

# Old West Church Food Forest

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# Our Client

- ❑ Progressive and reconciling congregational
- ❑ Church

Long-time advocate for  
Social justice issues

- ❑ racial inequality
- ❑ food insecurity

Built an urban food forest  
in 2015

# THE PROBLEM



The Old West Church's food forest is lacking in foot traffic and awareness.

There also isn't a permanent testament to OWC's commitment to social justice that has potential to draw visitors in.

# THE SOLUTION



Make the food forest “Instagrammable” to increase foot traffic.

# Goals



**Social Justice**



**Foot Traffic**



**Food Forest Usage**

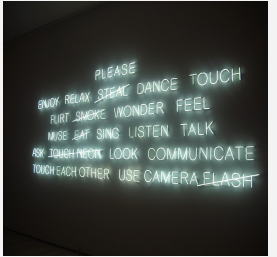
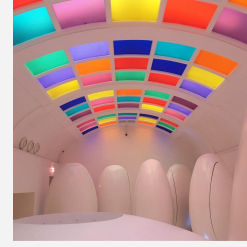
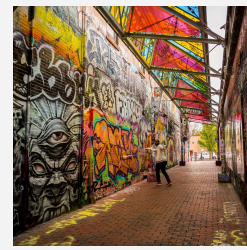
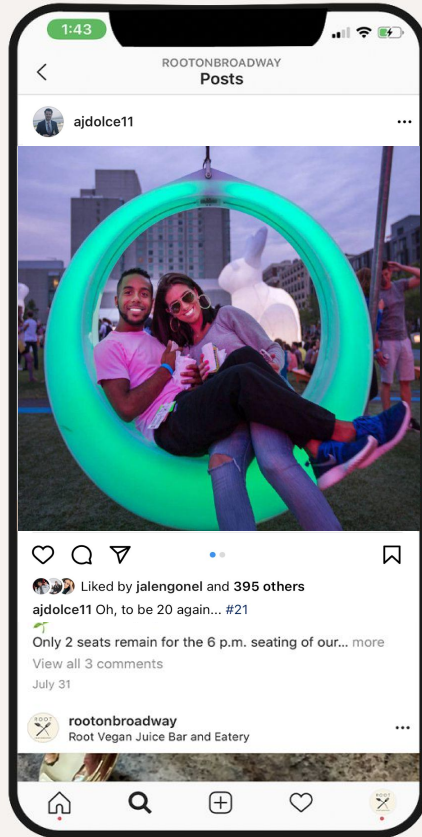


# Study



14 well-known locations in Boston and international

21 domestic and 12 international students

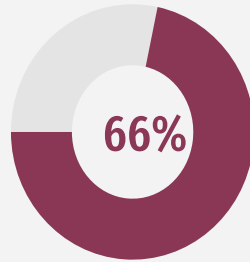




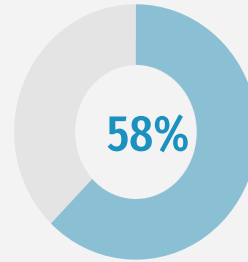
# Results

## Key findings

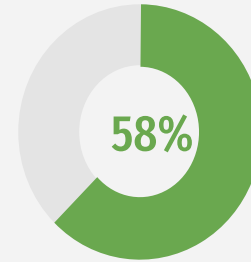
- Recognise pictures from their Instagram feed
- Can correctly identify the location
- Often go there themselves to take pictures



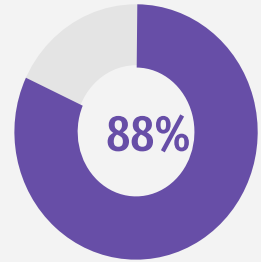
Recognized half of the locations



Recognized at least 10 out of the 14 locations



U.S student first saw these locations on Instagram have gone there themselves to take pictures themselves (44% international)



First saw picture #10 picture on their instagram feed, and went to see the location themselves

# An Organic Social Media Campaign



PoC Artists



Food Education



Outdoor Signage

# Strategy

## STEP 1

Get people in through the door



Warm colors  
Large lettering  
Wye level  
Simple messaging  
"Justice Garden"

