

THE BIG APPLE POST

NEW YORK, MONDAY, SEP 01, 2020

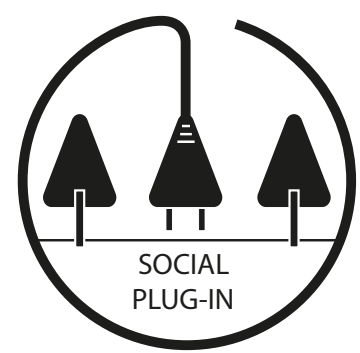
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BIG APPLE, NEW NORMAL: THE *SOCIAL PLUG-IN* PLAN IS IMPLEMENTED TODAY

Today, New York City has announced the implementation of the Social Plug-in Plan, a strategic solution to conditionally bring back the public life to every New Yorkers. The plan will define the new public space and the way people participate in, according to the Mayor of the city.

Here's What You Need to Know:

- what's social plug-in plan?
- the Post pandemic timeline
- new normal, new public realm
- resources for everyone

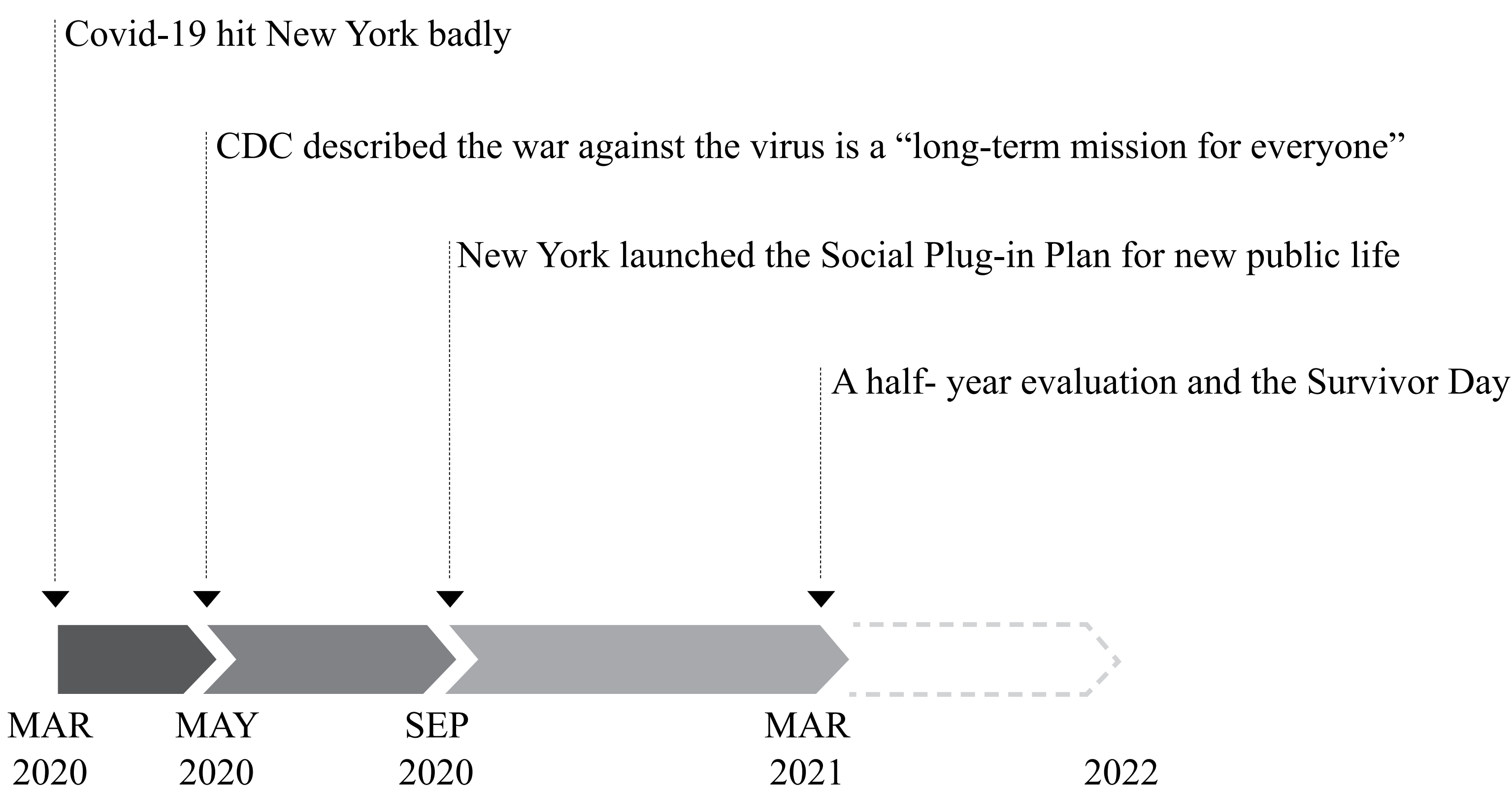


What's Social Plug-in Plan?

The Social Plug-in Plan is an instruction for New Yorkers to use the public space under the current circumstance of social distancing. The plan requires citizens to sign up and reserve before access the public space. In addition, a SPI device and self-install tool kits are introduced in the plan to help people use public safely.

The Post-Pandemic Timeline

The president's speech and CDC's instruction marked 2021 as a year of the new normal. We are going to live with the virus for a longer time than imagine, and we all need to well prepare for it. The timeline shows the milestones of the year, in which the implementation of Social Plug-in Plan .



May is a critical step for New York to normalize its public life. An evaluation will be made after half year of the implementation in order to determine the next step for 2022.

New Normal, New Public Realm

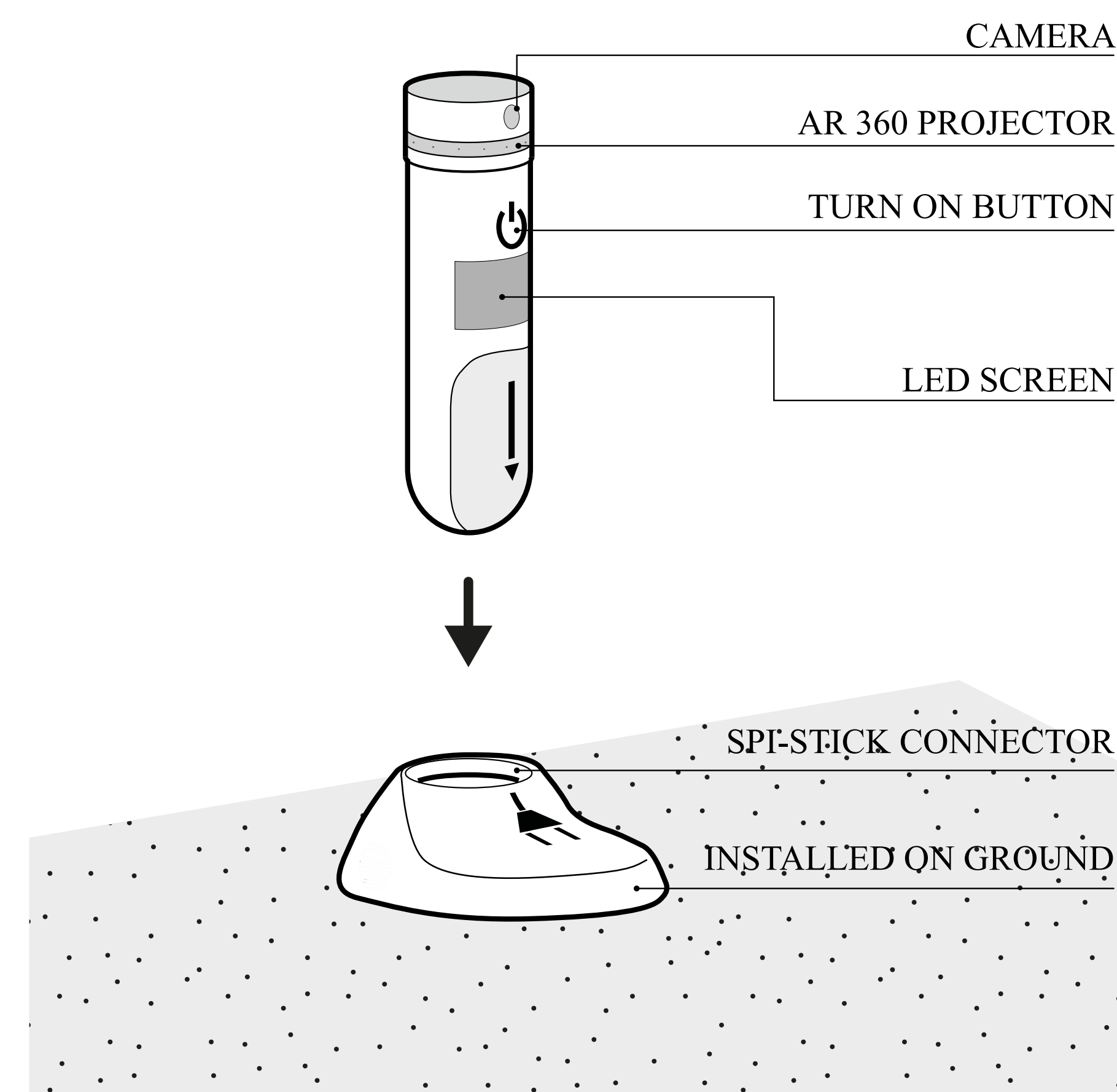
The city is hoping that the Social Plug-in Plan can re-define the public space and set up an exemplary for the future public realm. "The Big Apple is famous for its bigness, and thus suffered a lot from the pandemic," the Mayor says, "but this time we are going to solve the problem by a small plug-in."

Resources for Everyone

- Haven't got your SPI yet? Reserve and DIY your SPI here:
<http://spi.nyc.gov/get-your-spi-now>
- You need to have the SPI APP to sign up slot, check availability and activate your public space. Download the APP and learn how to use it here:
<http://spi.nyc.gov/spi-app-download>
- Some New Yorkers have successfully built their own SPI and bring to the park! See how they enjoy the new public life and get some inspiration for yours! Check out these videos:
<https://www.youtube.com/channel/nyc-spi-new-public-life>

How to Use Your SPI

STEP1



SPI-STICK

The SPI-STICK is a portable device you need to bring with you every time. It has an AR 360 projector to define your social territory while using the park, and shows all information you need to know on ground.

SPI-BASE

The SPI-BASE is pre-installed in public space in the city. It contains the information of the site and once connected with a SPI-STICK, it can read the data from the user's side.

