

\_urban play / guerilla design

\_droog design / zizi & yoyo

\_urban self help

guide on how to

reconstruct your

city in 30 days

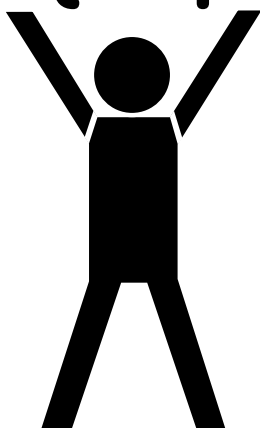
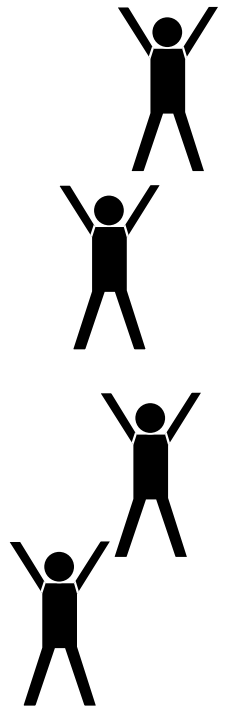
\_and before you know it...

oh my

god! you

are

alive!!!



let us introduce\_  
urban play\_  
guerilla design\_

\_urban self help guide on how to  
reconstruct your city in 30 days  
\_and before you know it...  
\_oh my god! you are alive!!!

URBAN SELF HELP GUIDE is a catalyst book for cities across Europe on how to improve the quality of urban life from a perspective of a single human being. What can you do as an independent individual - on your own, through small simple interventions. It is not so much about architects and designers building and designing better environment for the people, instead about delivering certain specific action mechanisms and ideas on what the local dwellers can implement on their own.

Grassroot guerilla design for schoolkids and politicians, bluecollars and bohemians, designers and accountants.

Arming the citizens with such weaponry is an act of upgraded democracy, as everybody is free to use the tools given as imaginatively one's fantasy allows. Nothing can stop you from taking over.

The general guidelines are specified with precise surgeries in Urban Play / Guerilla Design participating cities. I have started already in Tallinn with my students at Estonian Academy of Arts.

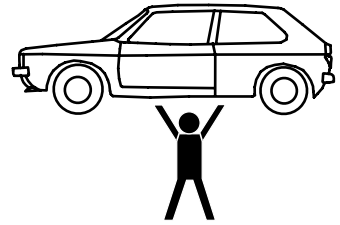
URBAN SELF HELP GUIDE compiled by graphic design students at Estonian Academy of Arts and architecture+production company Zizi&Yoyo

e could do

it.

We hope that all of our works in 2007 will be seen from different angles, understood as made with a good will and also kept in mind that fun is a relevant part of life. Laughing and criticism, both are allowed. Expected.

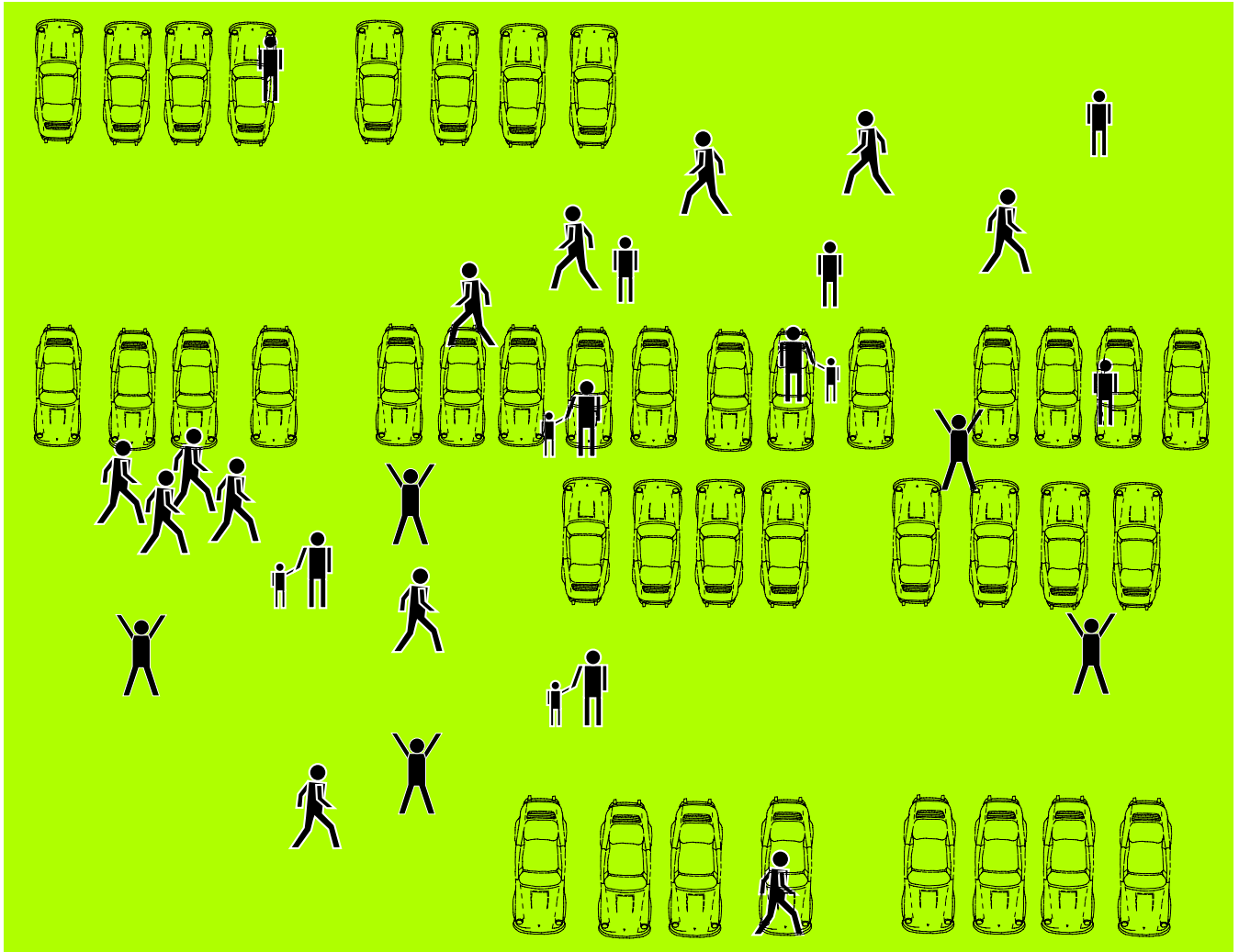
air rights\_  
urban play\_  
guerilla design\_



