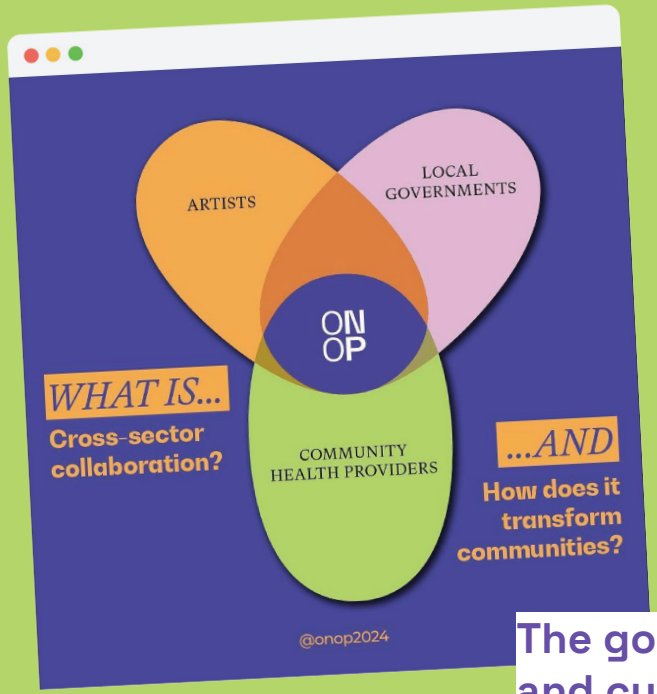
Co-designing narratives:

Reimagining a safe Gainesville for our future

Isabella Arrazola • Hien Phan
University of Florida
HASTAC 2023

ONE NATION ONE PROJECT
A National Arts & Wellness Initiative
City of Gainesville
One Nation One Project GNV
MXD
MASTER'S by DESIGN
+
Project YouthBuild



"One Nation One Project (ONOP) is a national initiative with Gainesville and eight other U.S. cities.

The goal of ONOP is to use the arts and culture to promote community healing and well-being. This project unites artists, local governments and community health providers."

City of Gainesville. n.d. "One Nation One Project GNV."

Research interests

Hien Phan
Design + expressing dynamic, complex emotions towards social issues

Isa Arrazola
Design + facilitation, interactivity

Anne Wolf
Former Community Engagement Manager
City of Gainesville

Anne: How do Gainesville youth perceive the culture around gun violence? How can that be reimagined into a culture of wellbeing and community?

The Gainesville Sun. n.d. “Gainesville Police Data Shows Violent Crime Was up 14% in 2021.” Gainesville Sun. https://www.gainesville.com/story/news/crime/2022/01/16/gainesville-violent-crime-up-14-percent-2021-police-data-shows/6513103001/.

Research question:

How can design help Gainesville youth engage in conversations about their perceptions of wellness, safety and community?

Project YouthBuild

The Dr. Banks & Dr. Cosby Youth Empowerment Center
Gainesville, FL

Although the unemployment rate for young Americans ages 16-24 is twice the national average, **nearly 75% of our graduates enter the workforce or post-secondary education immediately after graduation.**

Statistically, only 16% of high school dropouts who return to school end up earning their diploma. However, **93% of Project YouthBuild students have earned their HS Diploma.**

Over 60% of Project YouthBuild students have been involved in the criminal justice system as juveniles or adults prior to enrollment. Defying the statistics, **the recidivism rate for Project YouthBuild graduates is less than 6%.**

Antionette D. Caroll
Social entrepreneur, activist,
and Redesigner for Justice
President/CEO, Creative Reaction Lab

Elizabeth "Dori" Tunstall
Design anthropologist and educator.
Dean of design at OCAD University
Toronto, Canada

Inspirations

"Like all systems, systems of oppression, inequality, and inequity are by design. **Therefore, they can be redesigned."**

Adobe Experience Cloud. n.d. "Social justice and equity, by design." Adobe Business. https://business.adobe.com/customer-success-stories/creative-reaction-lab-case-study.html.

Antionette D. Caroll. 2017. Justice by Design. TEDxHerndon. https://www.youtube.com/watch?v=SFmeD3P8YKQ&ab_channel=TEDxTalks

Grandoit-Sutka , Alice. n.d. "Elizabeth (Dori) Tunstall on Designing for Respect." Deem. https://www.deemjournal.com/stories/dori-tunstall.