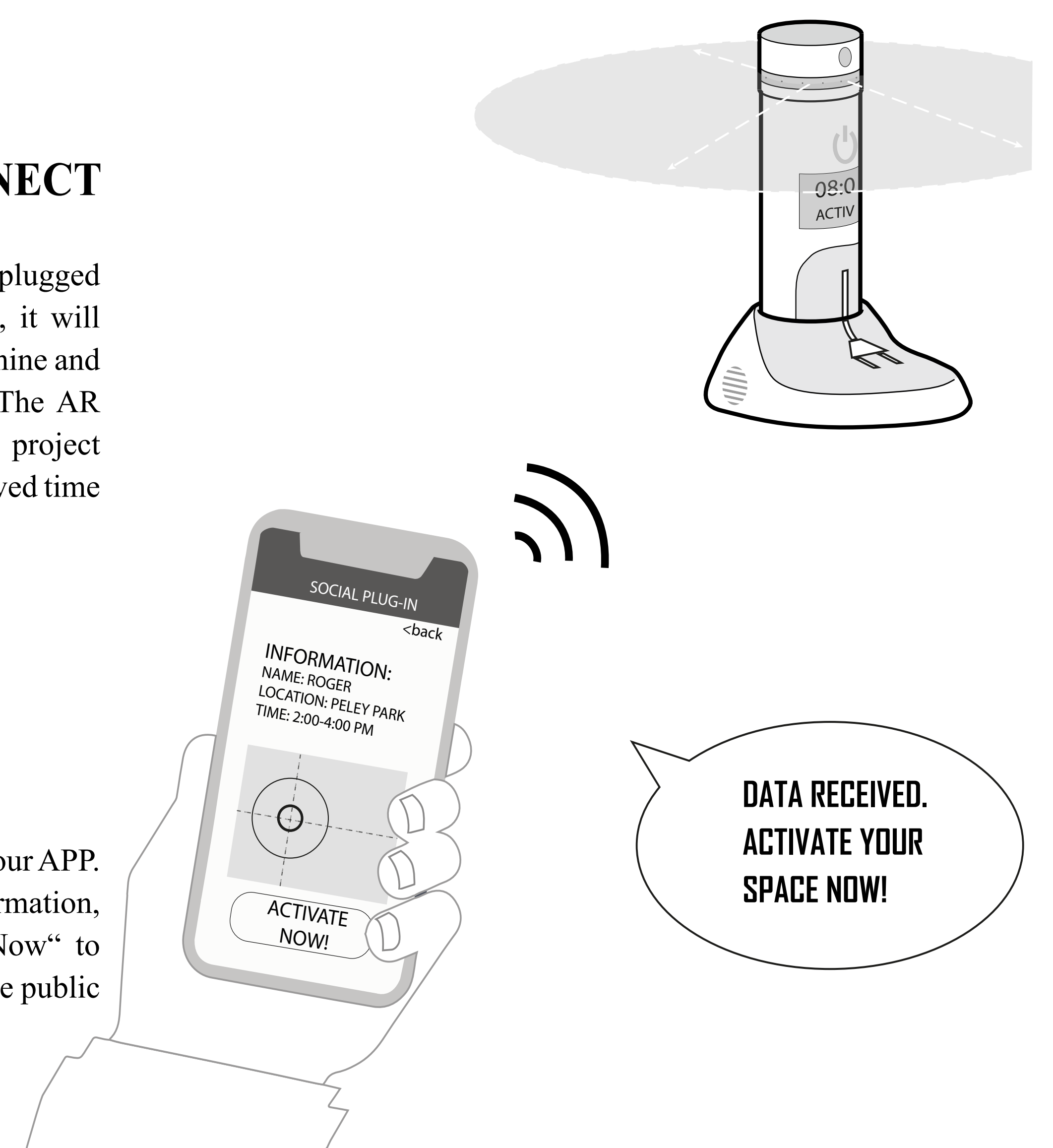
STEP2

PLUG IN & CONNECT

Once the SPI-STICK is plugged in the base and turned on, it will automatically read the machine and connect to your account. The AR 360 projector will start to project your activity area and reserved time on the ground.

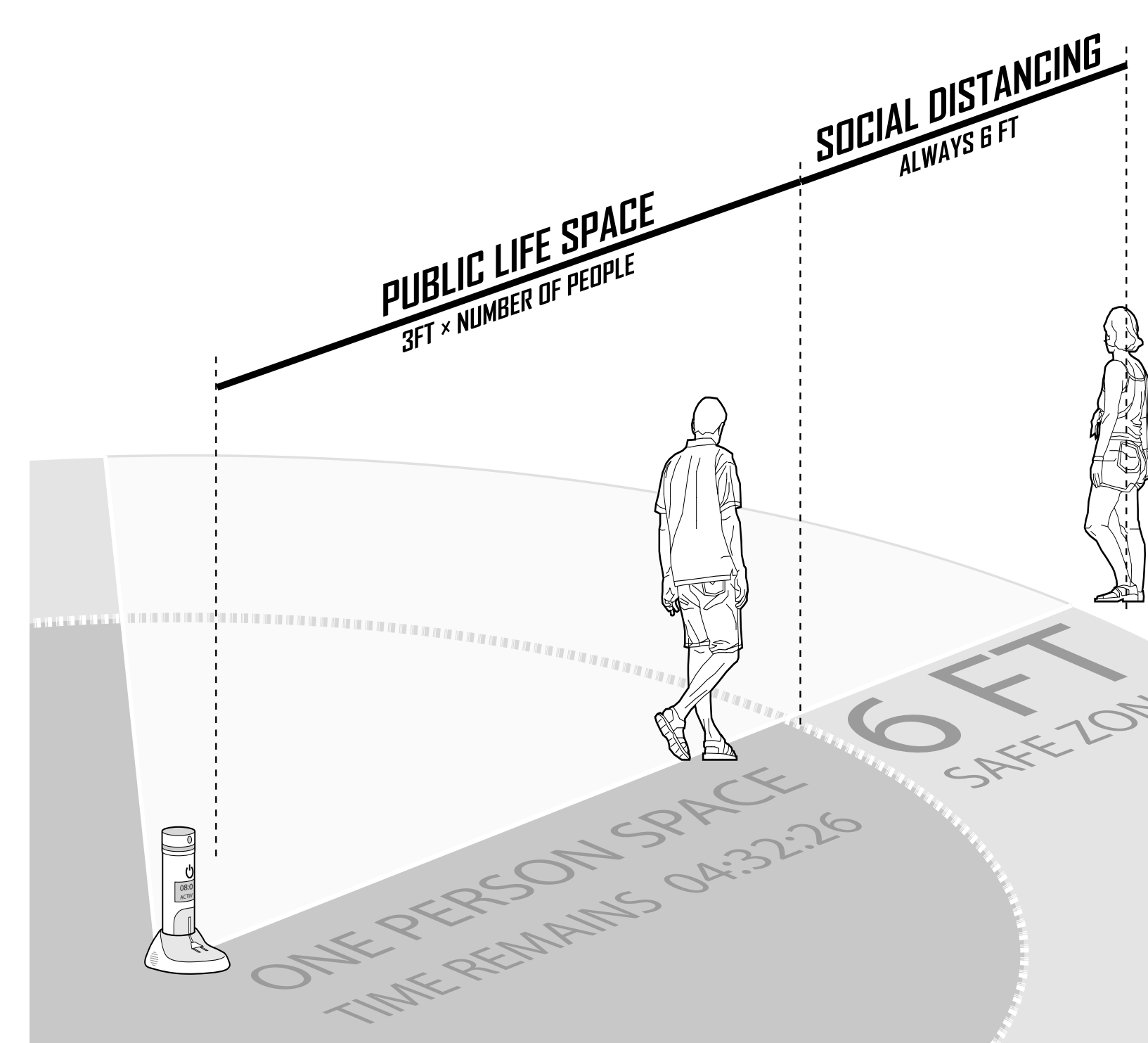
ACTIVATION

A message will be sent to your APP. After confirm all the information, you can click "Activate Now" to start your time and enjoy the public life!



STEP3

Social Territory = $3N + 6$
(N=people, unit: ft)



SOCIAL TERRITORY

The SPI will define your Social Territory and project the area on ground. The radius of the projected circle is determined by the number of people in your group multiplied by 3ft, and add another 6 ft to make sure you are safe from anyone outside the circle.

NEW SOCIAL ETIQUETTE

The social territory projected by SPI is developed to assist visualizing the safe area for different groups of people, without causing any inconvenience and conflicts. It is believed by the officers and designers that the SPI Plan is leading a city-wide revolution toward a new public life style in New York.

SOCIAL PLUG-IN TOOL KITS FOR NEW YORKERS

While public spaces are conditionally opened, many public activities are still unavailable such like go to watch a movie, attend a concert or visit a popular city landmark. The SPI Tool Kits is a set of items to enhance the experience during the time spending in the park. It can be an easy-install temporary cinema in the Bryant Park, or a floating pad at the shore of the Governors Island for looking at the Statue of Liberty. It gives freedom to every New Yorker to rebuild their ideal public life under the new normal.

TOOL KITS COLLECTION:

