

How to Choose a Location for your Playful Learning Installation

Choosing a good location for a playful learning installation is essential to its success over time. We recommend a three-phase approach to location selection. These guiding questions, to be answered in collaboration with the community, can help you pick the perfect spot for a Playful Learning Landscape!



1 Gather Options

- What are the project parameters? Does the project constrain which locations can be chosen for your playful learning landscape?
- Who are the project partners? Are you working with a city? In a particular community? With a particular organization or building? What spaces do they have access to?
- Where does the community spend time? What are frequent walking paths?
- Are there places where the community spends time where they are bored?



Narrow the Possibilities

2

- Who owns the spaces you are considering? Are they likely to partner on the project? If so, what is the process for formalizing the partnership and/or securing permits? Is the owner likely to support the maintenance of the installation over time?
- Is the space public or private? How often is it accessible to the public (i.e., is it a public building that closes overnight)?
- Is the location a place where children and families already spend time?
- How safe is this location? Would caregivers feel comfortable letting their children spend time there? Is there good visibility?
- How loud and busy is this location? Is this a place where children and caregivers will be able to have a conversation?
- Do you see children in your ideal age range spending time at this site?



3 Confirm Your Choice

- Observe each location on the narrowed list of possibilities at different times on different days. When does the community frequent the site? Are there busier times than others? Is there a nearby location that draws more community members?
- Are there barriers to the community accessing the space (i.e., busy street without a crosswalk, construction, missing sidewalks)?
- Consider testing pop-up installations in these spaces. What is the community's reception? Do children and families spend time there?
- Confirm your final choice with the community - do they want to activate this space?



By thoughtfully integrating these factors, a community-based organization can select a location that maximizes the installation's accessibility, relevance, and impact, ensuring it becomes a great and interactive space for kids and families in the neighborhood.

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