

_urban play / guerilla design

_droog design / zizi & yoyo

_urban self help

guide on how to

reconstruct your

city in 30 days

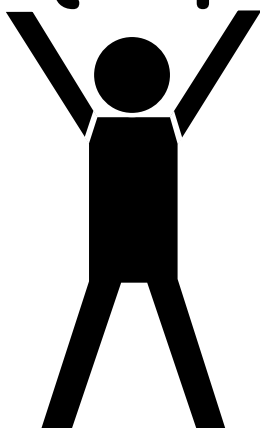
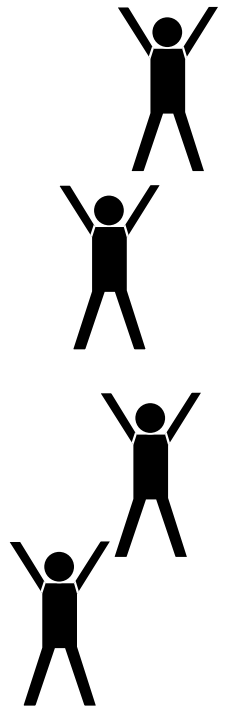
_and before you know it...

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.

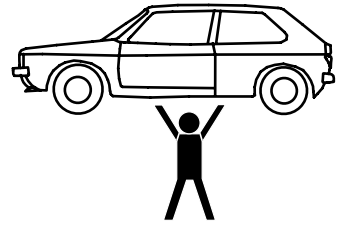
URBAN SELF HELP GUIDE compiled by graphic design students at Estonian Academy of Arts and architecture+production company Zizi&Yoyo

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.

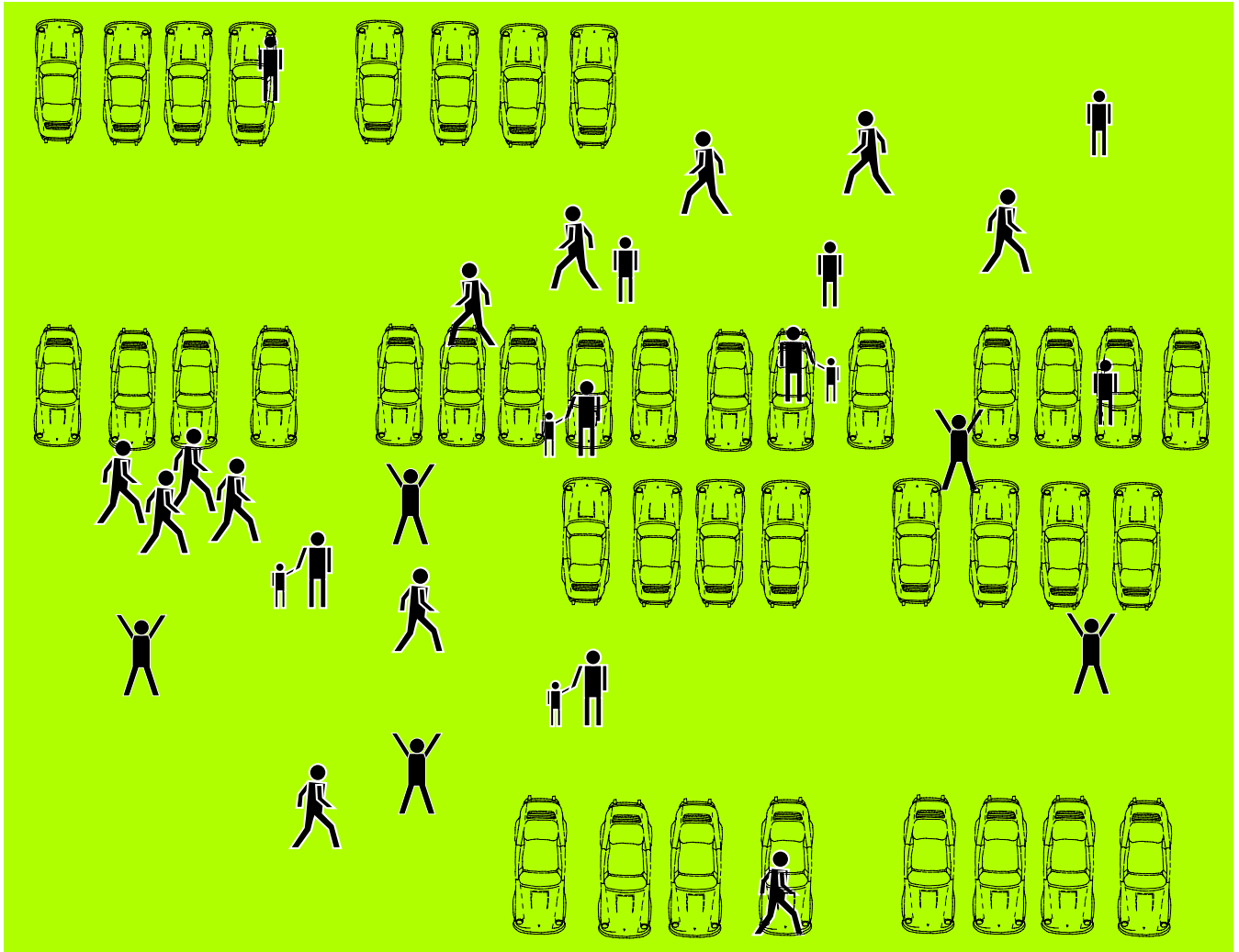
air rights_
urban play_
guerilla design_