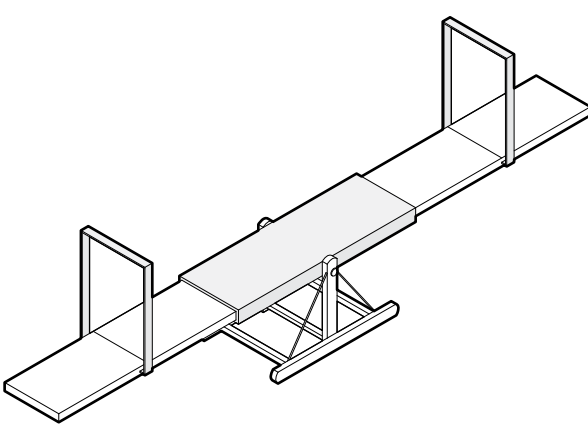
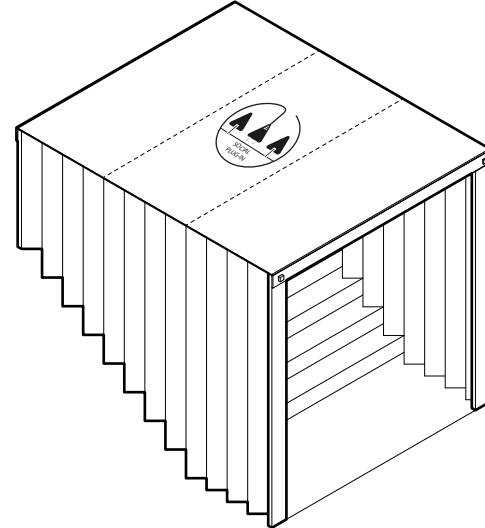
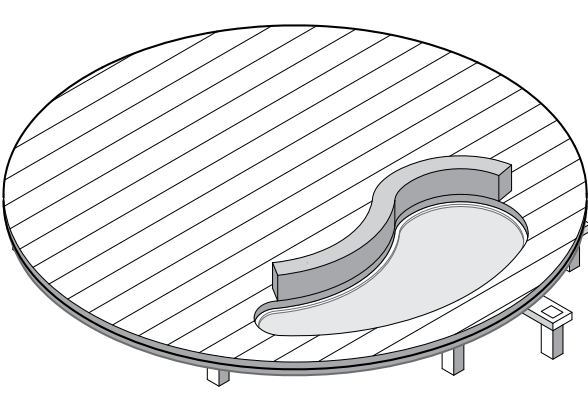
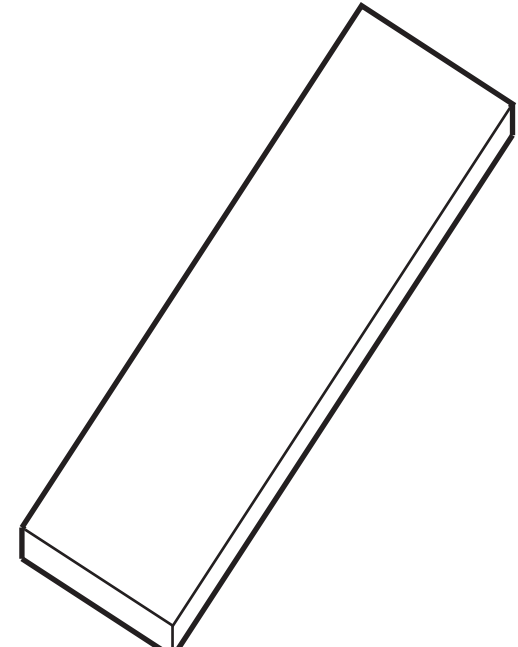
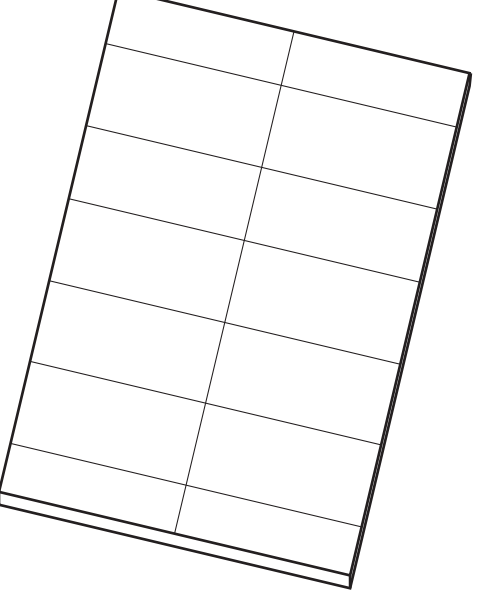
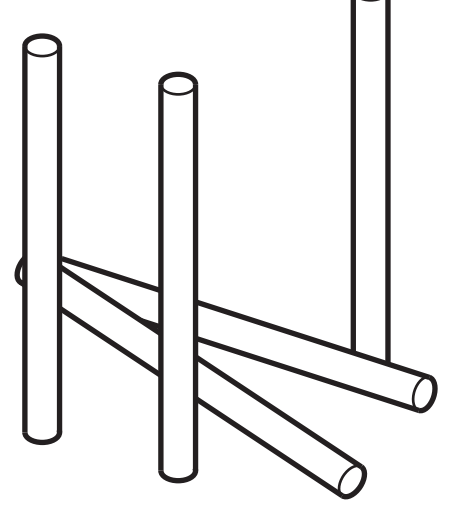
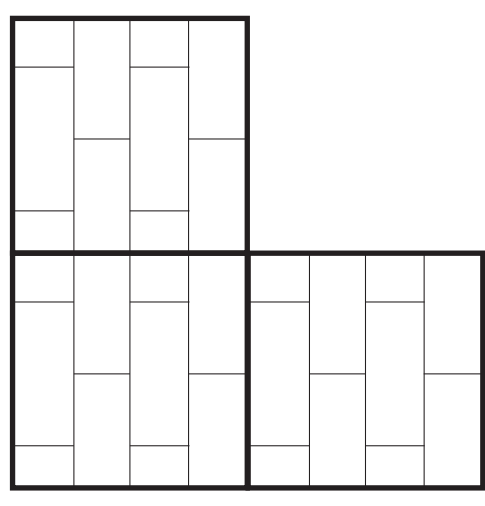
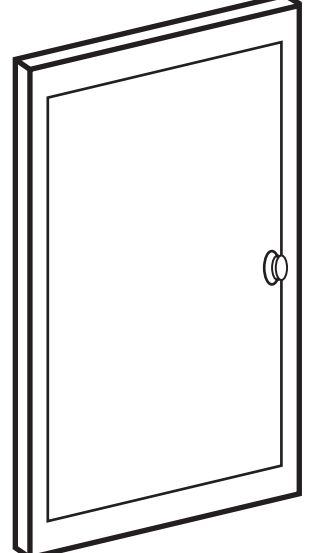
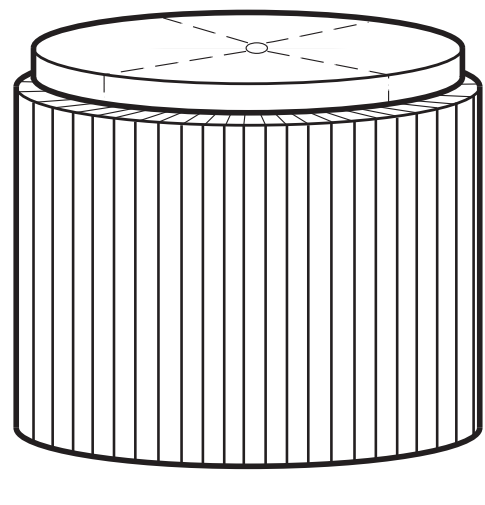
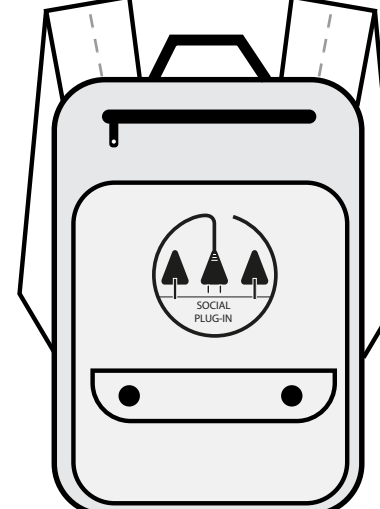
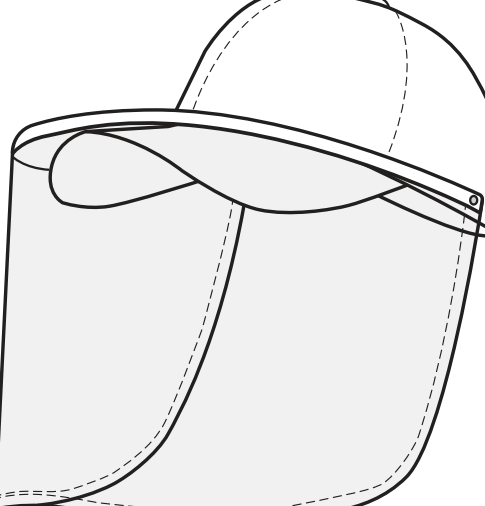

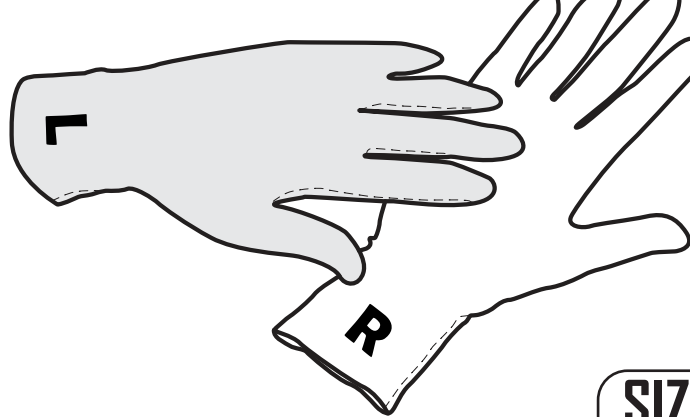
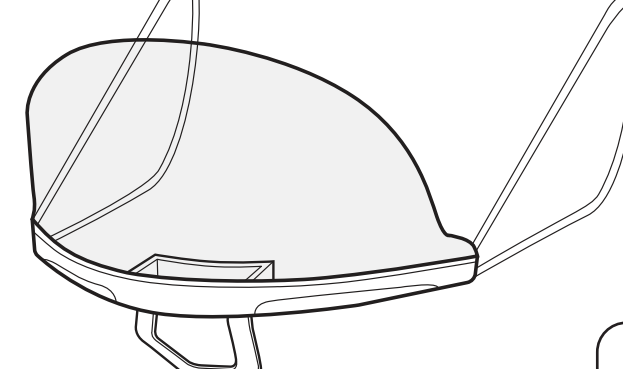
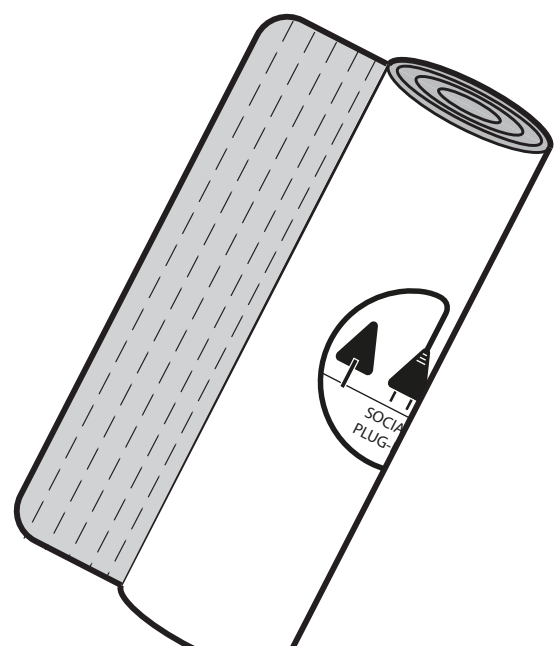
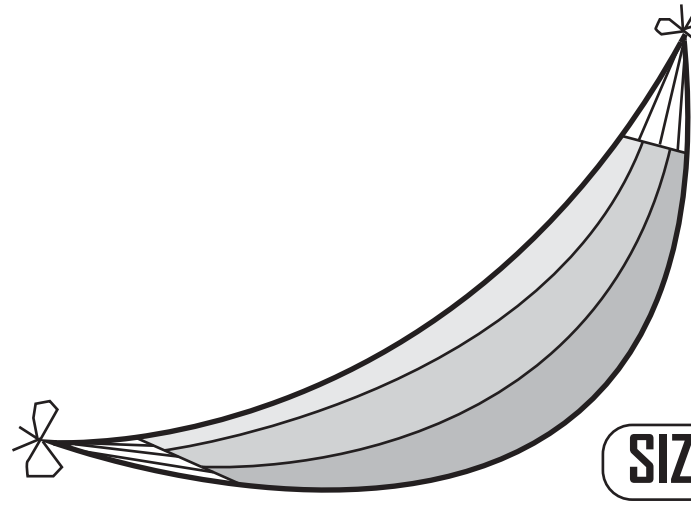
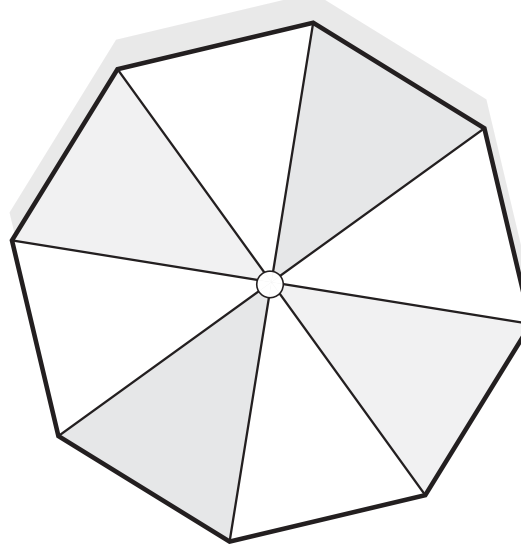
[SIGN UP / LOG IN](#)
[GO TO CART](#)