## STEP 2

Engagement will increase with artist installation



Instagrammable art  
Similarity concept  
Social justice visuals

## STEP 3

Experience will improve through historical food education



Native American food education (QR code)  
Combined with art installations

## STEP 4

Leave the garden more educated and with Instagram content



Well-rounded experience  
Social media worthy and educational

# Signage

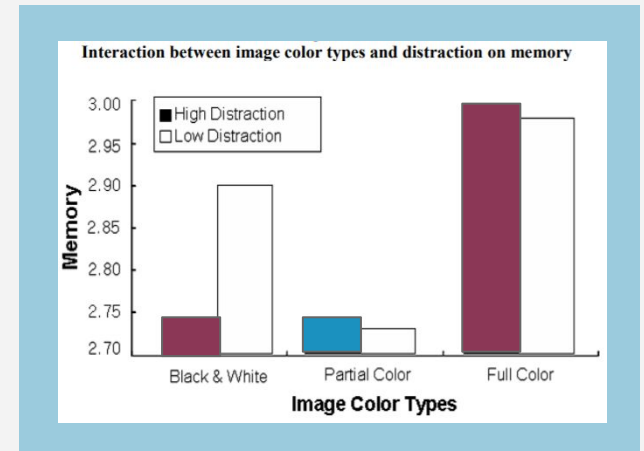
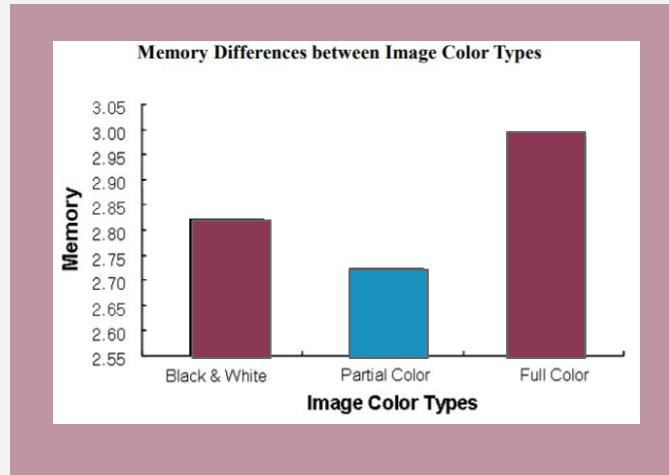
Source Factor: **INTENSITY**

- ☐ SIZE
- ☐ COLOR
- ☐ POSITIONING

Source Factor: **NOVELTY**

Individual Factor: **CAPACITY**

- ☐ K. I. S. S.



# Influence Attitudes

*ART* + *EDUCATION*

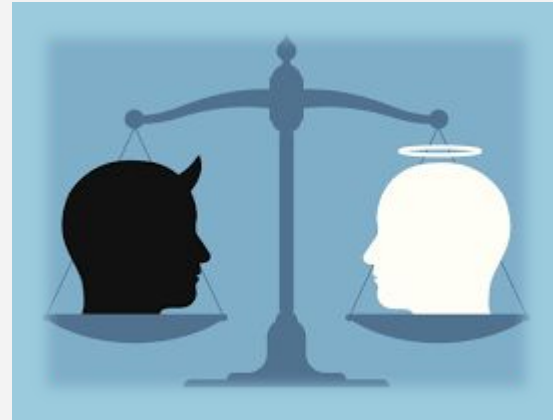
*SIMILARITY* + *PERCEPTION*

# Social Influence Tactics

## Attractiveness Principle



## Halo-Effect



# Recommended Minority Artists



Ekuia Holmes



Robert Freeman



Lavaughan Jenkins



Nate Devarie



Chloe Rubenstein

# Impact Choices

***ART*** + ***EDUCATION***

***INTUITIVE*** + ***REFLECTIVE***





- **VIVIDNESS**
  - strong brand image
    - indigenous people history
    - food justice
- **IMMERSIVE PERSONAL EXPERIENCE**
  - the food forest
    - native american unique gardening technique: three sisters planting
- **REGENCY**
  - instagrammable

# Strong Brand Image

*Exhibition*

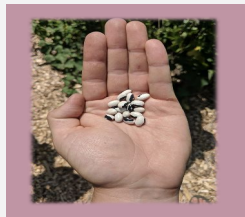


*Artwork*



*Decoration*





beans



corn



summer/winter squash



## The Three Sisters: An Ancient Symbiotic Plant Relationship

01

great for  
small  
gardens and  
beneficial  
for soil

02

provide  
balanced,  
nutritious  
diet

03

native  
american  
agriculture  
legend

04

educational

05

workshops and  
in person event



# ***MOCKUP***

Comanche artist J. NiCole Hatfield  
RHS Chelsea Flower Show 2012

# Implementation

Timeline in line with Cityscapes



## GOAL 1

Social Justice

### Benefits

Reputation, being part of communal movement

### Limitations

Resources, budget constraint, Church stigma

### Evaluation

Social media metrics, # of people reached through this movement



## GOAL 2

Foot Traffic

### Benefits

Build a community within the garden & provide artists with valuable space and cost

### Limitations

COVID-19 restrictions & resource constraints

### Evaluation

Instagram metrics, visiting journal, Entry QR code (check-in to measure traffic)



## GOAL 3

Food Education

### Benefits

Once the visitor steps into the garden, they have access to knowledge

### Limitations

Likeability stigma of the Church as an educational entity

### Evaluation

Quantify site traffic coming from QR code & optional satisfaction survey with learning questions

Thank You!



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