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Demarginalizing pedestrian crossings

What if they were a place for tranquility?

Marginalization of pedestrian crossings

The very essence of a pedestrian crossing is often ignored. While the environment provides potential for friendly interactions, often people only seem to be annoyed. A reason could be the context in which people transport themselves to places in hurry. The impatient atmosphere at pedestrian crossings is marginalized.

Cyclists

Cyclists generally do not stop for pedestrians at the narrow crossing.

Pedestrians

A pedestrian cuts off the side of the pedestrian crossing to cross the road.

Cars

A car stops last-minute for a couple.

Observations

The intervention caught the attention of pedestrians passing by.

Different types of city birds found the bird food and made sounds.

A woman stopped to look. A man turned his head twice.

Cyclists did notice the design but did not slow down at the crossing.

Interviews

People thought that the design looked nice in the street. The first impression was that the design is something for birds.

"I especially like the colors and the feathers, it is nice."

Municipality

Neighborhood can request placement of crossing intervention by municipality.

Birds

Give birds a larger role for presence of nature.

Neighborhood

Neighborhood decorates and takes care of the totem. Forms own identity and rituals.

Ethnography

Location: Eindhoven Central train station

There are no traffic lights supporting the pedestrian crossing; merely warning signs painted on the road and traffic signs indicating a warning for the pedestrian crossing.

Approach

The approach used to design an intervention for the field is 'Frame Creation'.

Frame Creation is the process of thinking around the paradox in the broad area of contextual values and themes surrounding the paradox.

Frames are created based on values and themes. Through the frames a design solution can be made.

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Intervention

The intervention addresses multiple direct stakeholders and aims to eliminate the city rush, traffic efficiency, hurry and impatience.

The intervention allows people to create own crossing rituals with the intervention.

Opportunities

- Bring nature and humans closer together.
- Create new design for customization.
- Formulate operational layer of intervention.
- In a broader sense, the intervention could improve livability and attractiveness of a neighborhood and walking.

Frame: Street crossings as a moment of tranquility, a place where the city rush comes to a temporary pause.

INTERVENTION

FUTURE

CONTEXT

Studio

Field

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