Artistic expression as a driver for trauma healing (Kapitan, Litell, and Torres 2011, Richman 2013).

Individual and collective lived experience as subject expertise (Hill Collins 2009).

Expanding who gets to be a designer of social change (Tunstall 2020, Caroll 2017).

What we needed to do:

BUILD TRUST

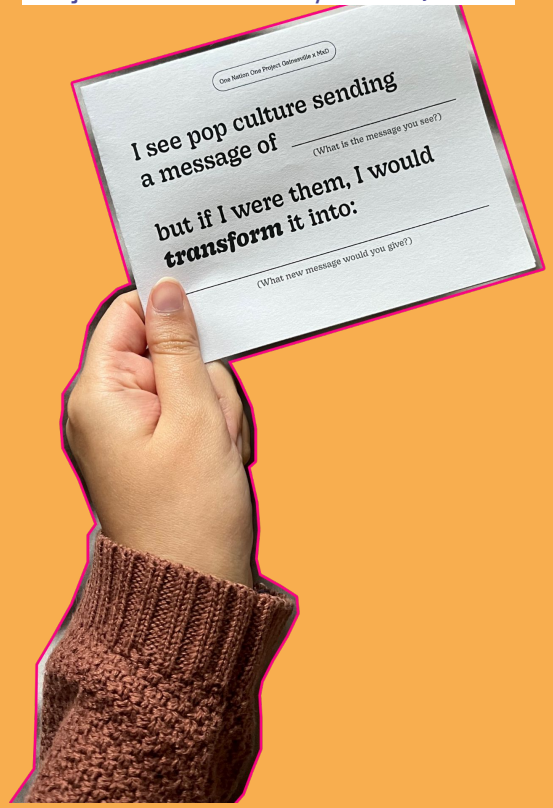
Project timeline

Moodboard workshop

Project YouthBuild / Oct 11, 2022

Re-imagining Narratives

Project YouthBuild / Nov 9, 2022



Collaborative Poster

Project YouthBuild /
Nov 3 & Dec 8, 12, 2022

Moodboard workshop

Project YouthBuild / Oct 11, 2022

Prompt:

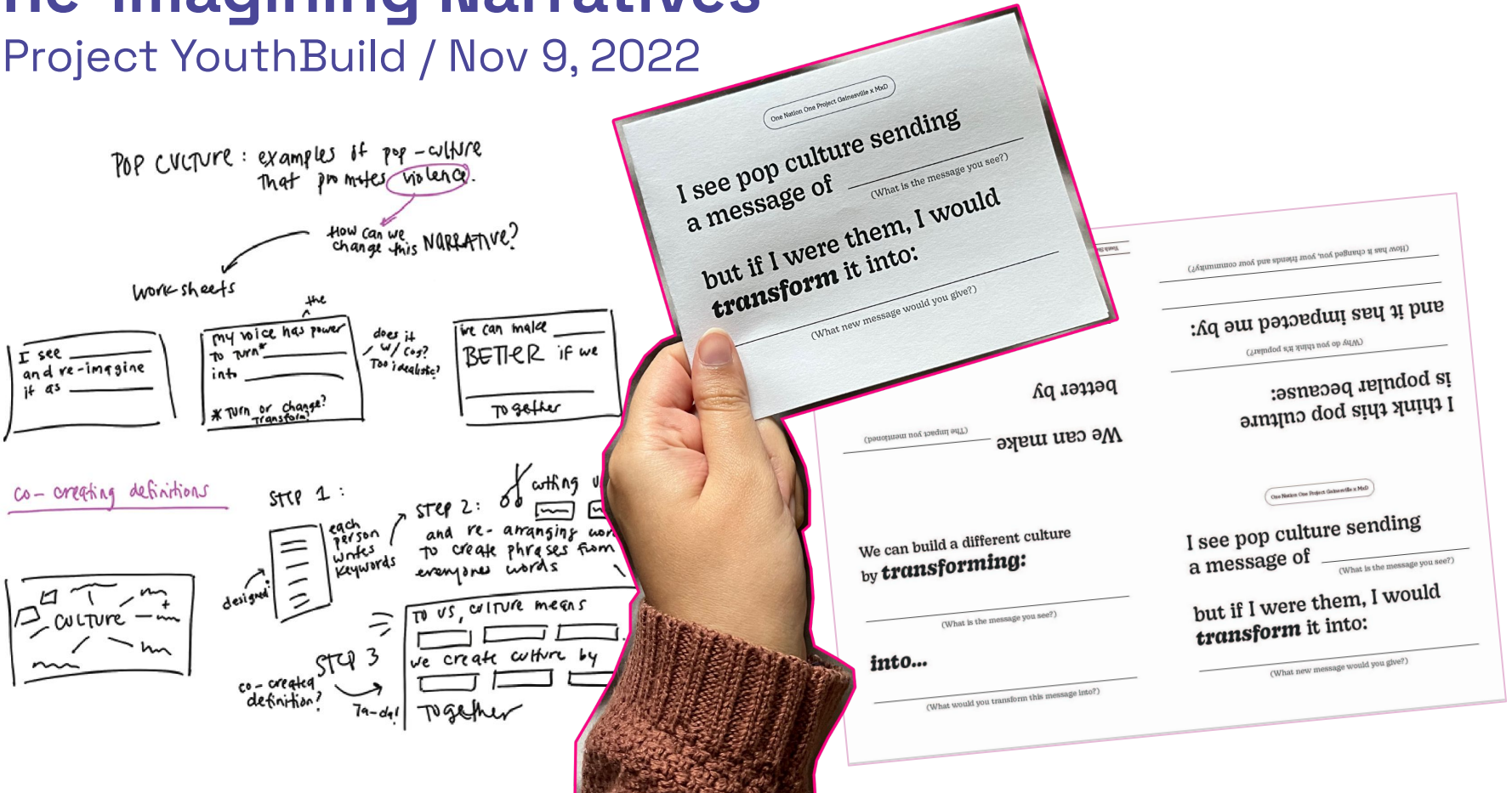
What does culture mean to you?