\_civil rights are for people, not cars - find out about \*air rights\* to construct public plazas above car parks in your city

\_cover parking spaces with temporary structures favourable to you

\_it's up to you to transform urban wasteland occupied by cars



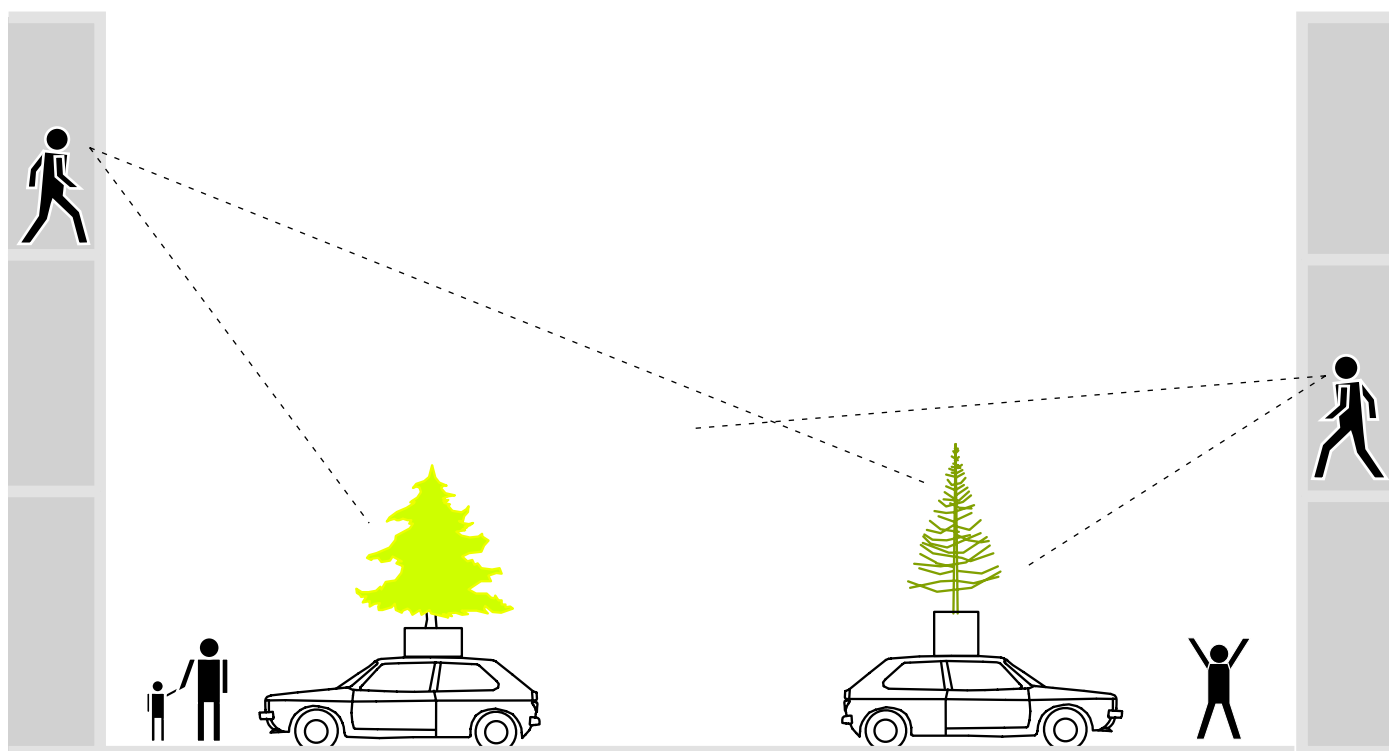
flower bed parking\_  
urban play\_  
guerilla design\_