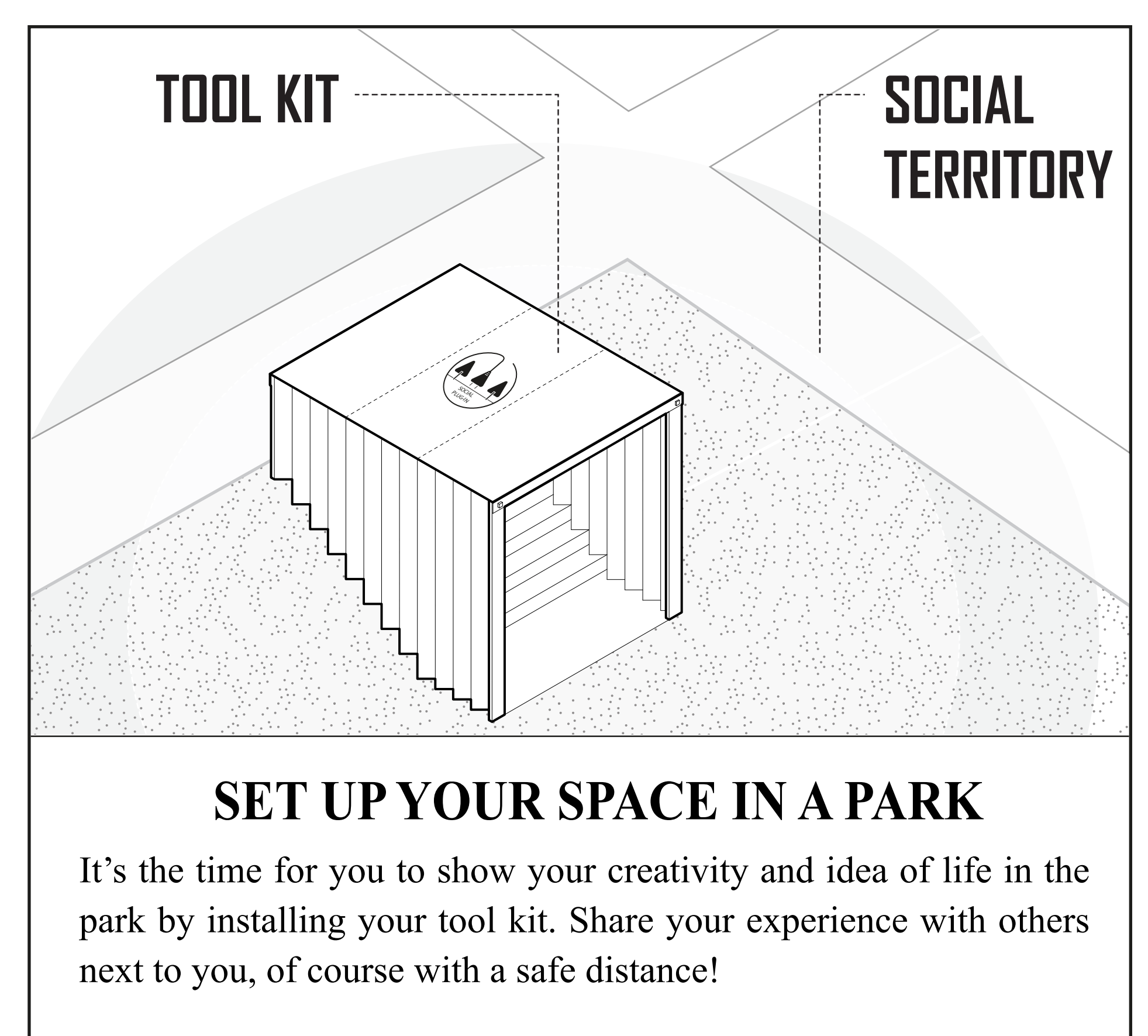
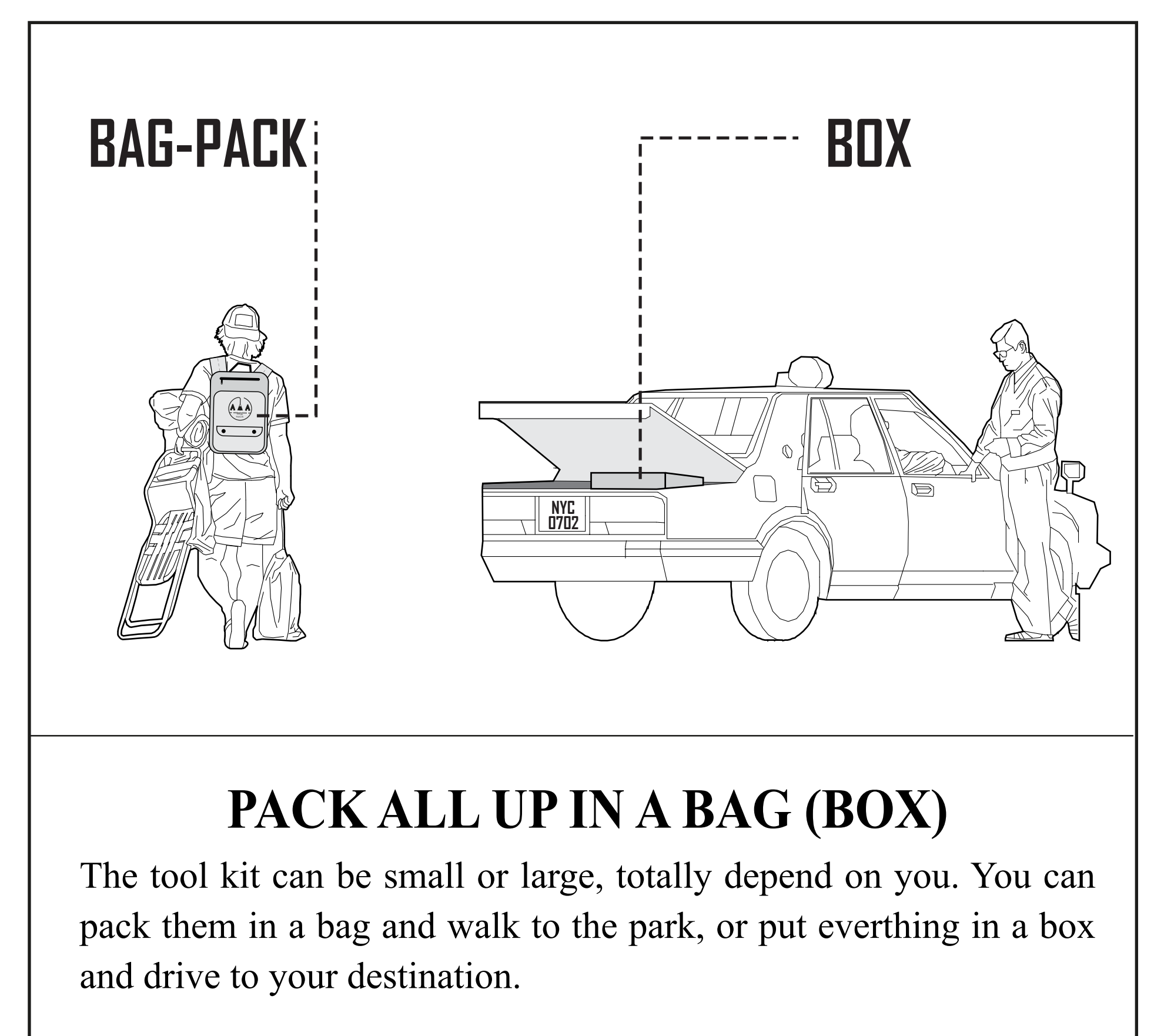
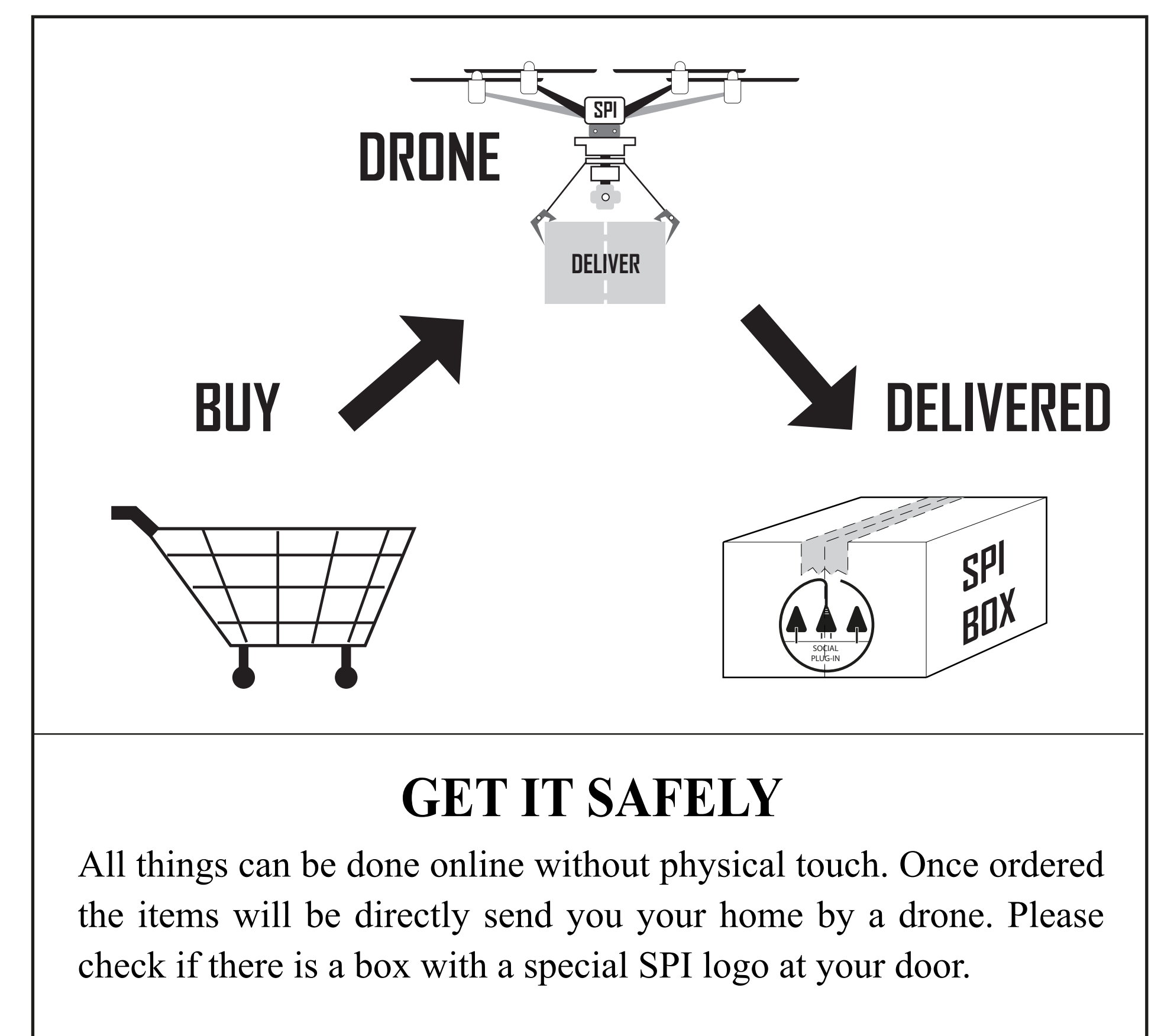
NEW ARRIVAL