_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

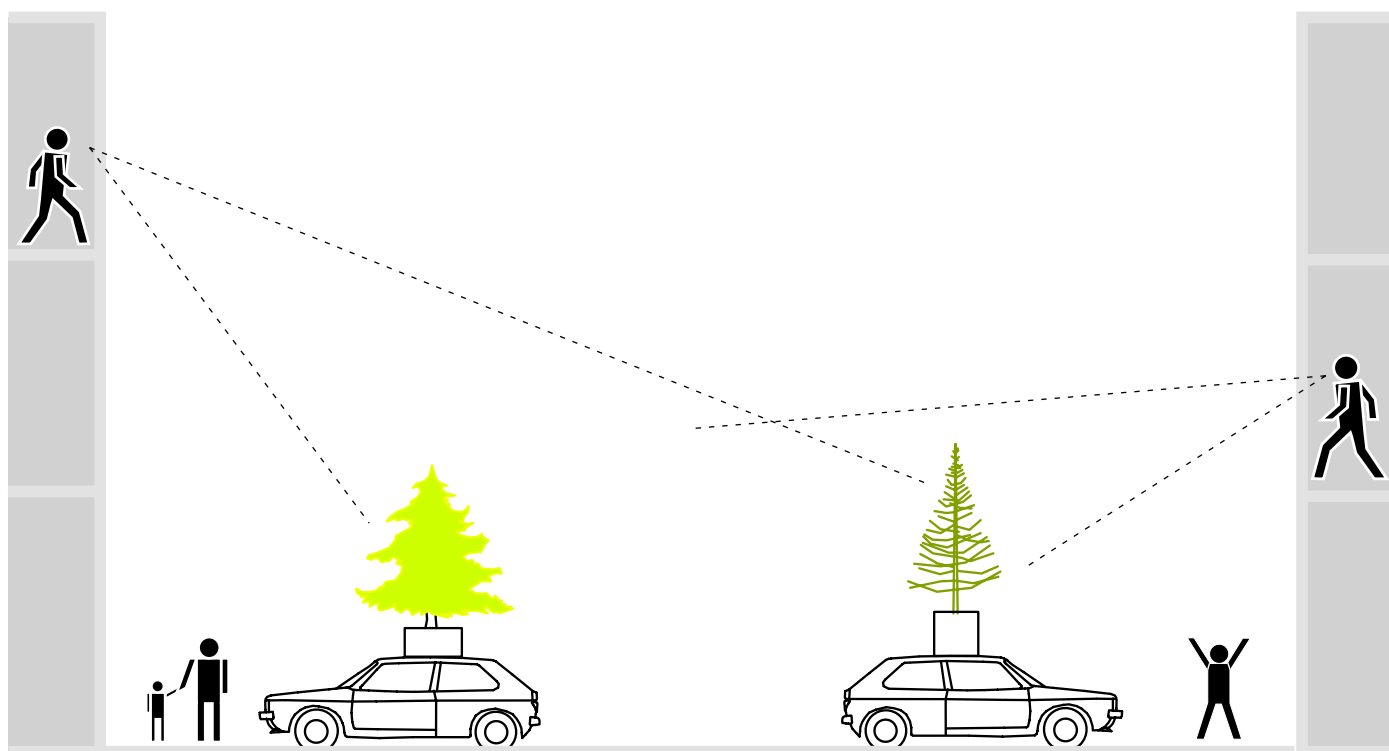
_it's up to you to transform urban wasteland occupied by cars



