KENDALL SQUARE

PUBLIC SPACE CENTER PLAN

AS KENDALL SQUARE HAS BEEN ON THE CUTTING EDGE OF CREATING THE FUTURE, WE PROPOSE MAKING KENDALL SQUARE THE PUBLIC SPACE CENTER--BRINGING THE SPIRIT OF EXPERIMENTATION, INNOVATION AND OPTIMISM INTO THE PUBLIC REALM.

KENDALL SQUARE IS WHERE THE FUTURE IS INVENTED.

Kendall Square has always been a place for dreaming big, for exploration, research, innovation and taking risks--from the early industries built on marsh land, to the grand vision of a NASA, and to its abundant of research facilities and innovative businesses located here today. In developing a new framework for Kendall Square, we questioned: how can this heritage of innovation and ideas be continued and leveraged to address opportunities for Kendall Square today?

We need a shift in perspective towards a grand moment of optimism for Kendall Square. People should think of it as a destination in itself, a place to discover, the perfect place to build, to start new ways to participate in public space. Development of a public space framework allows us to ask: "what is this place?" and "how can we be curious and explore again?" while developing new public space fabric for Kendall Square.

As Kendall Square has been on the cutting edge of creating the future, we propose making Kendall Square the Public Space Center-bringing the spirit of experimentation, innovation and optimism into the public realm. Kendall Square, as Public Space Center, can be a global model that joyfully addresses the social and environmental challenges of our era in a forward-looking, healthy and humane neighborhood.

The framework for creating the Public Space Center consists of three layers: The Physical Realm, which incorporates the tangible elements and design of landscapes, buildings and systems; The Participatory Realm, which includes the ideas made visible and the activities that take place in the stage set by the physical realm; and Beautiful Policy, which lays the groundwork for fueling change towards a better public future.





