

Ice Breaker: Powers of 10

Santa Fe, NM

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Presented by

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Creative Economy and Cultural Planner





**Charles and Ray
Eames**



Powers of Ten: A Film Dealing with the Relative Size of Things in the Universe and the Effect of Adding Another Zero

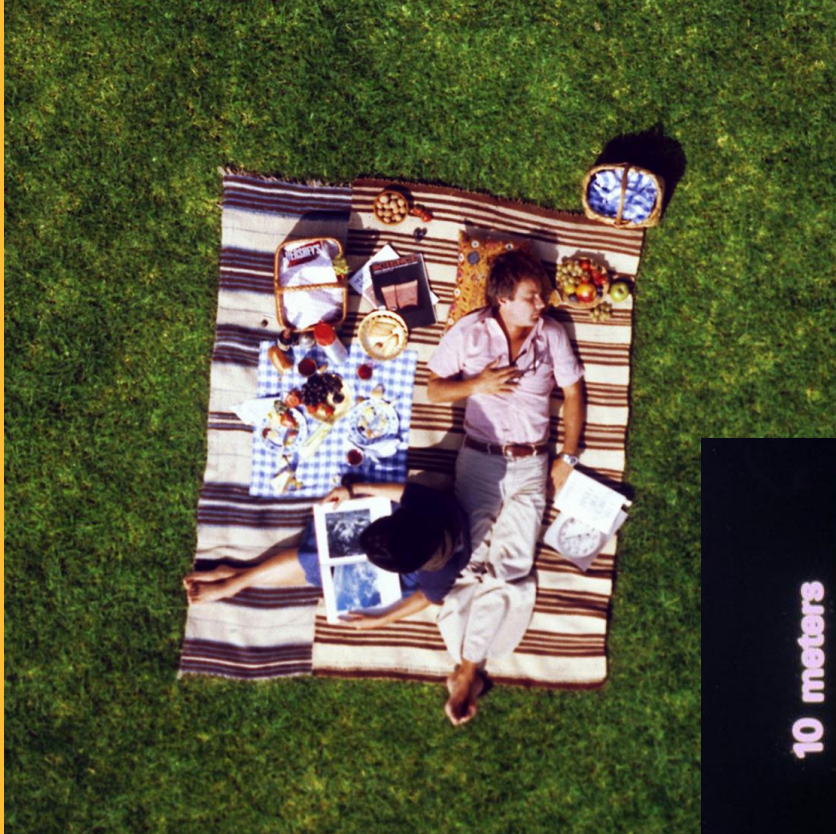


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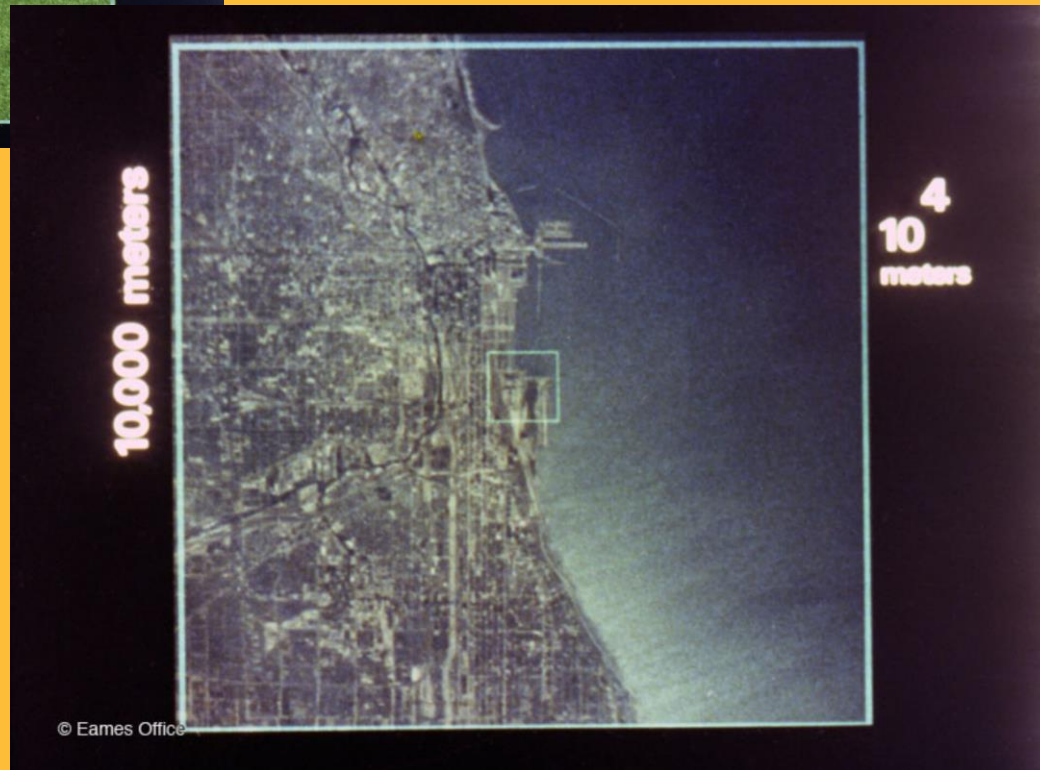
Exploring the relative scale of the universe based on an order of magnitude based on a factor of 10.



