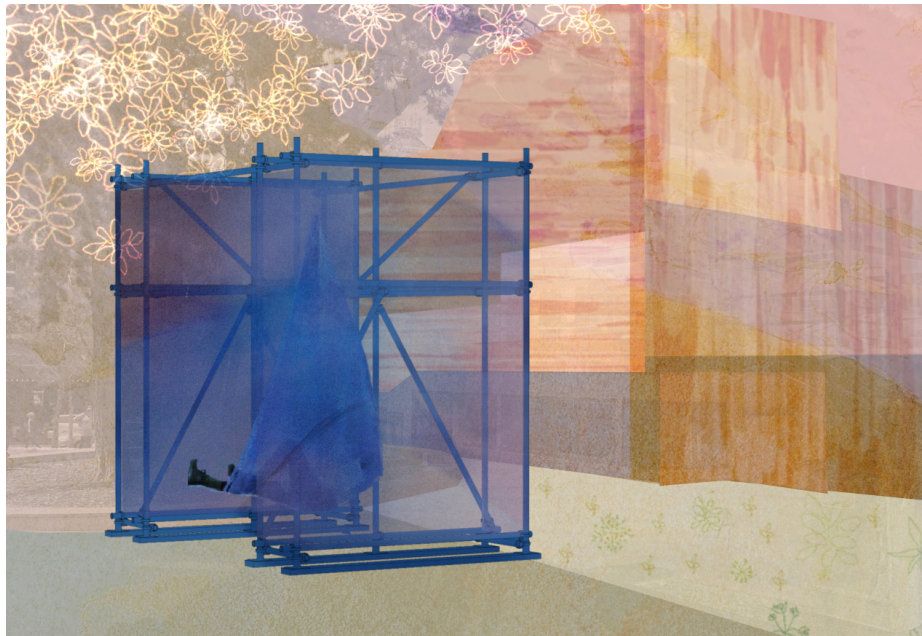




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**Te Whanagnui-a-Tara creative collective, Soft Serve Social, present
'Playscape - an urban swing set' in the heart of Te Aro, this
November.**

**Delivering a public arts experiment - Via the act of swinging freely. Looking
to re-balance personal & emotional wellbeing, in the urban environment of
Te Aro.**



'Playscape' & Soft Serve Social, invite the public to come down, to swing freely, to transform the act of sitting, with permission to play.

Located in the middle of Glover Park, Ghuznee St, for two weeks from Nov 11th, The art/design collective, Soft Serve Social, aim to create an opportunity for any passer-by to experience comfort, safety and joy at any time of day in Te Aro, a feeling that is unfortunately not always present, in reality.

Soft Serve Social's public arts activation has been proudly commissioned by [Urban Dream Brokerage](#) and Wellington City Council and developed specifically for placement in the heart of the city. Melding together their creative foundations with recognition of sustainable building practice and the finite nature of resources, The Urban swing set will be made from construction waste and reusable materials, supplied by LT McGuinness.

With a collective desire for joy, safety and empowerment Soft Serve Social, felt the need to create and develop '**Playescape - an urban swing set**'. Exploring the ways we can feel present, calm and connected when we are alone in public space at any time of day? The act of sitting alone on a bench in the street is something that everyone should feel safe to do. However, in reality that isn't always the case. Can we change this?

With this project, Soft Serve Social hopes to advocate for the enjoyment, freedom and connection to others that can be had in common space.

"This project has been shaped by our collective emotional response to the site of Glover Park. Looking into ways we can re-balance our emotional wellbeing in the city, has meant that hauora is a big part of what we are looking to address. There is something inherently calming about swinging freely - even as an adult. Swinging combines the exciting combination of freedom while you retain control of how fast or high you want to go on a suspended pendulum. These motions and rhythms seem to calm the central nervous system and create a sense of mindfulness."

The activation consists of an enticing temporary structure that a swing hammock hangs from, with use intended both during the day and at night. Each evening there will be stunning illuminating outdoor LED lights attached to the structure and a video projection will run transforming the playful day-time experience - to a calm evening space to regulate. The space will also be activated variously throughout its duration with encouraging kōrero around different social aspects of the installation. Activation details and updates will be communicated via [Soft Serve Social](#).

Soft Serve Social are a collective of artists, architects, designers and historic researchers based in Te Whanganui-a-Tara. Yuri Takemoto, Moana Williams, Kitty MacIntyre-Hyatt, Florence Collins Caballero, Bonnie Chen and Annie James all care deeply about creating spaces for comfort, joy and community in the urban environment. They believe that collective experiences have the power to break down social barriers that prevent people from interacting in public space. And above all else, they value the power of play. Born out of different creative and cultural disciplines, Soft Serve Social cares deeply about the 'soft infrastructure' of urban environments.

[Soft Serve Social](#) | [SSS Instagram](#) | [UDB Website](#)

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