Highlights:

- ★ Trusting
- ★ Kindness
- ★ Food
- ★ Hair
- ★ Family
- ★ Music

Re-imagining Narratives

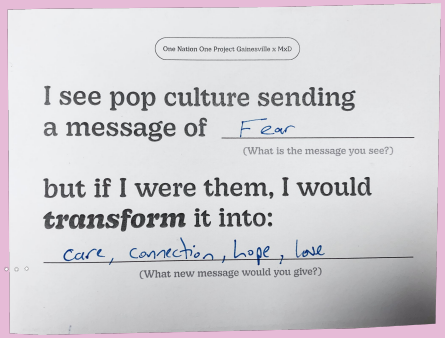
Project YouthBuild / Nov 9, 2022

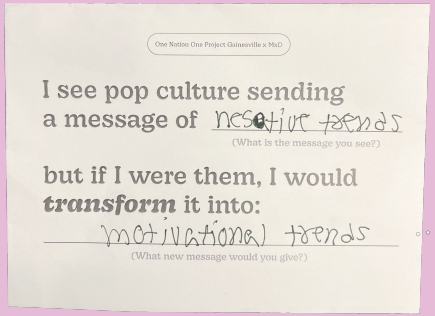


Re-imagining Narratives

Youth Steering Committee / Nov 9, 2022

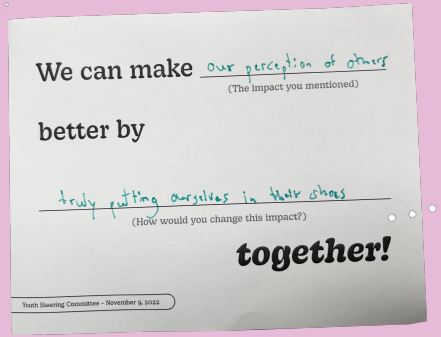
Care



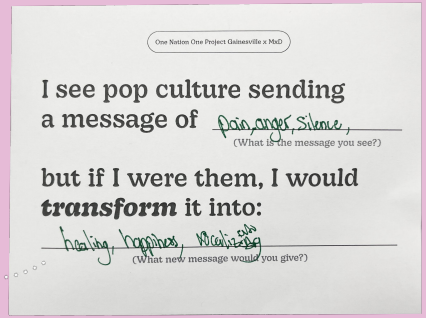


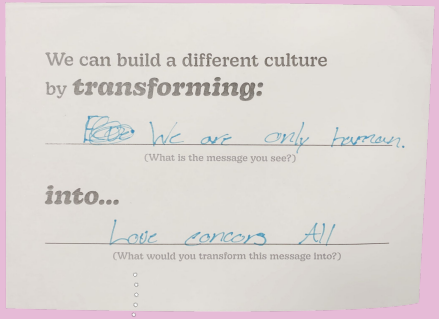
Motivation

What is your **transformative** message?