The Creative Economy



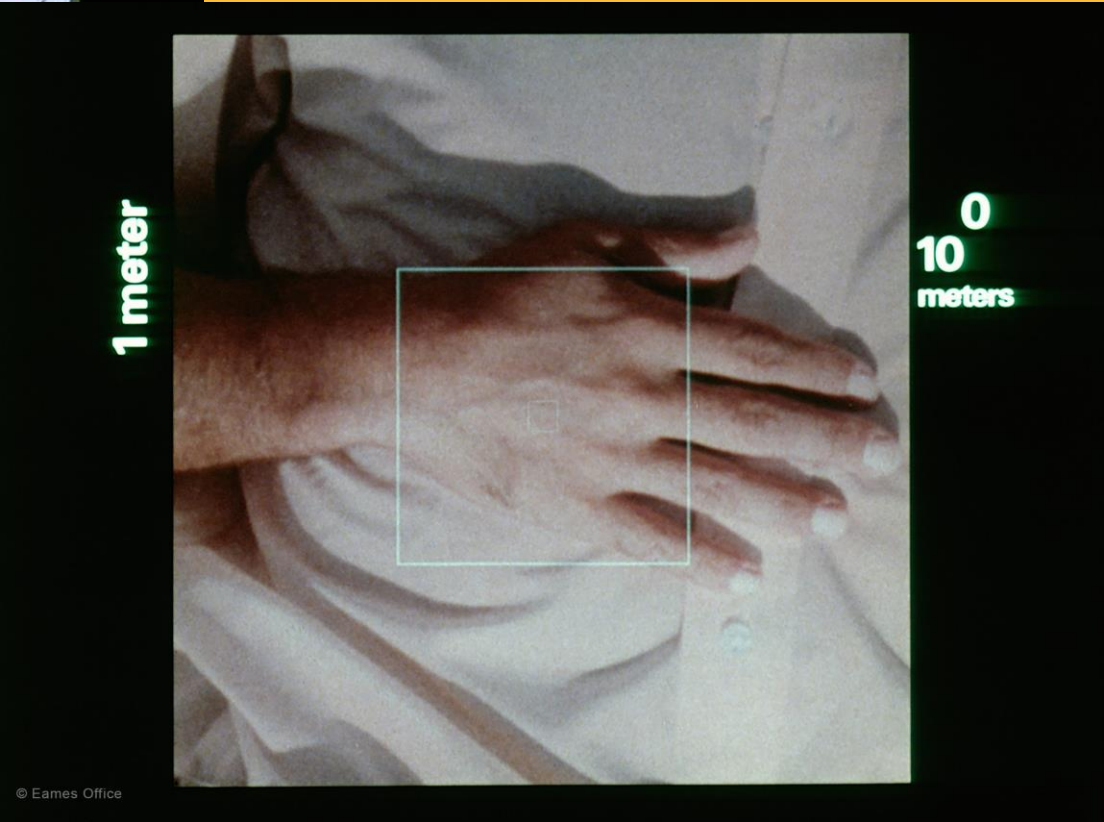
The Creative Economy





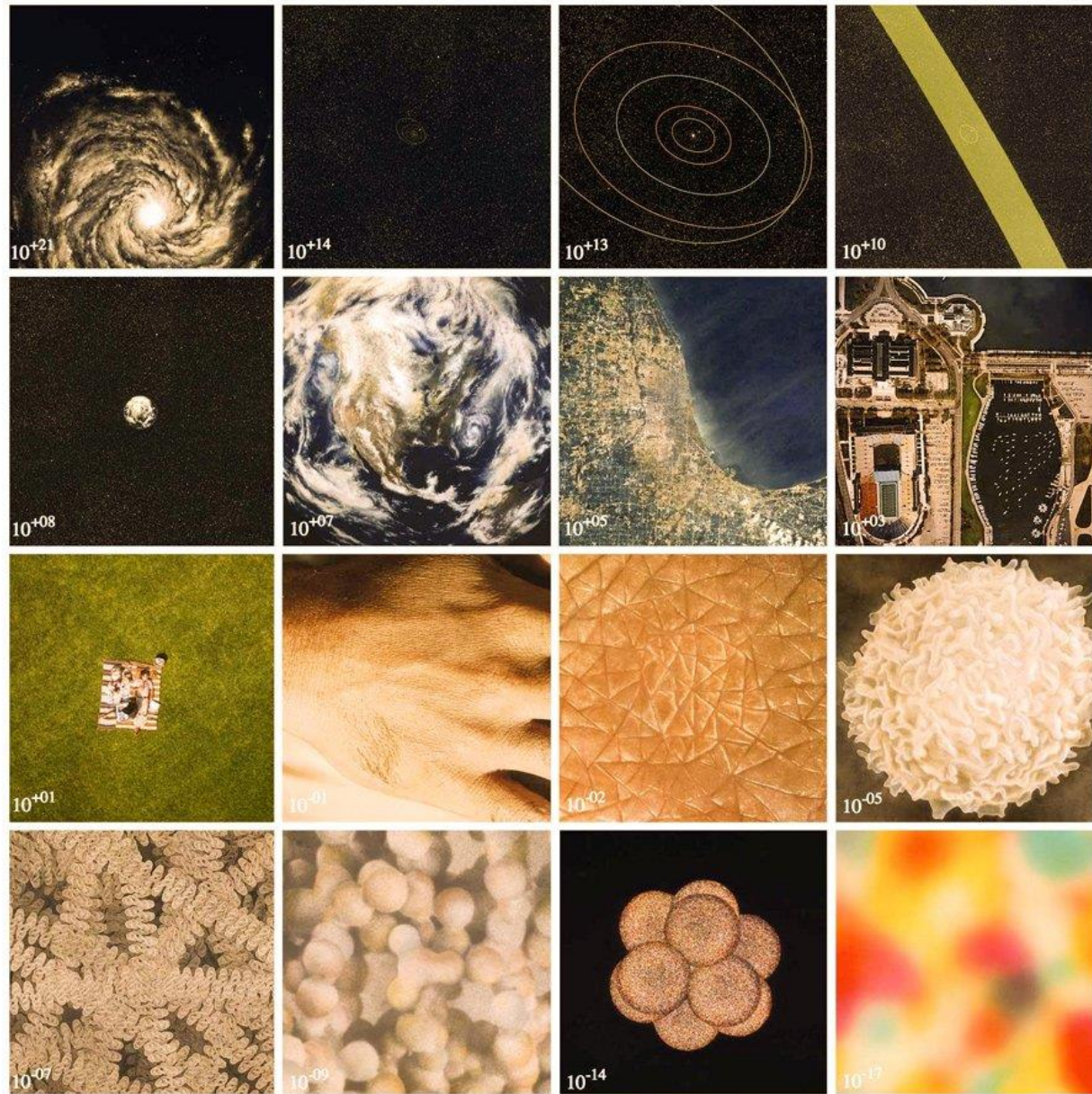
*Are you leveraging