EXPLORE

GALLERY

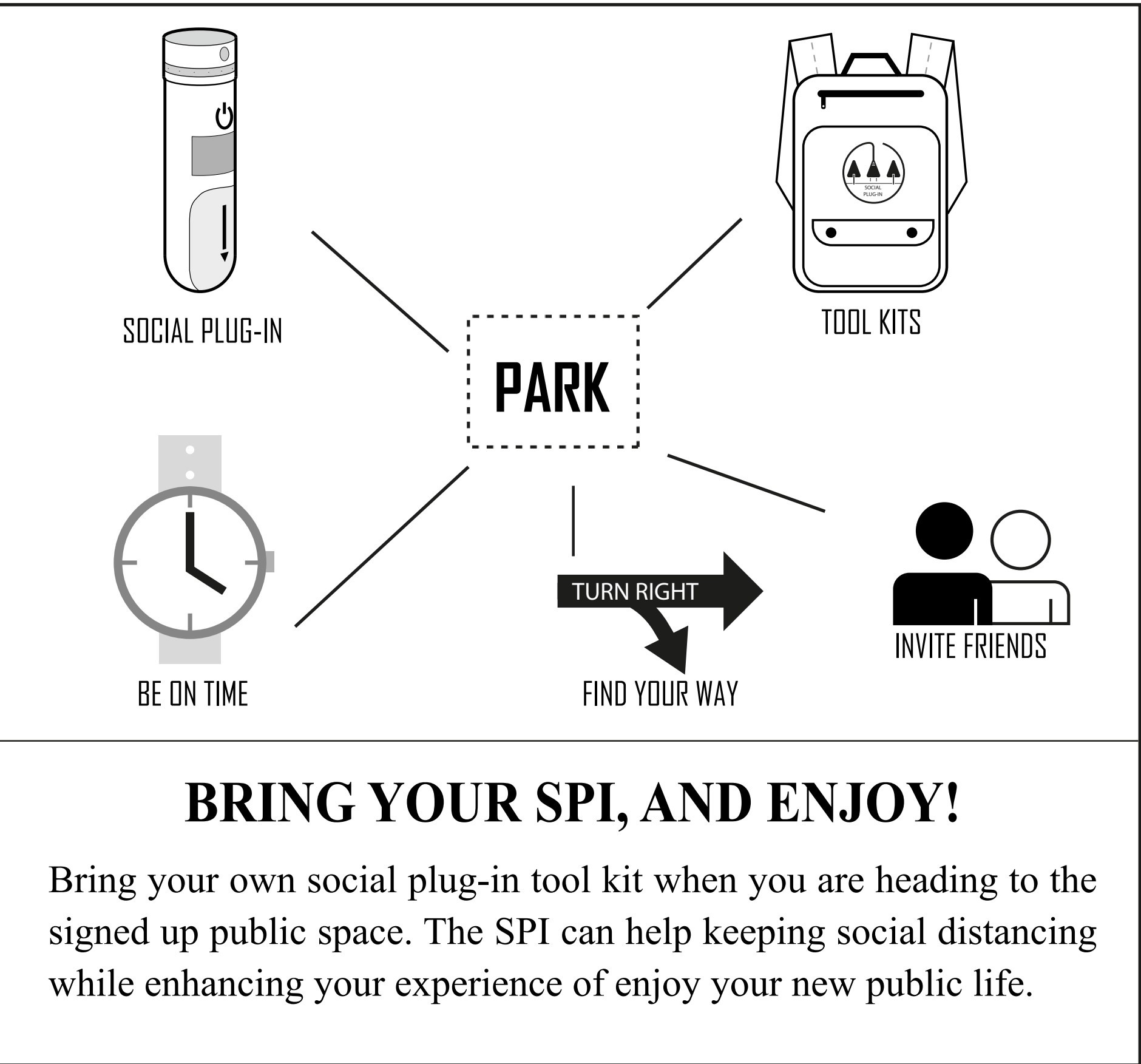
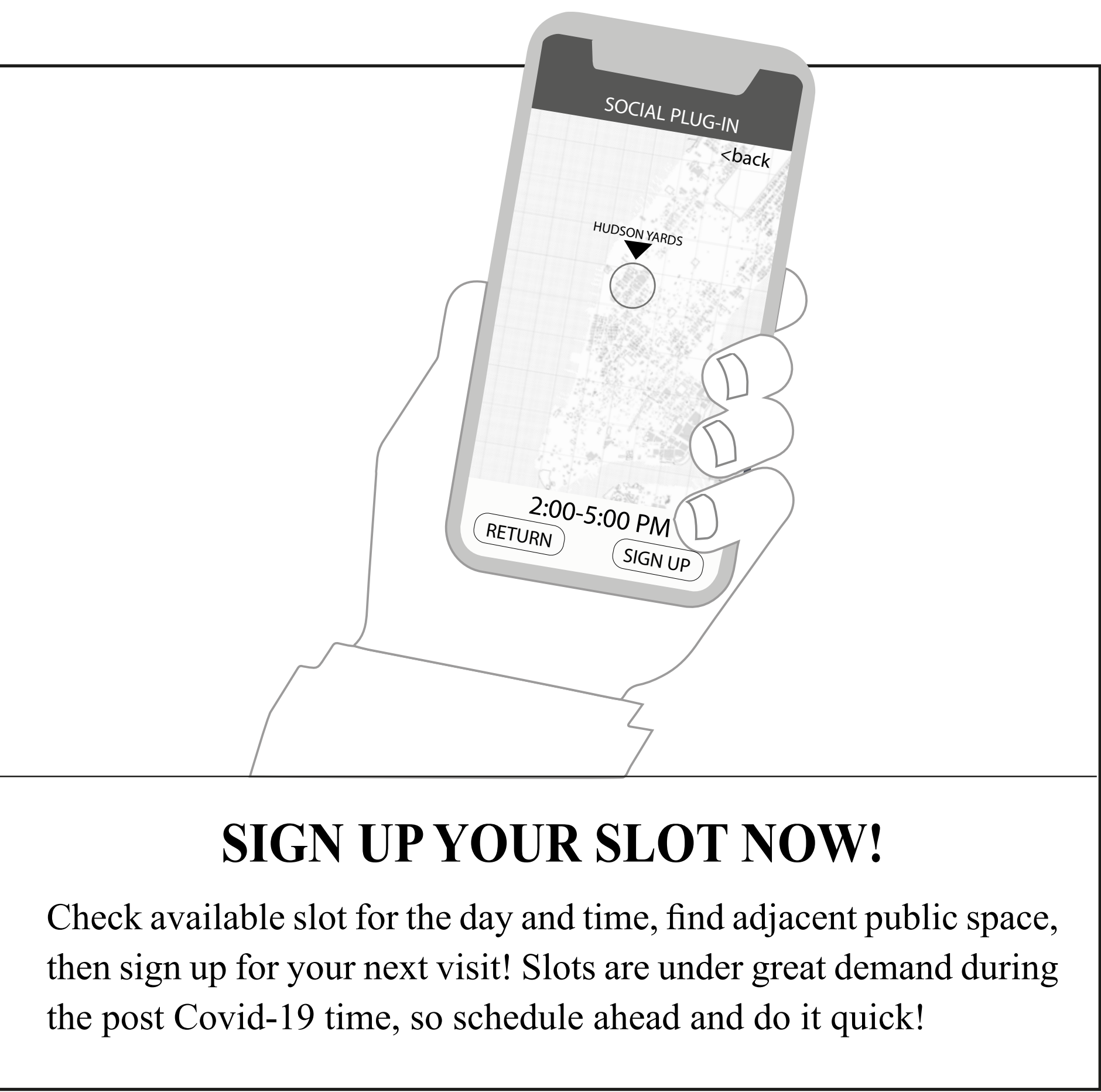
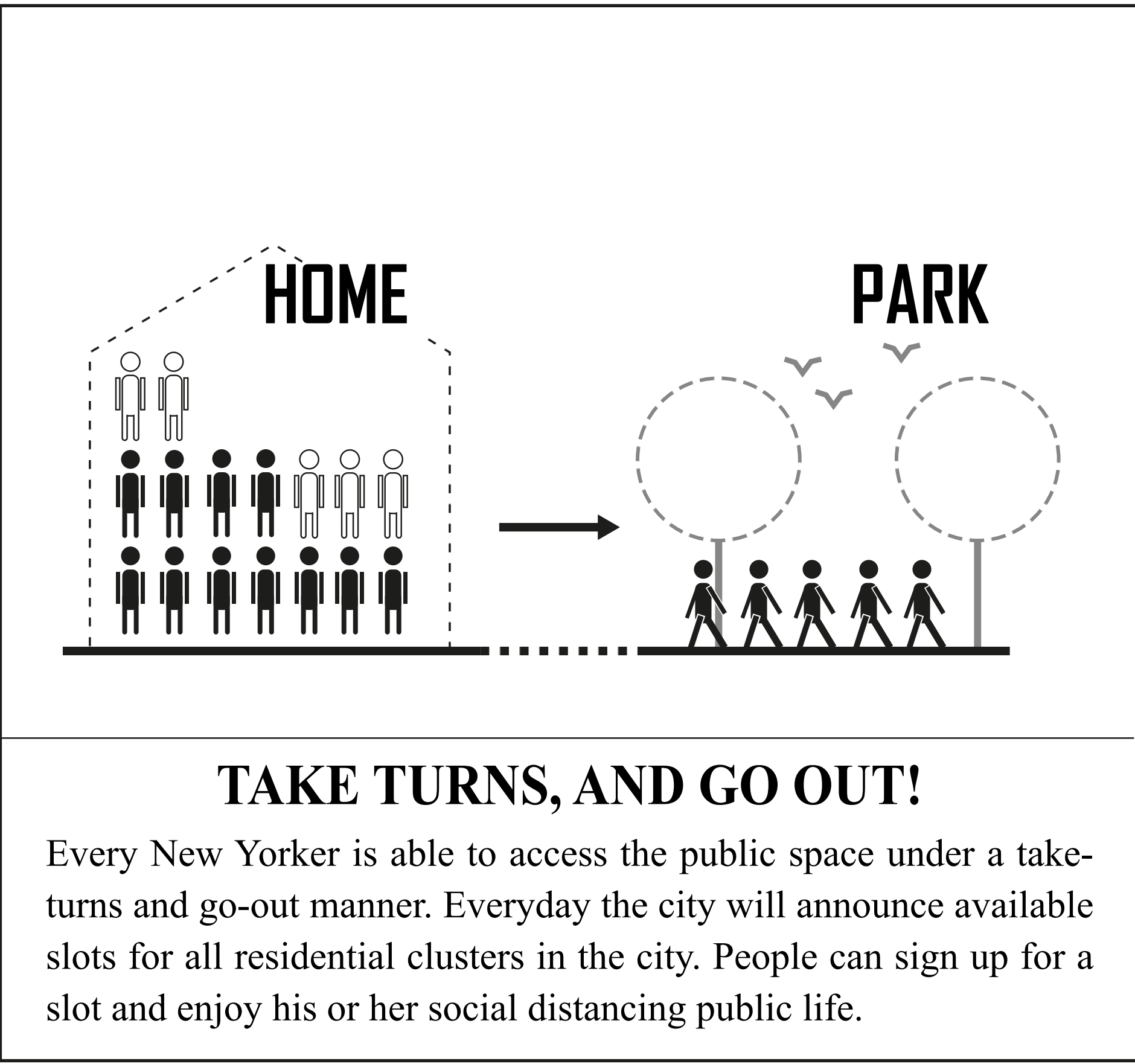
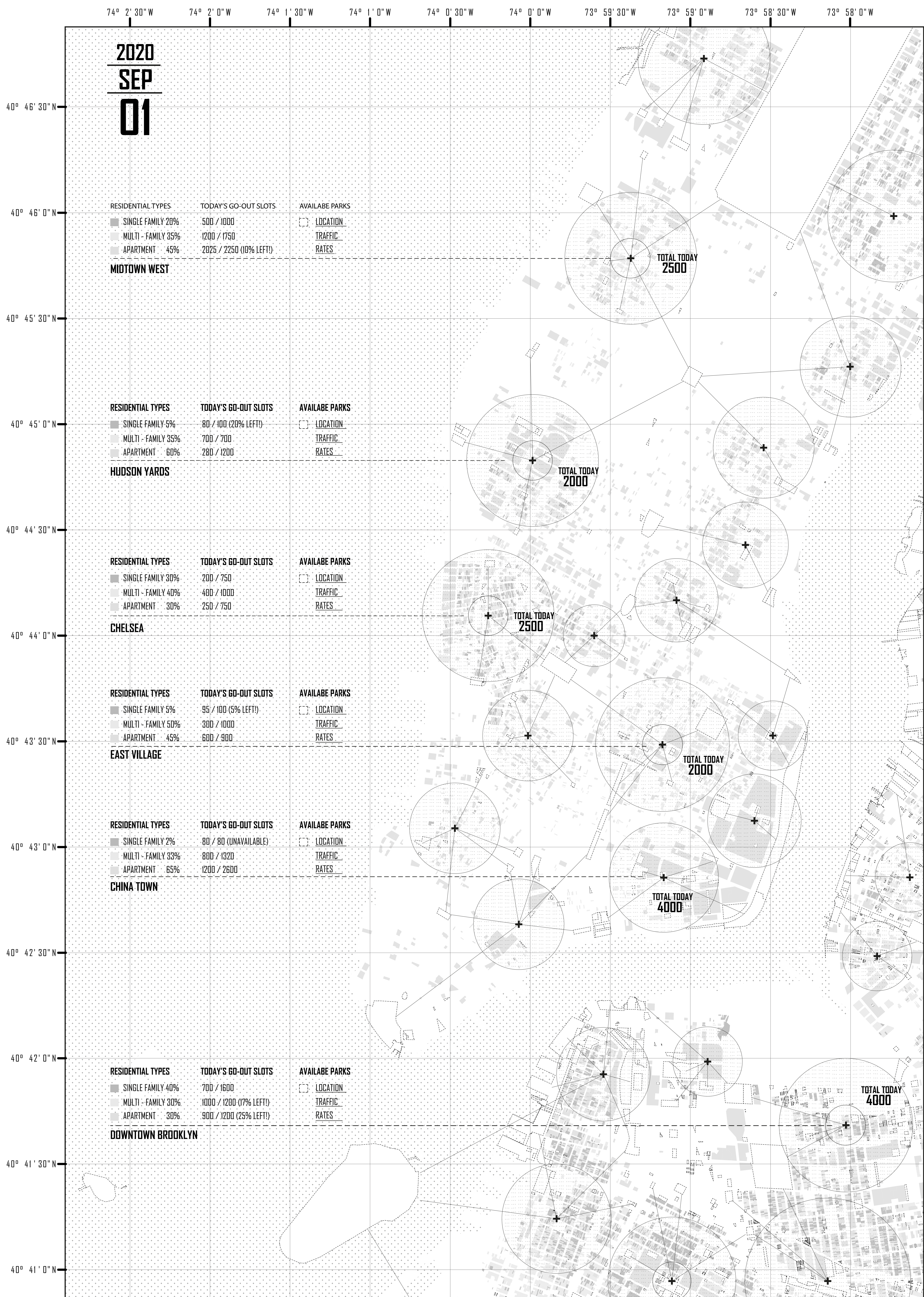
SEE ALL

