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@kaboom
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There are barriers to play...

- Play can get lost in daily schedules
- It's hard to know if you're playing enough
- Play can involve hassle factors

The solution is a new standard for cities that puts families first

**PLAYABILITY**

- Foster play everywhere
- Make cities family-friendly
- Create the corner store of play

#playability

To see how cities are putting families first, follow @kaboom on Twitter
What if cities were designed with families in mind?
Transforming everyday spaces...
...into everyday PLAYces!
Play Everywhere: Turning Everyday Spaces into PLAYces

**Convenient**
Make it easy for kids & families to "play along the way".

**Inviting**
Permission to play is obvious & intuitive—giving kids and families the sense of comfort they need to play freely.

**Unifying**
Bring communities together through play by designing spaces that reflect the whole community & draw visitors from all walks of life.

**Shared**
Turn play installations into social spaces where kids, families, caregivers, & the broader community can comfortably come enjoy play together.

**Wondrous**
Create a space that feels new every time, enables exploration & discovery, & allows kids to use their imagination.

**Challenging**
Incorporate a variety of activities for kids to stretch their minds & bodies.
Over 1,000 Applications