\_install a tree container on your car

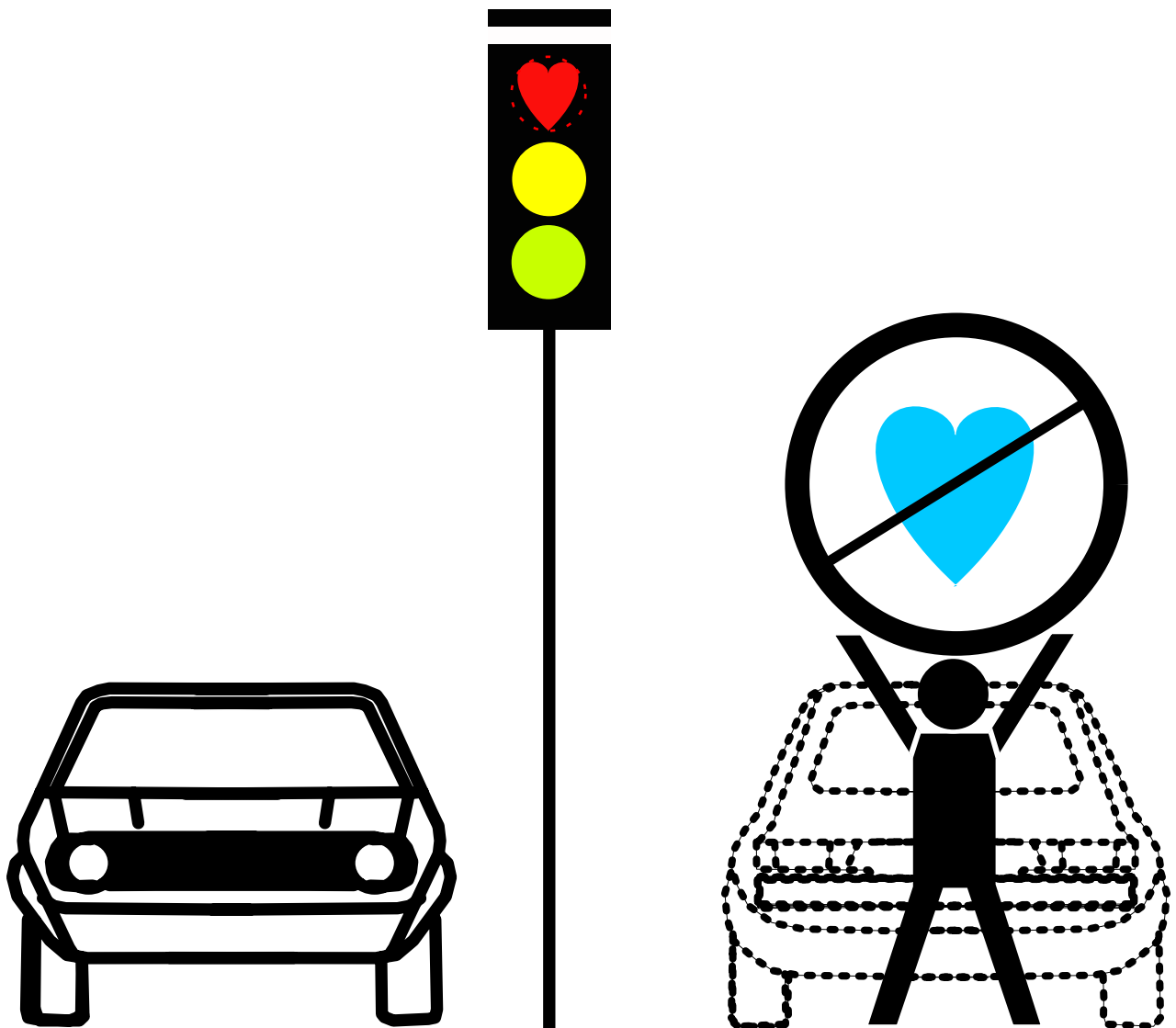
\_create parking spaces as forests to your own taste

