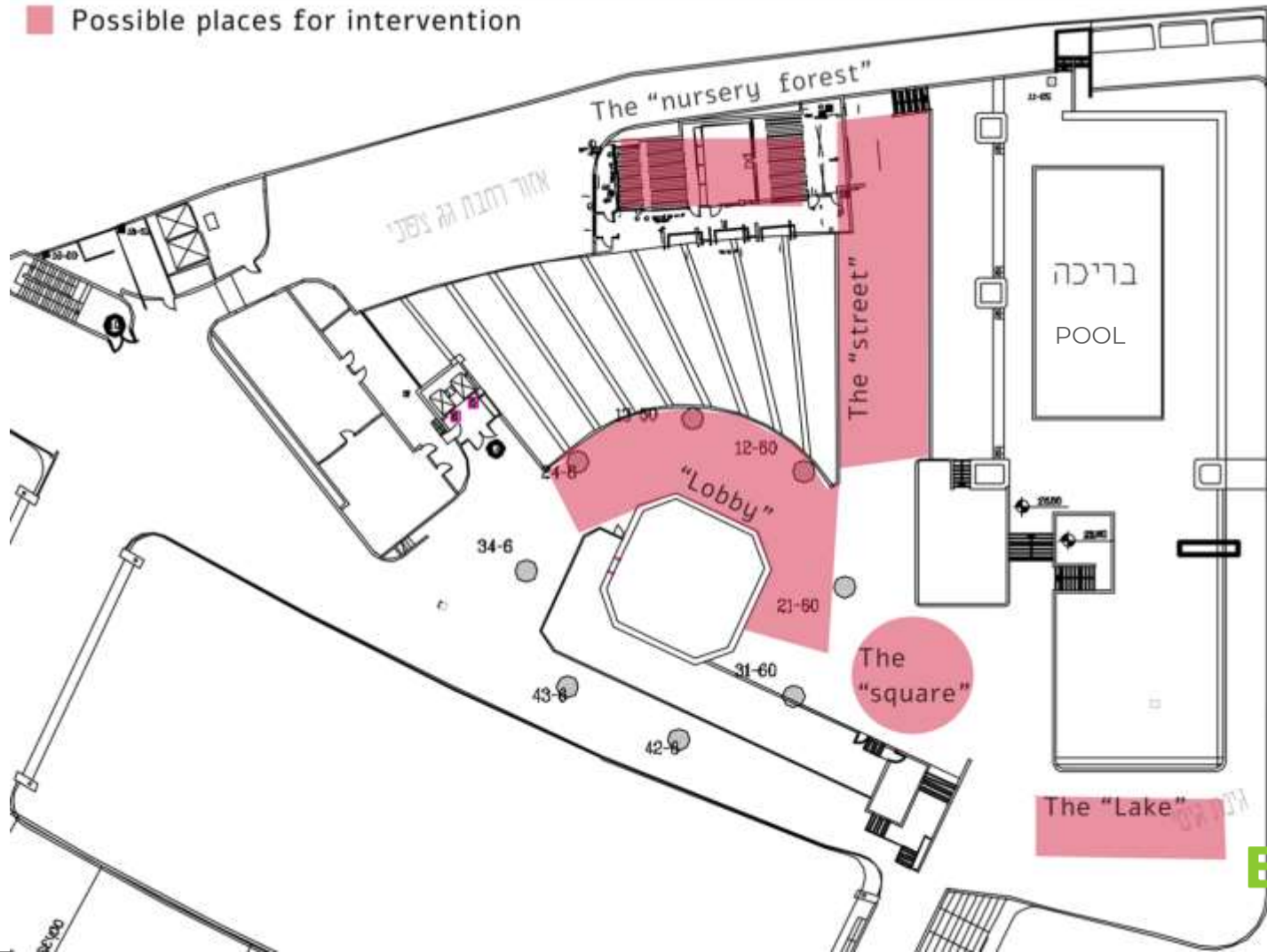
Mapping by playing



Materials



■ Possible places for intervention





**1. We want to open the playground
for individual interpretations**



2. We want to create games that are generated by different motivations.



Strategies

3. Our games must be intuitive.



4. We want to courage learning through experience