your community's
creative and cultural
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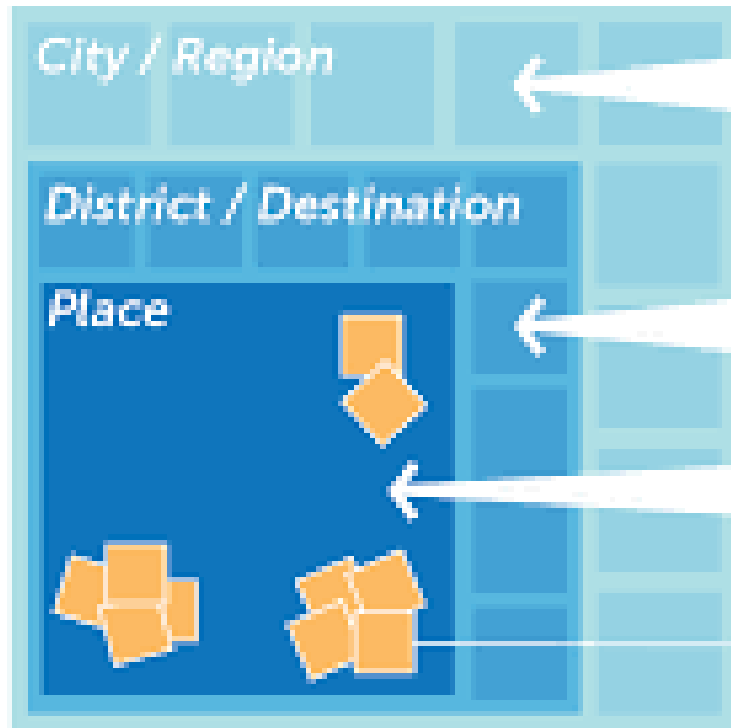