flower bed parking_
urban play_
guerilla design_

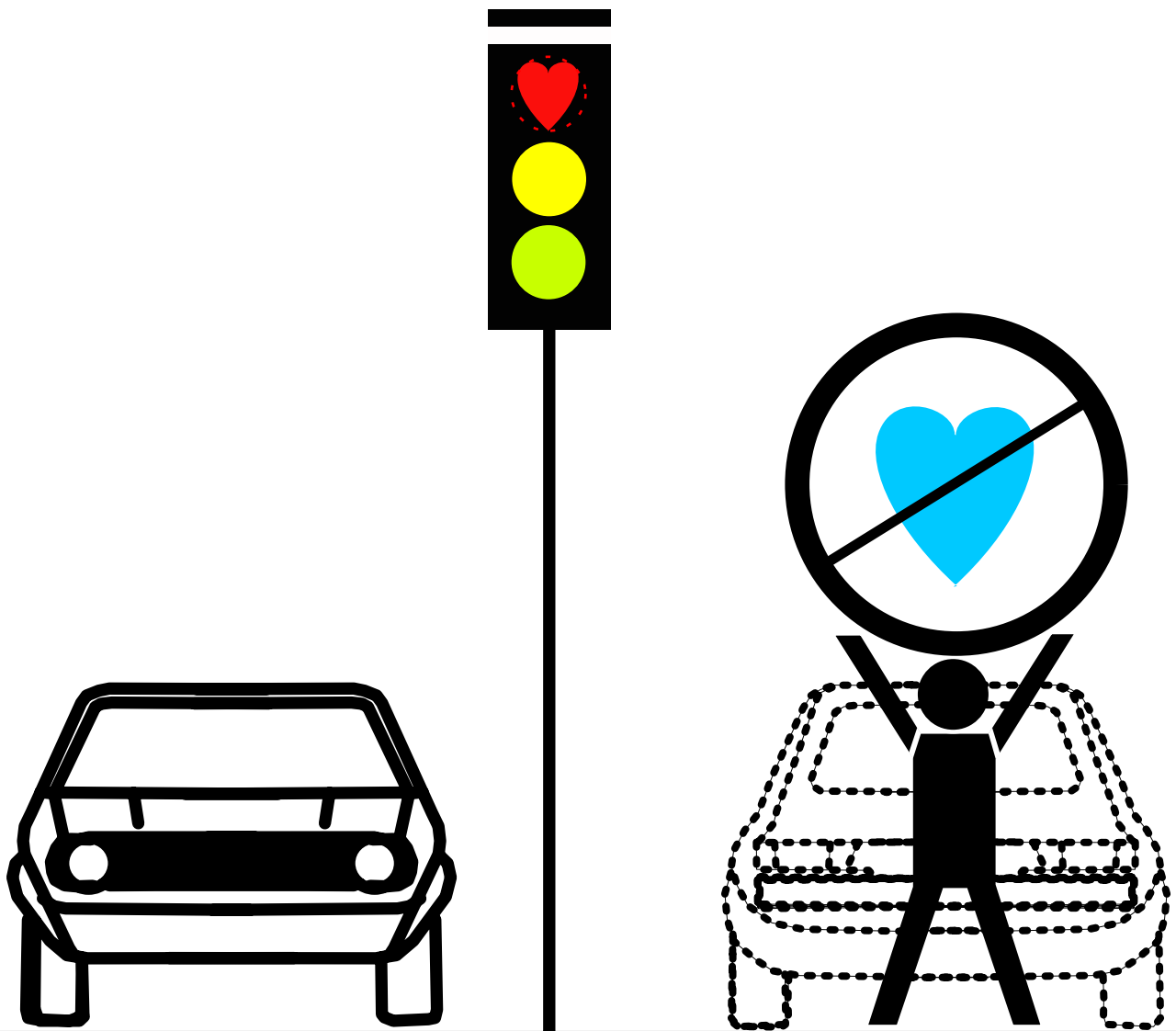


_install a tree container on your
car
_create parking spaces as forests
