

# Market Share

*Market Share* is a public art project that will involve local residents in transforming an under-used corridor of grass into a vibrant streetscape that contributes to the social, ecological, and human health of the Hastings Sunrise neighbourhood. Taking advantage of the generous building setbacks that characterize this commercial area, *Market Share* reclaims this public space for sculptural seating, edible landscape, and neighbourhood stories.

Located at the corner of East Hastings Street at Penticton, *Market Share* will function as a flexible social space for children, families, and seniors. The ubiquitous lawn boulevard will be replaced with a field of native blueberries, bringing the rhythm of seasonal change into the heart of the community. This vibrant landscape will address food security and urban agriculture, while attracting pollinators and providing bird habitat. Custom street furnishings featuring neighbourhood anecdotes about growing, harvesting and sharing food will provide a place for pause to pedestrian shoppers, dog walkers, and local shopkeepers. These stories will reflect the cultural, and linguistic diversity of the neighbourhood.

The Hastings Sunrise neighbourhood will be engaged with the design development, production, and stewardship of *Market Share*, from participatory planning workshops to site installation. Local residents of all ages will be invited to contribute stories to an audio and text-based archive about food in the city. Local youth will develop this archive and help produce text and graphics in response to it. These youth will also contribute to the cultivation of the berry bushes planted on the site. Through their involvement participating youth will develop skills and knowledge in urban agriculture, food security, audio and video production, and carpentry.



# HASTINGS STREET

# PENTICTON STREET