SETS			
 <p>BIG SEE-SAW A playful tool to enjoy outdoor time alone or with a neighbor. The Classic design brings back memory.</p> <p>x 4 x 2</p>	 <p>BIG CINEMA A small cinema space that is easy to be installed in anywhere and enjoy outdoor movies.</p> <p>x 2 x 1 x 1</p>	 <p>BIG PAD A floating pad with seating and planting. Best set for water activities and medium-large events.</p> <p>x 20 x 4 x 1</p>	<p>MORE</p>
MATERIAL			
 <p>WALL The basic material for building a space.</p> <p>SIZE: QTY:</p> <p>WOOD CARDBOARD PVC</p>	 <p>CANOPY Shelter for protecting from bad weather.</p> <p>SIZE: QTY:</p> <p>GLASS PLASTIC OTHER</p>	 <p>COLUMN Structure to support your toolkit.</p> <p>SIZE: QTY:</p> <p>STEEL PVC WOOD</p>	 <p>FLOOR Floor provides ground base for activities.</p> <p>SIZE: QTY:</p> <p>WOOD TILE OTHER</p>
 <p>GATE The threshold between interior and exterior.</p> <p>SIZE: QTY:</p> <p>WOOD CARDBOARD OTHER</p>	 <p>FURNITURE Put furniture inside your social space.</p> <p>SIZE: QTY:</p> <p>WOOD CARDBOARD OTHER</p>	<p>MORE</p>	<p>ITEMS</p>  <p>SPI BAG-PACK A large bag-pack designed for packaging your SPI items.</p> <p>SIZE: QTY:</p>
 <p>SOCIAL CAP A special and safer design for all cap lovers.</p> <p>SIZE: QTY:</p>	 <p>SANITIZER A portable sanitizer gives you whole day protection from virus.</p> <p>SIZE: QTY:</p>	 <p>L & R GLOVES Gloves with left and right hand marks help reducing risks.</p> <p>SIZE: QTY:</p>	 <p>SMILE MASK This transparent mask will protect you but not your smile.</p> <p>SIZE: QTY:</p>
 <p>YOGA MAT Bring a yoga mat and do some light exercise in the park!</p> <p>SIZE: QTY:</p>	 <p>HAMMOCK What's better than take a nap on a hammock in the park?</p> <p>SIZE: QTY:</p>	 <p>UMBRELLA In sunny summer day an umbrella can protect you from UV.</p> <p>SIZE: QTY:</p>	<p>MORE</p>



SOCIAL PLUG-IN PLAN OPERATION

Public spaces in New York are opened to the public in certain conditions. First, citizens need to take turn to use the space. To keep social distancing people are not allow to come to a certain place all together, but follow instructions and use public in a take turn manner. Second, every residential area is assigned slots for dwellers to sign up in APP each day, so people can decide the date and the place to go out. Third, bring SPI with you to activate the space, and enjoy your public life!