to your own taste
_improve the view from
neighboring buildings



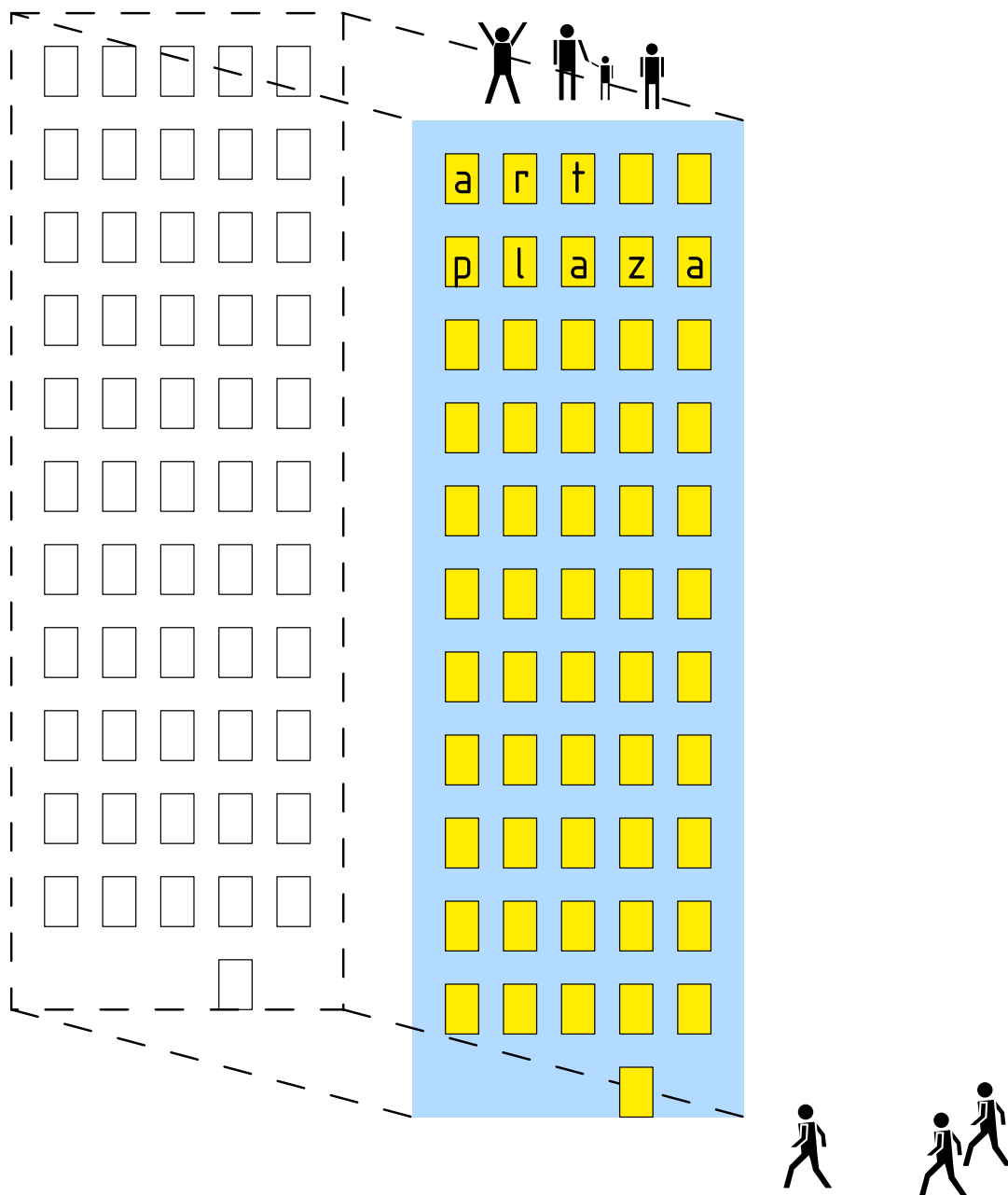
traffic [love]lights_
urban play_
guerilla design_

