



## **It's easy to enjoy yourself at VIVA Vancouver all summer long**

This summer, VIVA Vancouver will be transforming street spaces throughout the city into people places and giving local residents extra space to walk, bike, dance, skate, sit, hang out with friends and meet their neighbours.

The free, summer-long program will create engaging public spaces and a more vibrant street culture in neighbourhoods across the city through street space transformations and activities. VIVA Vancouver is hosted by the City of Vancouver and many local community and business organization partners.

“Building on the success and popularity of family-friendly open street programs like last year’s Rediscover Granville, people of all ages can enjoy themselves at VIVA Vancouver this summer,” said Mayor Gregor Robertson. “When the weather warms up, Vancouverites like to get outside in their communities, and VIVA Vancouver will provide more opportunities through new pop-up plazas, pocket parks, and local arts and culture to enjoy themselves.”

Granville Street will also be closed on weekends again this summer. Starting June 25 and every weekend this summer until Labour Day, in partnership with the Downtown Vancouver Business Improvement Association and Translink, Granville Street (between Smithe and Hastings streets) will be transformed into a pedestrian corridor, playing host to community events and other unique activations for people to enjoy. A highlight for June 25 is a high-energy afternoon of skateboarding competitions and demonstrations; all skateboarders welcome.

On June 26, from 10 a.m. to 10 p.m. Granville Street (between Smithe and Dunsmuir) will be closed to bring the city’s colourful Latin heritage to Latincover, a fun celebration including food, soccer, music, dancing, games, marketplace and activities.

The VIVA Vancouver model is based on best practices learned from three projects that re-imagined public spaces in innovative ways: Summer Spaces 2009, the 2010 Olympic pedestrian corridors and Rediscover Granville in 2010.

VIVA Vancouver has grown out of these projects with the public’s support. Its three main goals are to:

- create a variety of public spaces for a mix of engaging activities and sojourning;
- increase neighbourhood liveability benefiting residents, businesses, community groups and visitors; and,
- encourage sustainable and active transportation by creating more safe and interesting spaces for walking and cycling, part of the City’s Greenest City Action Plan.

VIVA Vancouver differs from car-free days that are one-day, large-scale events. The program offers a variety of planned and spontaneous activities, including pocket parks, pop-up plazas, and showcases of local arts and culture at various street and laneway transformations all summer-long.

Creating strong business and community partnerships is an important part of VIVA Vancouver achieving these goals. The City of Vancouver thanks all partner organizations who will help to bring our streets to life in creative and engaging ways during VIVA Vancouver.



**At VIVA Vancouver you may experience any of the following**

#### **Pedestrian Weekends on Granville St.**

Where: On Granville St. between Hastings and Smithe Streets in Downtown

What: Downtown Granville St. will be transformed into a pedestrian street every weekend this summer. The street will play host to community events and other unique activations for people to participate in. Pedestrians will be able to sit and relax and take in the atmosphere on Granville and enjoy what the street fun has to offer.

When: Every weekend, starting June 25 and 26, including state holidays and Friday, July 15 and Friday, August 19.

Partner: Downtown Vancouver Business Improvement Association

#### **Livable Laneway**

Where: Mount Pleasant  
Laneway between E 8th Ave. and E. Broadway, west of Main

What: Local art market, live music, hula-hoop demonstrations, hot food, beverages, temporary installations and more fun in a unique space.

**July 23:** Blim Community Market with 60 vendors.

**July 30:** BBQ Cookoff by neighbourhood restaurants. (Participating restaurants: The Cascade Room, Burgoo Bistro, The Rumpus Room, Eight ½ Restaurant Lounge and Hyde Restaurant, plus Drew Dreissen's D-Original Sausage Company.) \$3 donations go to the Vancouver Food Bank.

When: Saturday evening Artist Market - July 16, 23, 30 (5-9pm)

Lead Partner: Livable Laneway Society  
Collaborating Partner: Vancouver Design Nerds

### **Parallel Park**

Where: Mount Pleasant — 200 E.14th Ave. just east of Main St.

What: Occupying up to 2 parking spots on E. 14th Ave just east of bustling Main St., the custom designed modular deck will provide free 'no-purchase-necessary' seating for pedestrians strolling by. The Cities of San Francisco and New York have both been testing this 'pop-up-cafe or free public seating model over the last couple of years with great success!

When: September

Partner: Travis Martin

### **Cube Van Playlets**

Where: Genus Theatre will develop and produce a series of 5 minute plays or 'playlets' that will be performed in surprise locations using the cube van they arrive to each location in — as the stage!

When: Saturdays throughout July

Partner: Genus Theatre

### **Mobile Digital Projections**



Where: Surprise locations throughout the city — definitely including Mt. Pleasant!

What: Using a cargo bike to get from site to site, Vancouver Public Space Network will set up a mobile digital projection unit that will allow pedestrians walking by to digitally write or draw on the blank walls of buildings. The building surfaces act like a blank canvass for the temporary projections people create!

When: Saturdays evenings - after dark - throughout July

Partner: Vancouver Public Space Network

### **Cambie Village Community Artists Plaza**

Where: The heart of Cambie Village

What: W. 18th Ave. — between Cambie St. and the laneway — will be transformed into a community plaza with a focus on community arts for youth, on three consecutive Saturdays in August. The first plaza Saturday will launch as part of Cambie Village Business Association's Sizzlin' Summer Festival.

The plaza will host a local community artist the following two Saturdays who will give youth an opportunity to create works of art using paint and canvasses!

When: Saturday August 13, 20 and 27 from noon to 3 pm.

Lead Partner: Cambie Village Business Association  
Collaborating Partner: Public Dreams Society

### **Collingwood Neighbourhood House Community Plaza**

Where: Just outside of the Joyce-Collingwood Skytrain Stn

What: From August 14-21st the Collingwood Neighbourhood House will be working with the community and an artist-designer to transform four parking spots, located in the Kiss and Ride lot outside of the Joyce-Collingwood Skytrain Stn, into a mini plaza space using recycled materials. Once the transformation is complete, community activities will take place in the small but inviting space from August 24 to September 3. When the plaza isn't actively programmed, pedestrians will be encouraged to stroll through the unique space and see the transformation up close.

When: The plaza space will be open to the public everyday from August 24 to September 3

Repurpose Fair on Sat. August 27 and Saturday, September 3

Local performers and community workshops/ demonstrations, food street vendor on August 24, 26, 31 and September 2 (4-7pm)

Partner: Collingwood Neighbourhood House with the support of [mattressrecycling.ca](http://mattressrecycling.ca)

### **PICNURBIA**

Where: 800-block of Robson Street, between Robson Square and the Vancouver Art Gallery

What: By installing a gently rolling artificial parkscape, approximately 12 feet wide and 96 feet long, a Downtown street will be transformed into a temporary pocket park where people can sit and enjoy a picnic!

When: August 9 - September 1

Partner: The Loose Affiliates

