



A Gallery
seattle



Groups keen on giving the public a voice in improving Pioneer Square in Seattle hit upon a novel use for REVLAR. The Map the Square initiative put the power—and vibrant, waterproof paper—in the hands of the people, and the results were a smashing success.

Pioneer Square is sometimes billed as Seattle's original neighborhood, and the once-beating heart of the city has been a popular spot since it was founded in 1852. The Alliance for Pioneer Square, a non-profit whose goal it is to improve and advocate for the area, was searching for public input and desires for updates to the neighborhood, which is home to restaurants, hotels, shops, and tours of Seattle's unique underground passageways.

The solution, brainstormed by The Young Architects Forum of the American Institute of Architects in conjunction with the Pioneer Square Alliance, was an initiative called Map the Square.

After searching for an effective way to empower the public to give feedback on improvements to the square, AIA architect Rob Deane said the group stumbled across Relyco's REVLAR and decided the weatherproof, easy-to-print on, and vibrantly colored synthetic paper was perfect for creating the kind of tags the group envisioned for Pioneer Square.

The ambitious Map the Square project took place during the Seattle Design Festival, a two-week event that draws a ton of residents downtown, especially to Pioneer Square, for a well-regarded block party.

Festival-goers were instructed to head to one of several kiosks located around Pioneer Square, which were populated with colorful REVLAR tags that designated different uses like art installations, restrooms, and dog parks. They could tie those tags to locations where they wanted to see those attractions, and The Young Architects Forum then went out into the neighborhood to find the hundreds of

At A Glance:

Customer
Alliance for Pioneer Square

Industry
Non-Profit

Relyco Product
REVLAR Waterproof Paper

Website
www.allianceforpioneersquare.org

“Everybody has seen the value in this [REVLAR], and I think everyone on our team certainly has...I think we’d use it again, and not just in Pioneer Square.”

Rob Deane
American Institute of Architects

placed tags. Afterwards, they created an interactive map based on those tags, which they plan to present to the Alliance for Pioneer Square to inform future improvements and changes to the square.

The spark behind the whole project, Deane noted, was the idea of giving those who often find themselves shut out of project planning an opportunity to have their say, and to do so in an accessible, fun way. The entire effort won a 2016 AIA Seattle Honor Awards honorable mention, per Deane.

“Seattle is completely booming, but just the sort of intensity that is happening, people don’t feel like they have a say in how things are going,” Deane said. “We wanted to offer people a chance to have that say.”

Tyler Ruane, a business development representative at Relyco, said the difference maker for the alliance was the vibrant colors Relyco offers with REVLAR, which made it easy both to color code desired improvements and craft tags that were easy to spot in the square. In total, the alliance purchased 500 sheets of REVLAR.

“I think it was a great way to brighten up the community, get a lot of people together and see some positive change in the area,” Ruane said.



The Benefits for Map the Square

The effort to revitalize Pioneer Square has realized myriad benefits from using Relyco’s REVLAR, including:



Waterproof paper that could be easily cut into tags



Tags that could hold up to Seattle’s notoriously rainy weather



Prominent, bright colors allowed easy tagging and recognition



A blueprint for future, similar initiatives, both inside Seattle and beyond



The ability to easily print and customize tags for the campaign using REVLAR

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