Are you leveraging your community's creative and cultural assets?





The Power of Ten: How Placemaking Scales Up

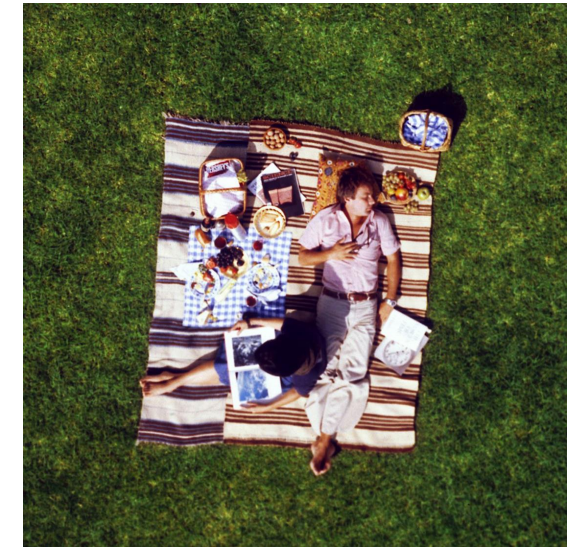


10+ major destinations & districts

10+ places

10+ things to do

Layering of uses to create synergy (Triangulation)



A city/region needs 10+ MAJOR DESTINATIONS
 Example: Chicago and region

Brookfield Zoo | Museum Campus | Forest preserve bike path | Navy Pier | Kinema Festival | Frank Lloyd Wright
 |Marin | Temple | Lake Michigan walking path | St. Patrick's Day Parade | Soldier Field | Second City | Adler
 Chicago Botanic Garden | Indiana Dunes National Lakeshore | Marzoni Pullman District | Downtown Chicago | Chi