Healing





Love

How to include and amplify every voice?

Collective Reflection

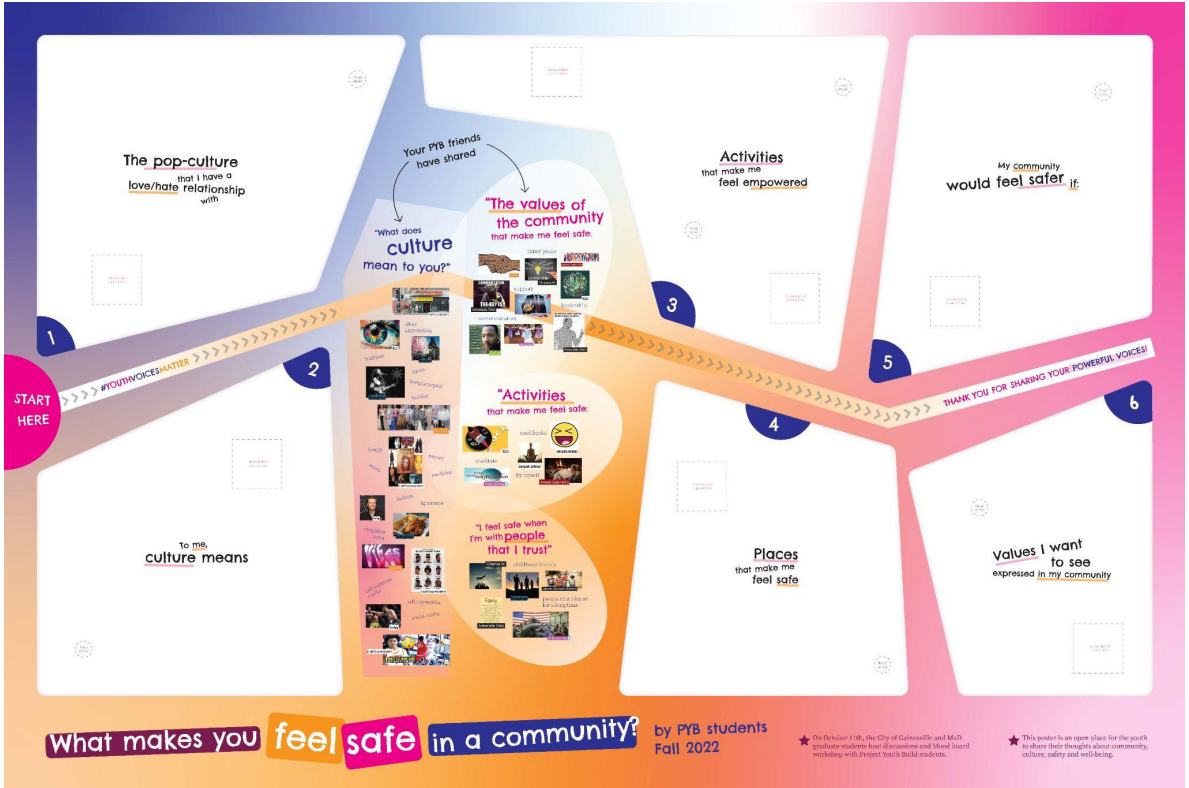
Safety

Every Voice

Creativity

Collaborative Poster

Project YouthBuild / Installed Nov 16 - Dec 12, 2022



6 prompts about
culture + safety + community

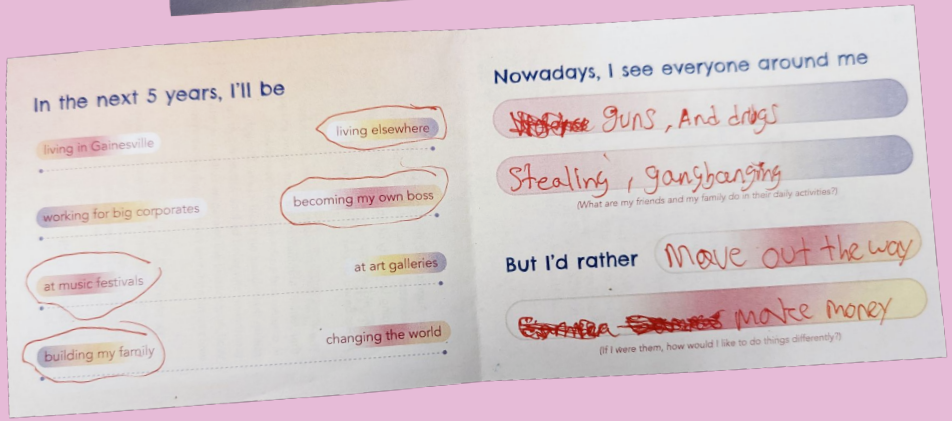
Collaborative Poster + My Future Journal