5. Objects initiates you to play



6. We want to attract different target groups

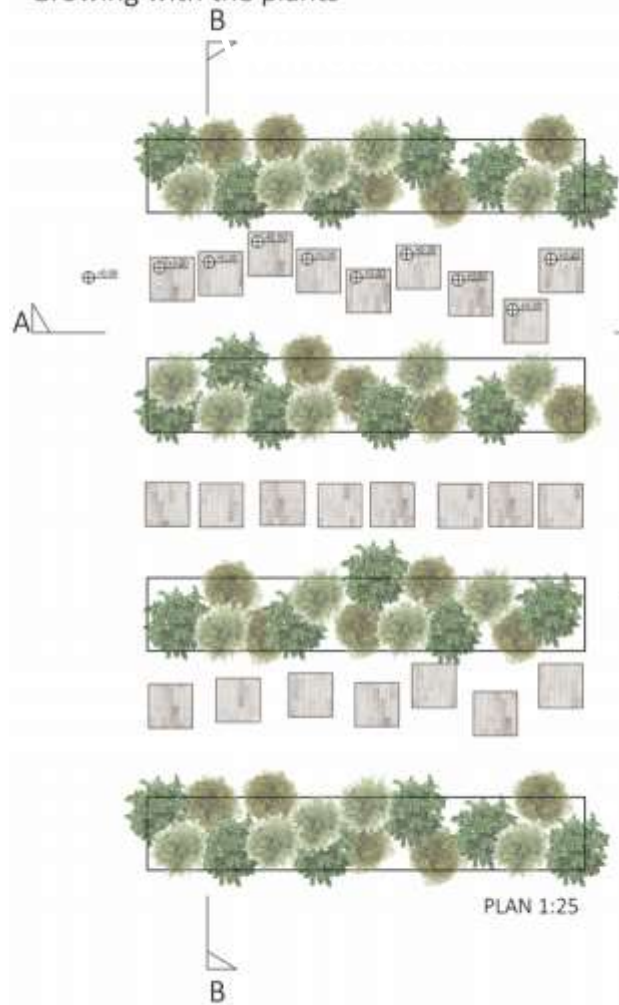


Proposals

The story of growth

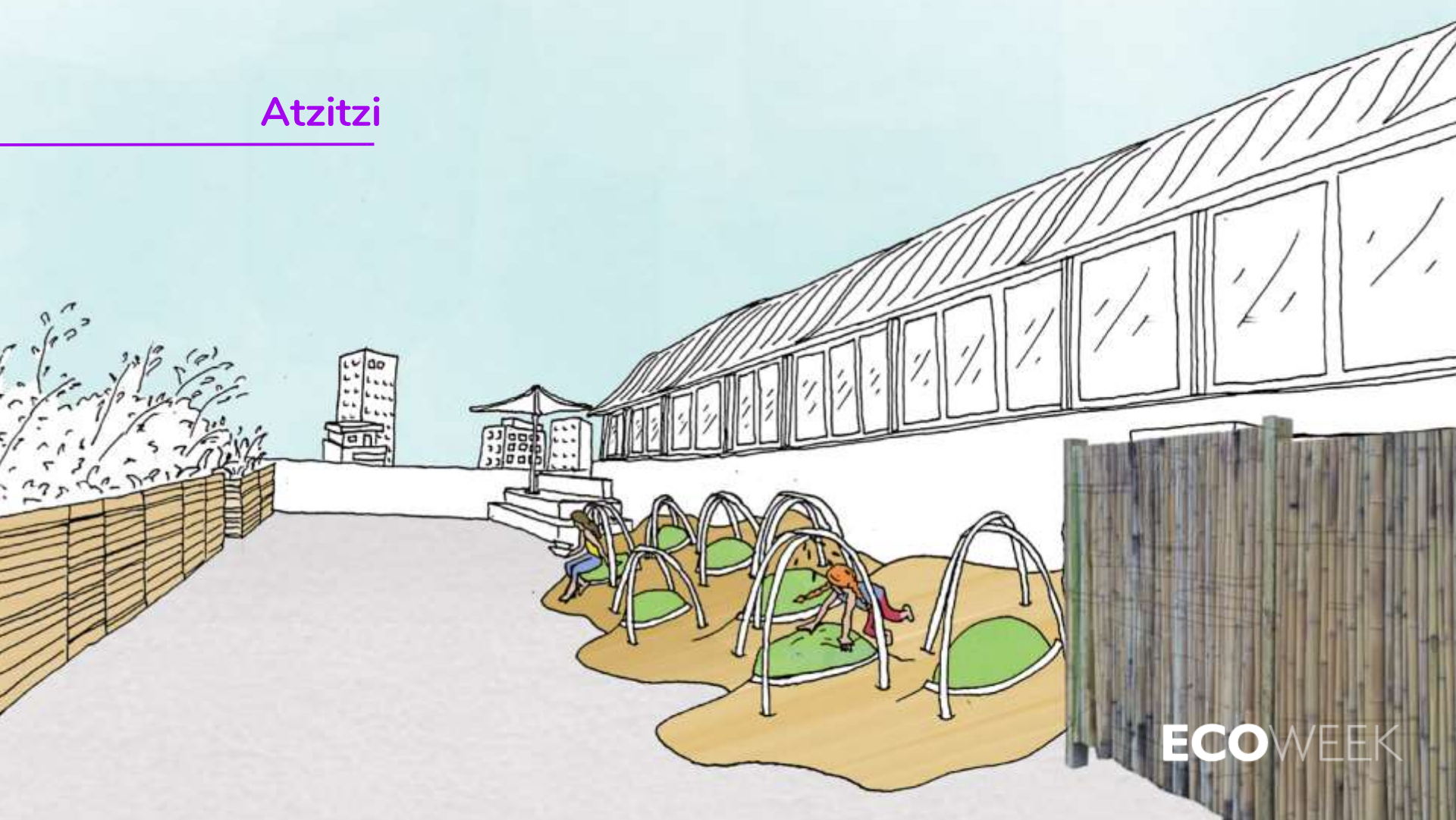


Growing with the plants

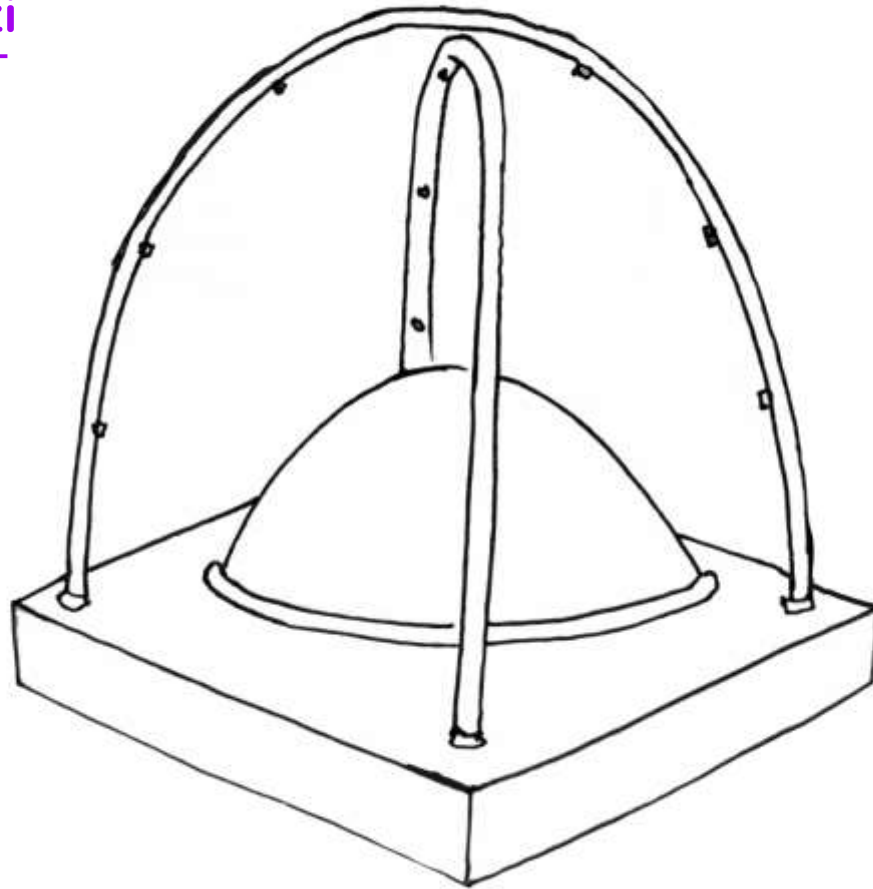


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Atzitzí



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Windstick



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To hit the pipe



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Thank you!

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Chen Ageyev | Shani Fish | Natalie Saraf

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