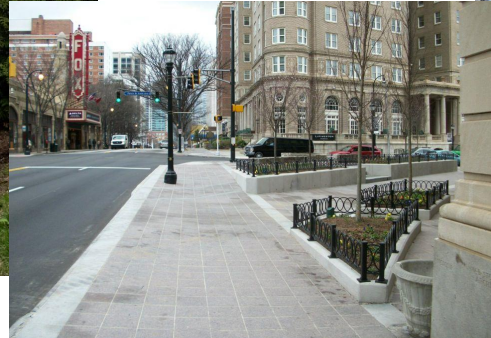
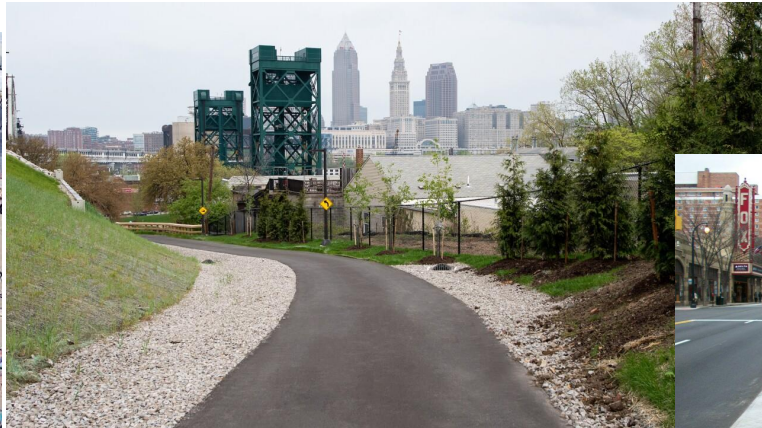
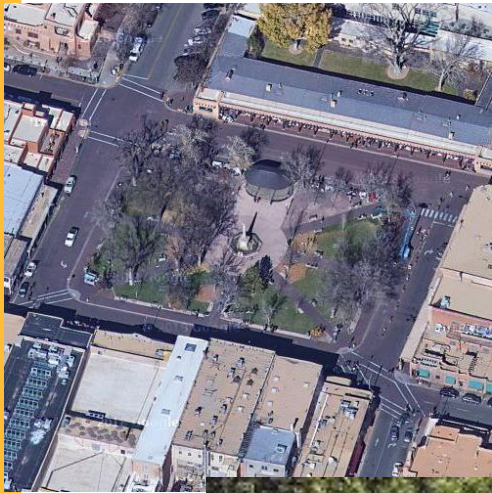
A Destination needs 10+ PLACES
 Example: Downtown Chicago

Navy Pier | Crown Fountain | Ice Bar | State of Chicago | Piccolo atop | Shopping | "The Bear" Lake Club
 Harold Washington Library | Grant Park | State Tower | Gene Siskel Film Center | Daley Plaza | Chicago Riv
 Green City Market | Chicago Theatre | Millennium Building | World-class restaurants | Loopopia | Buckingham Y
 |

Each place needs 10+ THINGS TO DO
 Example: Daley Plaza, Downtown Chicago

Go to the farmer's market | Sit on the Piccolo atop | Meet up for Chicago's Critical Mass ride | Join ethnic celeb
 Put your feet in the fountain | Read the newspaper | Take a break after getting your driver's license | Eat lunch
 Catch the El on a bus within a block | Listen to live jazz/blues music | Visit two churches and a synagogue within







1. Plaza





2. Urban Trail





3. Roundabout





4. Benches



5. Public Art





6. Historical Marker



7. Storefront





8. Alley





9. Mural



10. Sidewalk



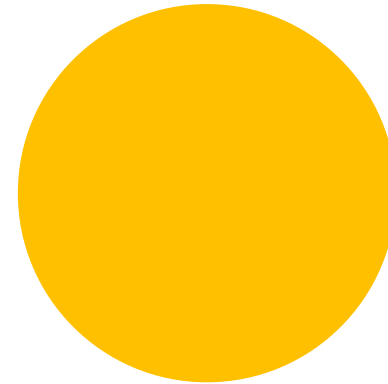


Thank You!

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