Project YouthBuild / Nov 30, 2022

Profile Visualization

Connection to the Community / Unit

Imagining Future and the Community



Collaborative Poster

Project YouthBuild / Dec 8, 2022

Collaborative Poster

Project YouthBuild / Dec 12, 2022

Places that make me feel safe
Activities that make me feel empowered
home
School Playground + Streets with lots of trees
places that make me feel safe is my dads house
activities that make me feel empowered is groupprojects & competitive sports
Car
My Room
My home
Home makes me feel Safe!
Place I
My grandma house
my home
Place i feel Safe
HOME ♥
My room
MY home
With My Family
Sleeping
taking a long walk
Playing Sports
Sewing, Working, Eating
Singing along K-pop songs
Dancing
basketball

START HERE
1
The pop-culture that I have a relationship with
#YOUTHVOICESMATTER
2
To me, culture means
Your PYB friends have shared
"What does culture mean to you?"
"The values of the community that make me feel safe:
"Activities that make me feel safe:
"I feel safe when I'm with people that I trust"
3
Activities that make me feel empowered
4
Places that make me feel safe
5
My community would feel safer if
THANK YOU FOR SHARING YOUR POWERFUL VOICES!
6
Values important to see expressed in my community
What makes you feel safe in a community?
by PYB stud
Fall 2022
On October 11th, 2022, the City of Gainesville and MxD graduate students host discussions and a Mood board workshop with Project Youth Build students.
This poster is an open place for the youth to share their thoughts about community, culture, safety and well-being.

A message to the youth:

Connect yourself to the community that you're living in and with. Your family, your friends, your teacher at school,... and your future self.

Imagine YOUR-FUTURE-SELF

Images collected from the Poster workshop

Nov. 30th, 2022: Led by Hien Phan, facilitated by Isabella Arrazola with PYB students.

Future developments

MxD Graduate Students
Participatory design in addressing challenges of certain student bodies in education

One Nation One Project Gainesville x City of Gainesville
Summer 2023: Phase One Community Listening Activity Funds for local artists, mental health practitioners and community orgs.

"One Nation One Project GNV." n.d. Www.gainesvillefl.gov. Accessed June 3, 2023. https://www.gainesvillefl.gov/Community-Pages/Community/Community-Interests/One-Nation-One-Project#section-2.

Thank you!

isabellaarrazola@ufl.edu • hphan@ufl.edu

linktr.ee/hearingyouth

References

Adobe Experience Cloud. n.d. "Social justice and equity, by design." Adobe Business. https://business.adobe.com/customer-success-stories/creative-reaction-lab-case-study.html.

Asadi, Torang. 2020. "Researchers must be participants: A case for immersive ethnography in UX." https://medium.com/uxr-microsoft/researchers-must-be-participants-a-case-for-immersive-ethnography-in-ux-c1c0222e9cd7

Caroll, Antionette D. 2017. Justice by Design. TEDxHerndon. https://www.youtube.com/watch?v=SFmeD3P8YKQ&ab_channel=TEDxTalks

Caroll, Antionette D. 2019. Projects - Antionette D. Carroll. https://www.antionettecarroll.design/projects.

Creative Reaction Lab. 2020. "About us: The Ferguson Uprising was Only the Beginning." https://crxlab.org/about-us.

Grandoit-Sutka , Alice. n.d. "Elizabeth (Dori) Tunstall on Designing for Respect." Deem. https://www.deemjournal.com/stories/dori-tunstall.

Hill Collins, Patricia . (2002) 2009. Black Feminist Thought : Knowledge, Consciousness, and the Politics of Empowerment. New York: Routledge.

Kapitan, Lynn, Mary Litell, and Anabel Torres. 2011. "Creative Art Therapy in a Community's Participatory Research and Social Transformation." Art Therapy 28 (2): 64–73. https://doi.org/10.1080/07421656.2011.578238.

One Nation/One Project 2021. One Nation/One Project - A National Arts & Wellness Initiative. https://www.onenationoneproject.com/.