\_improve the view from neighboring buildings



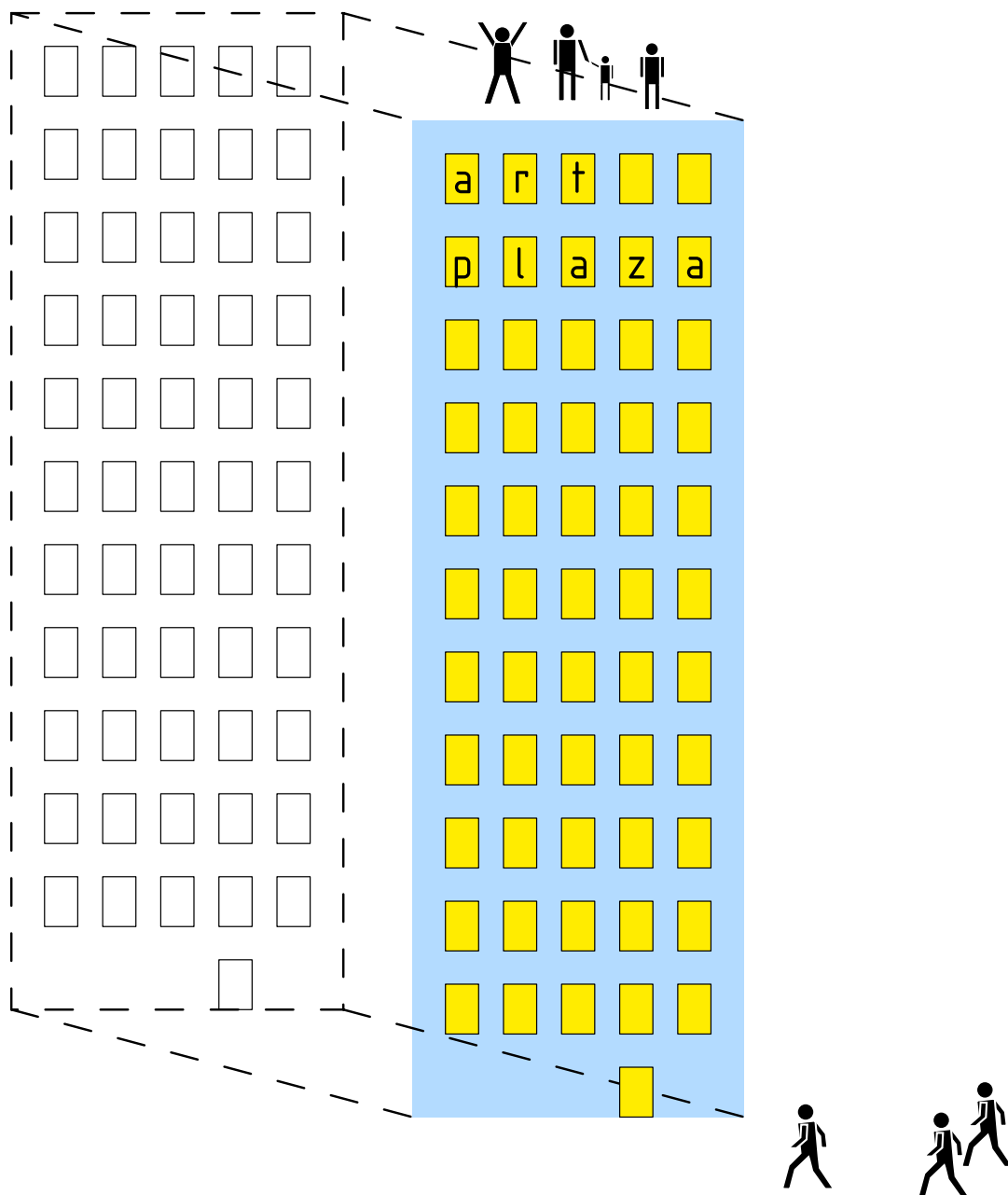
traffic [love]lights\_  
urban play\_  
guerilla design\_

\_cover the existing red  
traffic lights with heart-  
shaped filters  
\_anti-freeze therapy  
\_for both pedestrians and  
drivers



campus message board\_  
urban play\_  
guerilla design\_

\_deliver your own message  
\_with a little help from fellow  
students  
\_by posting 1 letter of the  
message on your dorm room window







waterfront barbequing\_  
urban play\_  
guerilla design\_



\_central market stall keepers  
hint on the possibility to..  
\_rent a grill at designated spots  
by the water  
\_fish caught from local waters,  
processed and given back to the  
city in the form of grill events,  
splashing ideas and who knows  
what..