_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_

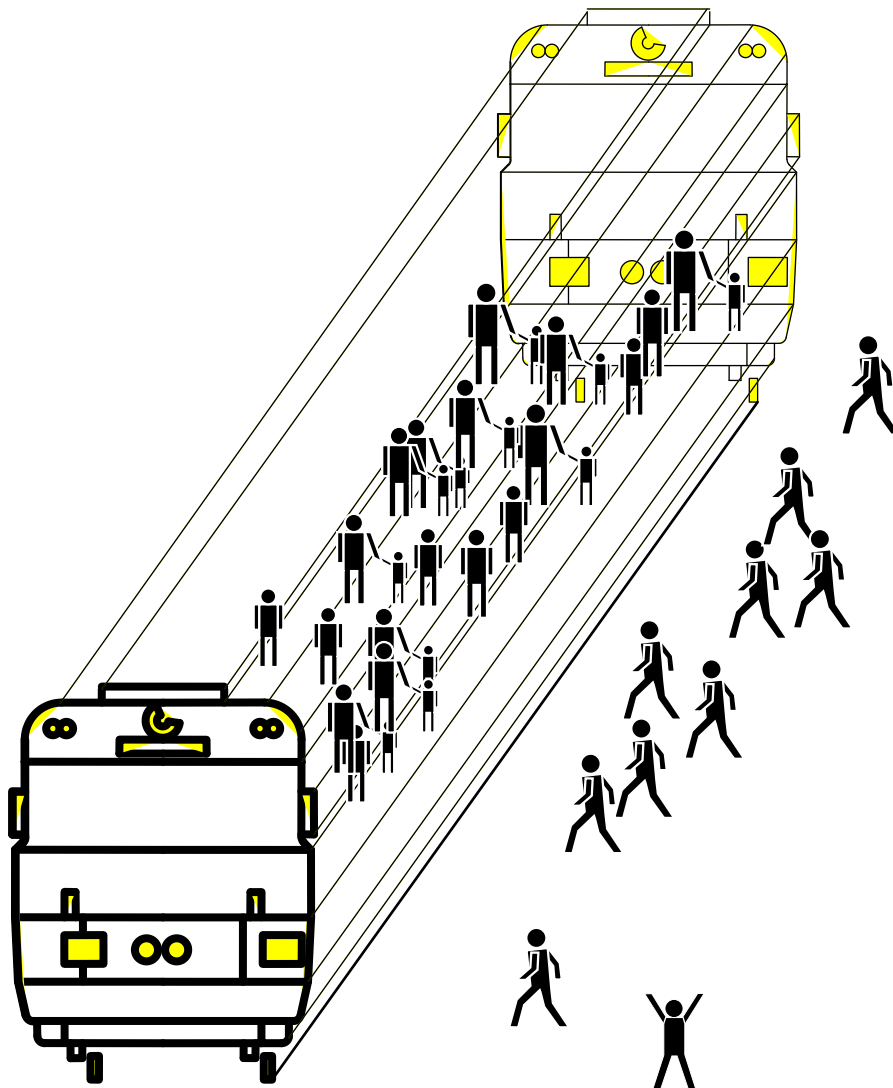
_deliver your own message
_with a little help from fellow
students
_by posting 1 letter of the
message on your dorm room window





swopping art train_
urban play_
guerilla design_

_locals swop services and
goods during the ride
_no money exchanged
_everybody happy



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..

