

# Peter Kageyama – Live. Work. Play. event “For the Love of Anchorage”

---

## WORKSHOP RECAP

**Local’s Tee-shirt Idea** – This exercise was geared toward making a tee shirt design about Anchorage that locals would want to wear. If locals want to wear shirts about Anchorage it shows and produces pride within the city.



### 1. Catch Anchorage

A shirt with CATCH at the top followed by photographs of what people can catch in Anchorage below. Example, fish, moose, play, powder (skiing), sunshine, etc.. Playing on the variety of things to do or “catch” in Anchorage.

### 2. Where’s J

This shirt would have a large letter “J” on it and the word “where’s” very small before it. Only Anchorage-ites (and not all of us) would get this, because downtown does not have a J Street. The back of the shirt would have a map of downtown Anchorage.

### 3. Wild Skinny Dipping Salmon Can’t Be Caught

### 4. Anchorage...ALASKA with plumbing

This shirt pokes fun at our wildness but also draws Anchorage into still being part of Alaska, just a city within it.

**5. So What?**

There would be multiple versions of this shirt each saying something different. Such as, 20 Hours, So What? (20 hours of daylight), - 10 below, So What?, etc. In between each saying and "So What?" there would be a code square to scan with a smart phone that would pull up a video, explanation or just information about the saying.

**6. Show Me the Moose!**

That saying with a photo/drawing of a moose on the front

**7. Anchorage Formal Wear**

That saying at the bottom of the shirt with a black tie image screen printed on.

**8. Anchorage Moose**

A shirt with the saying "Anchorage – where moose look both ways before crossing the street"

**9. Break Up**

Play on words, break up as known as spring in Alaska, "break up – it's part of our relationship, Anchorage, AK"

**10. Anchorage – Step 'in Out**

This phrase on the top of a shirt with "..to the last frontiers" following.

**11. Strip Mall**

A shirt with the image of two parallel strip malls with "Strip Mall Heaven" written in between. The Chugach mountain line would be drawn on the shoulders.

**Empathy Groups** – Each group was given a poster with their assigned persona. There were 10 different personas of people in Anchorage. The group was tasked with coming up with two ideas each on what this person likes, dislikes and would change about Anchorage. Isolation with in Alaska, disconnected community and the lack of good public transportation were themes in what people would like to change.



## ***Alaskan personas***

### **1. Teenager (15 years old)**

- Like: Access to nature (even on a subconscious level).  
The summers, later “curfew” no school, more to do.
- Dislike: Still too young to drive and have a hard time getting around  
There is no place to call me own in the community
- Change: Better public transportation  
A place to call my own

### **2. Slope Worker (24 years old)**

- Like: Opportunity to play hard, i.e. Snow machine, ski, night life.  
Opportunity to consume
- Dislike: Continuous restart of normal living  
Cost of living
- Change: More things to do – more hip things  
Wi-Fi city wide

### **3. Business Owner (40 years old approx.)**

- Like: Small enough community to have loyal customer base  
Business culture recognizes value of living and playing in Alaska
- Dislike: Outside big corporations coming in  
High cost to do business
- Change: Cost of business – lower inventory shipping cost, Improve skill of labor pool

### **4. Tourist visiting from...Akron, OH**

- Like: The abundant of nature  
Alaska culture and Museums
- Dislike: Homeless / vagrants  
Too much to do in too little time
- Change: Nicer urban area, more nature culture  
More vibrant street level activity.

### **5. Married with kids (30 something's)**

- Like: Quality of education choices  
The city is youthful lots of professional and personal opportunity
- Dislike: Too much dependence of individual transportation – lack of public transportation  
Few options for affordable activities for kids (even indoors)
- Change: More public transportation  
More mixed use of town centers/nodes around the Anchorage Bowl

**6. Young Professional (Late 20's)**

- Like: Opportunity to make a name for yourself  
The wilderness and urban life
- Dislike: "Isolation tax" – travel cost, shipping issues, etc.  
Lack of big city events
- Change: Better public transportation – more robust  
Adding an entertainment district

**7. College Student (late teens and early 20's)**

- Like: Bike ability and trails  
Restaurants/food and brew
- Dislike: Domestic violence and sexual assault rates  
The lack of connection between the city and University
- Change: Better commuter bike safety  
More free Wi-Fi throughout Anchorage

**8. Retiree (60 +)**

- Like: Property tax exemptions  
Discount
- Dislike: Limited mobility  
Isolation
- Change: Create multiple town centers  
Accessibility/better public transportation

**9. Native Alaskan**

- Like: Services - UAA and medical  
Opportunities – employment, recreation, etc.
- Dislike: Cultural disconnect  
Lack of community connectivity
- Change: Celebrate and embrace culture, family and history  
Education on culture on a community level

**10. Local artist**

- Like: Quality of the "canvas"/environment  
First Fridays
- Dislike: Limited topic requests – it's all about, salmon, moose, mountain, etc..  
Lack of an arts district
- Change: Less car-centric  
More commitment to the arts

**\$500 idea** - Peter gave the groups the challenge of coming up with an idea that would better the community using a budget of only \$500. This exercise demonstrated that people don't need thousands of dollars to make a difference and allowed community members to brainstorm.



**1. March Of The Snowman (winner)**

Promote snowman building in Anchorage neighborhoods and around businesses. Start the "initiative" in the spring when Anchorage is sick of all the same old snow.

**2. Falling In Love With Anchorage – Anchorage love's (heart)**

Make "I (heart)" stencils to be distributed around Anchorage, possibly by local businesses, with chalk with the idea that people would "check out" or use stencils to mark where and what they love about Anchorage.

**3. "AGGA" Anchorage Guerrilla Graffiti Art**

Set up temporary ply wood walls in parks for the use of graffiti art. This group would provide plywood (hopefully being donated), stands for the plywood walls, and a couple spray paint cans. Graffiti walls would stay in parks then be moved to be put on display elsewhere. This would allow graffiti artist a safe, legal place to showcase their art and allow the community to enjoy it as well.

**4. Paint The Town**

In an annual event people would go around Anchorage and paint! Objects to paint would be fire hydrants, dumpsters, empty ugly walls, etc. Murals and color would be promoted. This would hopefully turn into an annual event.

**5. Color Anchorage**

This group would start a winter art project. It would provide and promote using food coloring in squeeze bottles to paint the snow, any and everywhere. This initiative would awaken the boring grey and white environment of Anchorage winters.

**6. Kiss My Anchorage**

Promoting people in Anchorage to take photographs of them kissing what they love about Anchorage. People would send these photographs to someone in the group that would create a slide show to be projected on a downtown building. Examples include, “kissing” a part of the Tony Knowles Coastal Trail, “kissing” a favorite restaurant door/logo, etc.

**7. We Roll For Anchorage**

This group would provide a large red ball and promote the Anchorage as a whole to come out and help push it from Roger Park to Westchester, along the Chester Creek Trail. Although a simple idea this could bring people from all over Anchorage to work together, interact and share ideas and stories. The ball could take on any meaning community members see fit for the year and themselves.

**8. Night Light Anchorage**

Have a Chinese lantern ceremony every month at a different park in Anchorage. Each release would feature a community project, charity, etc. The intention would be to celebrate light and release, with an annual winter solstice “Light Off” city wide.

**9. Burning Moose**

Every year around New Year’s or winter solstice community member would come together to torch/light a large wooden moose (made in the previous months) in a city park, preferably Cuddy Family Midtown Park.

**10. My Favorite Node**

Provide people with balloons for the purpose of them going out into the community and tying them on their favorite place to be in Anchorage, bringing awareness and closeness to different “nodes” around town.