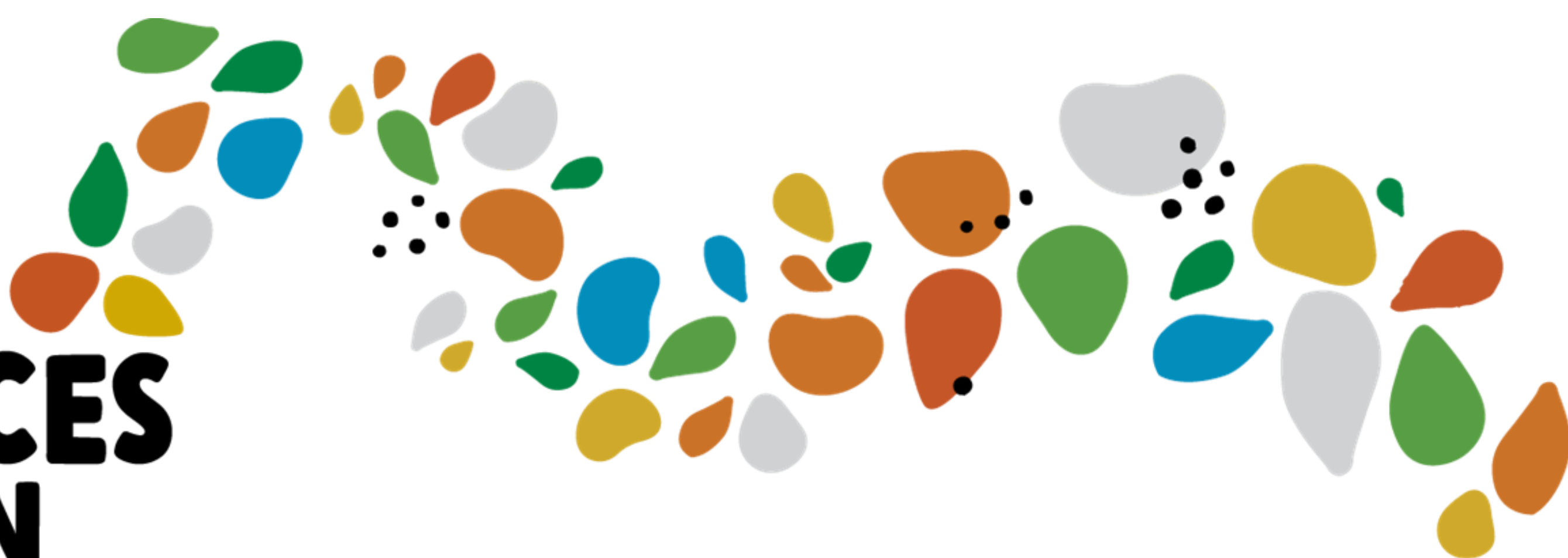


INTERNATIONAL
CONFERENCE

NATURAL PLAYSPACES FOR CHILDREN



Viva Jundiapéba Play Area – Naturalized revival of an affectionate space

Theme/Place:

Greening spaces for children and youth - Mogi das Cruzes / SP

Authors:

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Context and objective:

Result of a partnership between Bernard van Leer, Ikone, and Mogi das Cruzes municipality with the goal of revitalizing play areas in CJBM Housing Complex, promoting family interaction.

Methodology:

Listening, participatory planning, hands-on work, and celebration. Listening to families and participatory design guided the project. Residents joined in collective efforts to build the space, culminating in a celebratory event where agreements for its maintenance were made.

Results:

Qualitative increase in enthusiasm and care for the space. Compared to the beginning of the construction, the percentage of residents who asserted the new area as safe for children to play surged from 18% to 84%. Additionally, residents with children who stated using the common area escalated from 17% to 60%.

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Initiative:



Realization:

