

# What is the corridor of play?

An interactive play trail connecting the the Genesee River to The Strong Museum of Play, providing kids and thier families opportunities to play along the way.

## Project Goals

- Activate the corridor
- Calm traffic & facilitate Safe Routes to Play
- Support intergenerational interaction
- Build community pride
- Demonstrate the benefits of play everywhere
- Inspire future projects & creation of policy for playful infrastructure where youth frequent

## Project Background

Since 2015 the Healthi Kids’ “PlayROCs” campaign has advocated for changes to the built environment that support playability in neighborhoods. The creation of a Story Walk at Phillis Wheatley Library, a project from the first Play Everywhere Challenge, has catalyzed a number of other projects across the city.

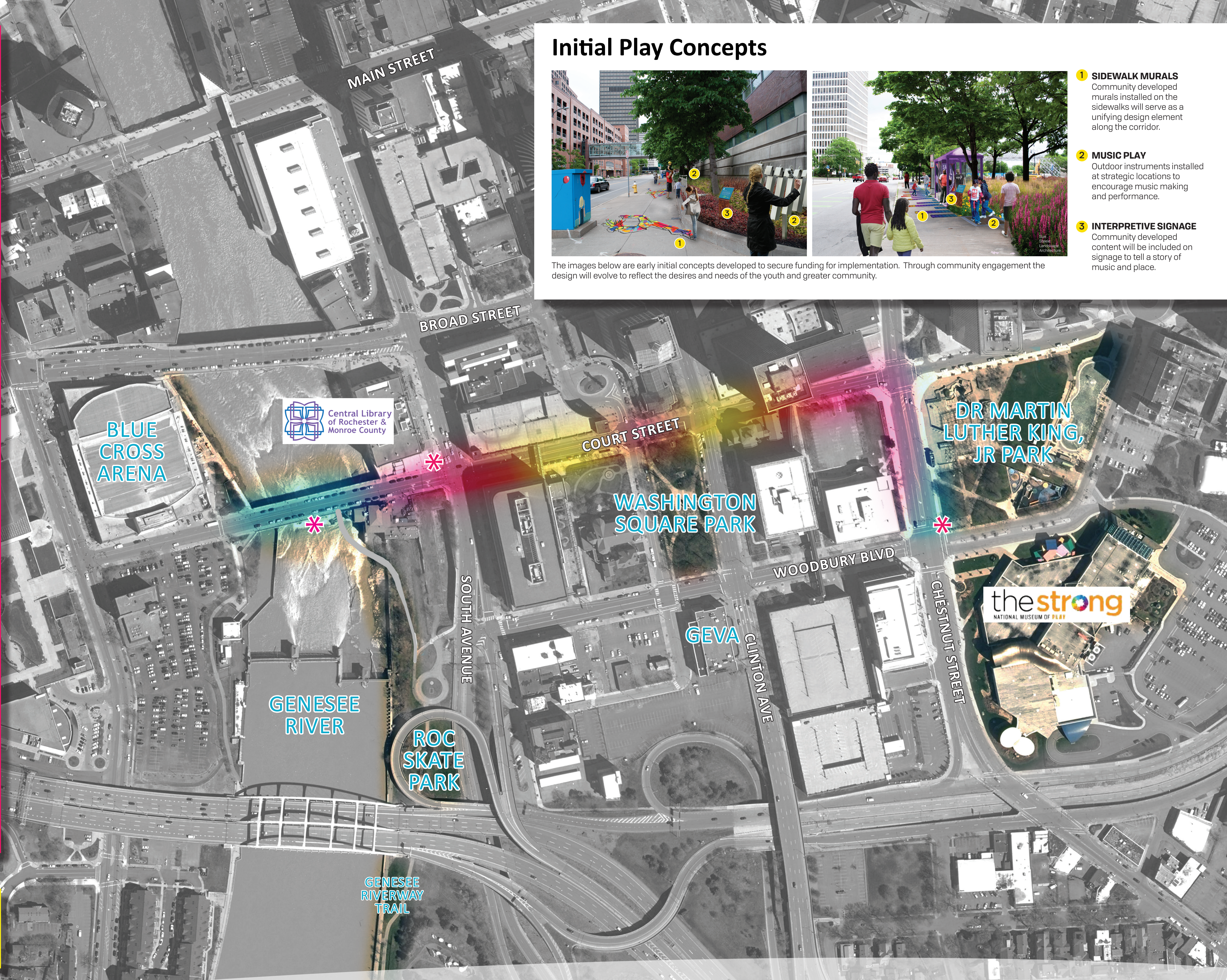
In 2018 The Corridor of Play received funding to continue to advance playability across the City of Rochester connecting two key and highly visible institutions in Downtown Rochester in a whimsical, playful and creative way.

This project and location was selected based on response to the 2016 Healthi Kids Coalition Youth Survey where 41% of youth surveyed wanted to musical or playful elements at Central Library or the park next to the Strong Museum of Play.

Construction for the initial phase will be complete in 2019.

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[website ] [QR CODE] #hashtag or @handle



## Initial Play Concepts



The images below are early initial concepts developed to secure funding for implementation. Through community engagement the design will evolve to reflect the desires and needs of the youth and greater community.

- 1 SIDEWALK MURALS**  
Community developed murals installed on the sidewalks will serve as a unifying design element along the corridor.
- 2 MUSIC PLAY**  
Outdoor instruments installed at strategic locations to encourage music making and performance.
- 3 INTERPRETIVE SIGNAGE**  
Community developed content will be included on signage to tell a story of music and place.

# CORRIDOR OF PLAY