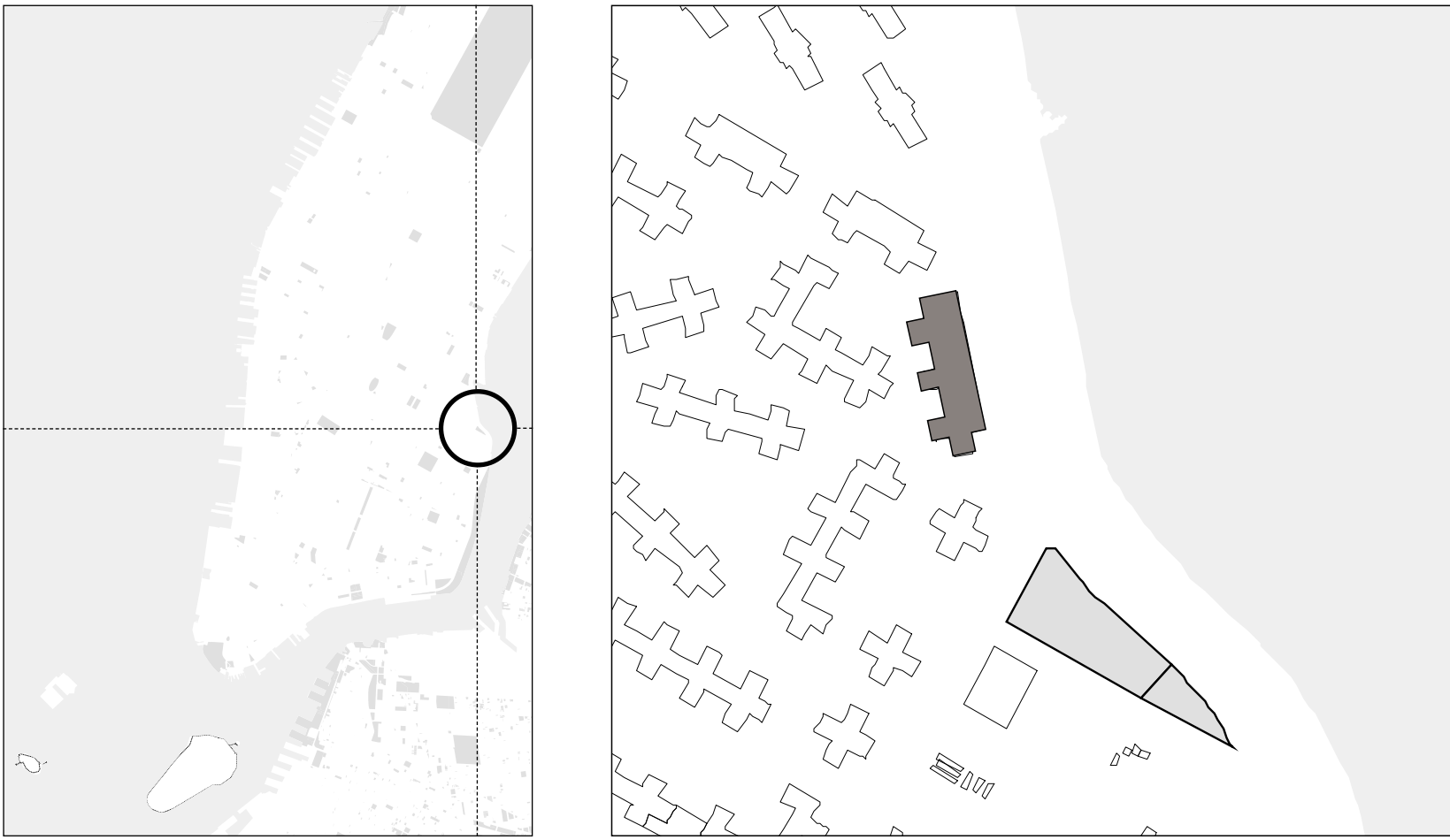


COMMUNITY PARK

Roof Garden, Manhattan

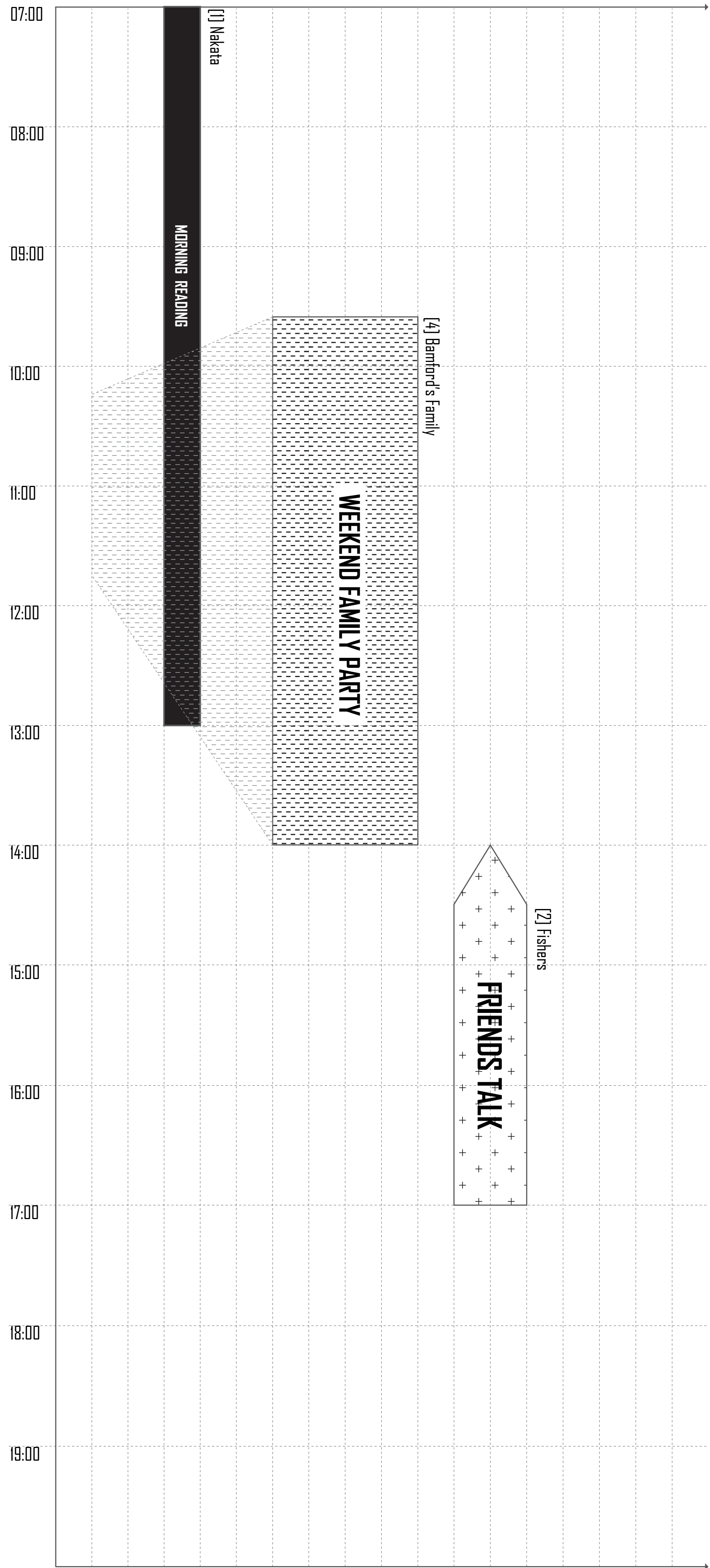
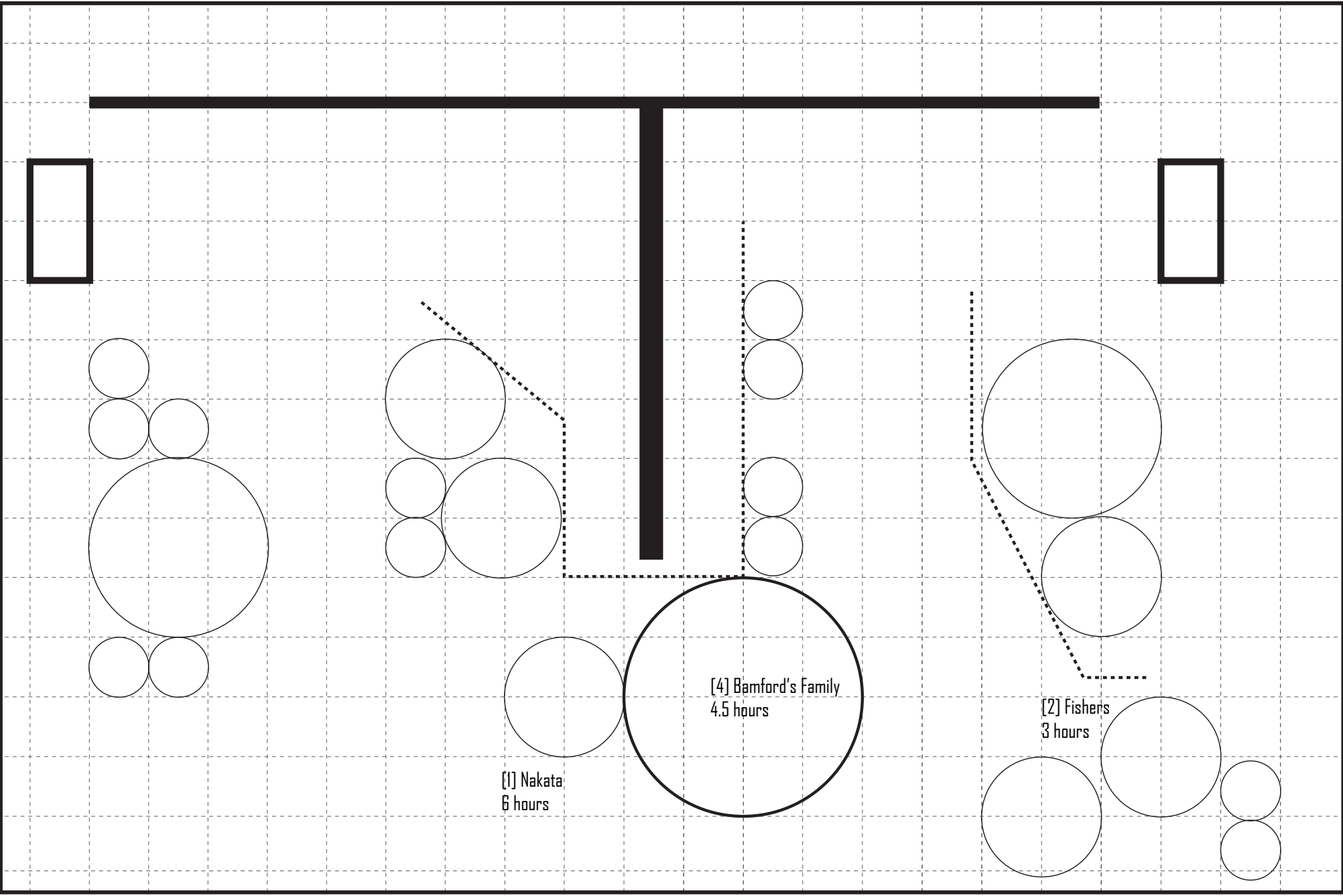
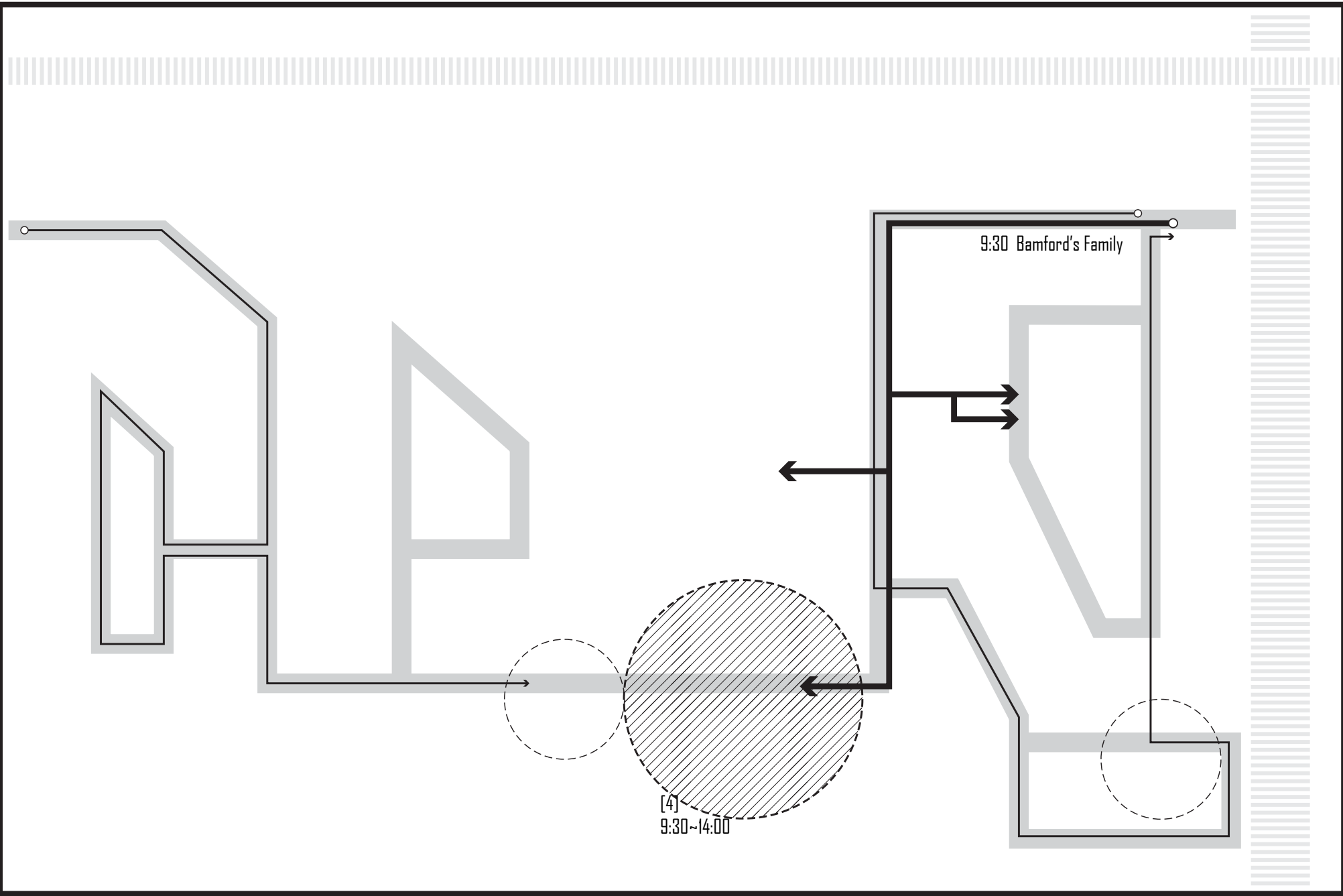
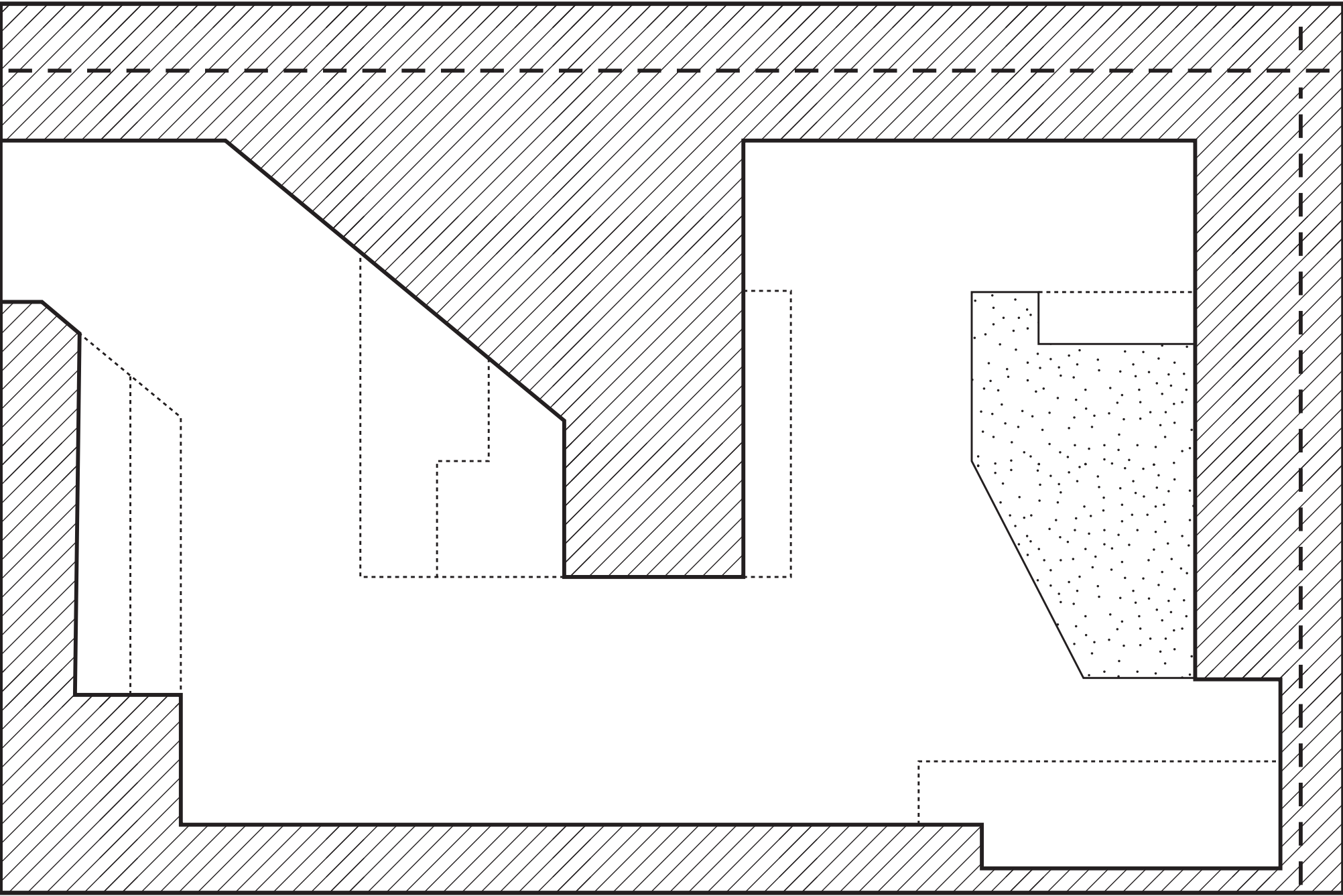
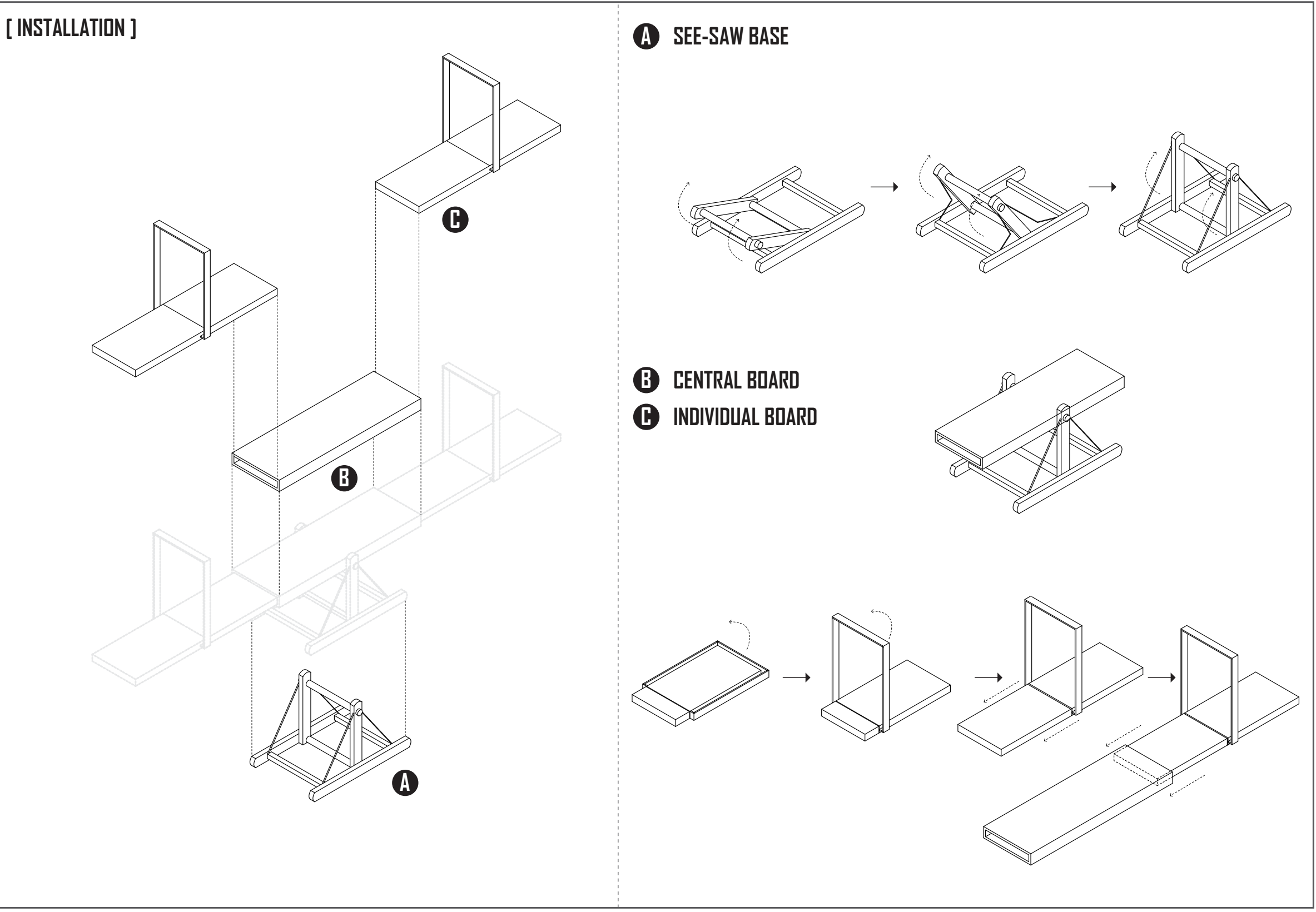
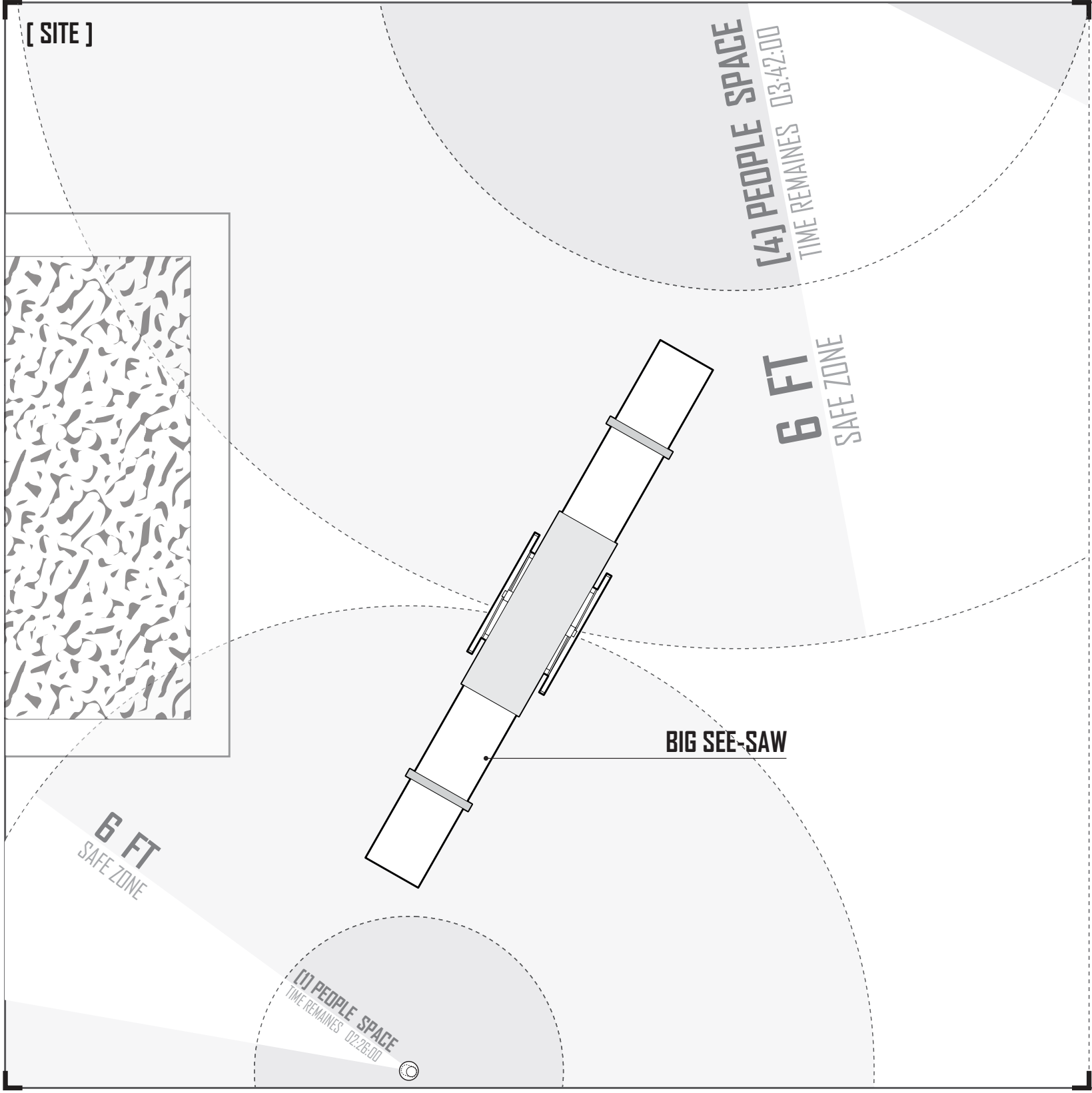
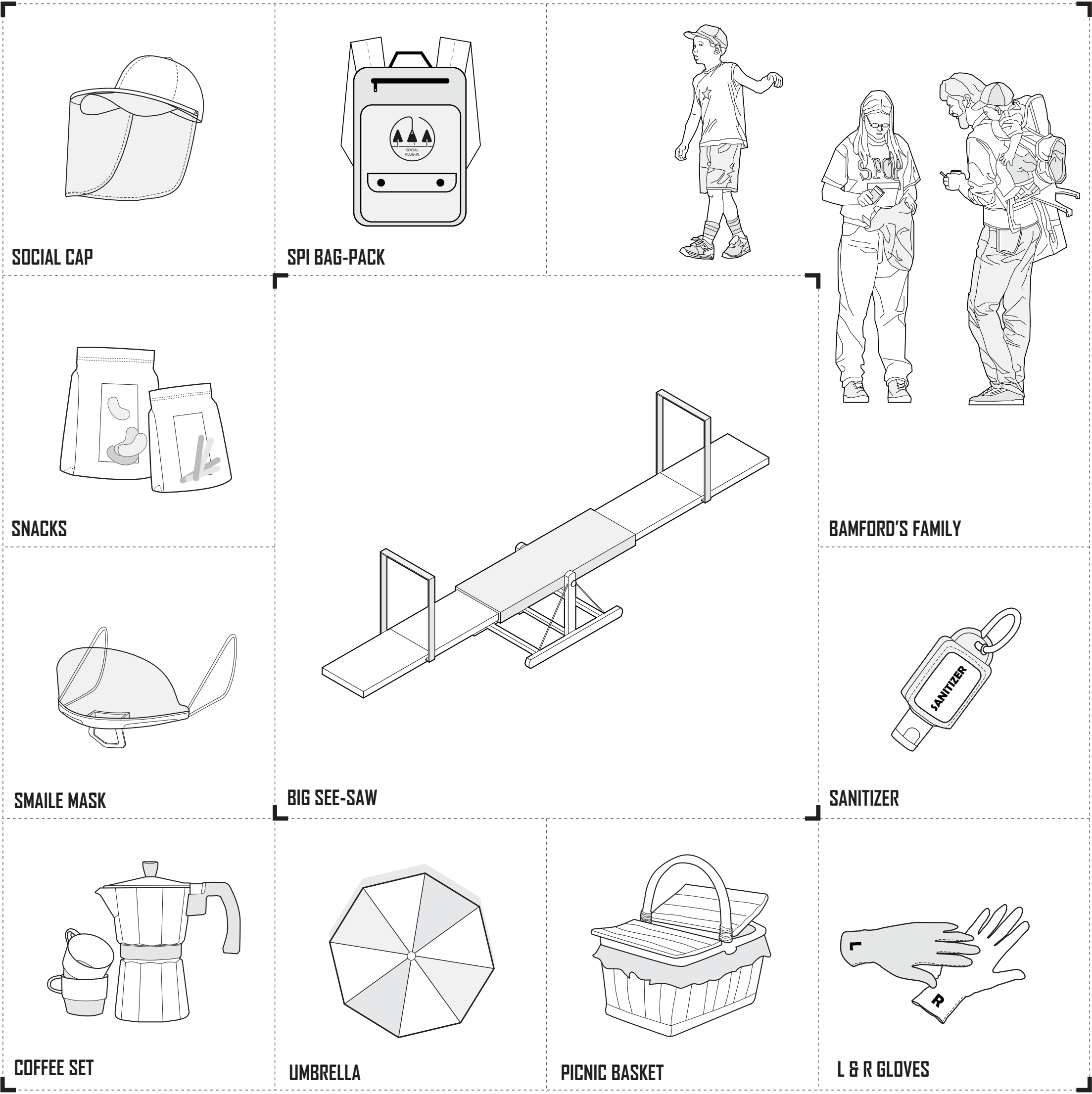
Open Time: 7:00 - 19:00

In the context of social distancing and new normal, the most convenient way to enjoy public life is to utilize every backyard and roof garden. If all these community parks can be used under certain conditions, they can serve a great function of providing public space and mitigate the pressure of civic open space.



Apartment is a very common typology of residential building. Most of the apartments have roof garden, which has great potential to be used under the new normal.

Roof garden has appropriate size for holding small family events or simple neighborhood gathering events. With the assistance of Social Plug-in Plan and tool kits, the activities on roof garden can be safe and fun.



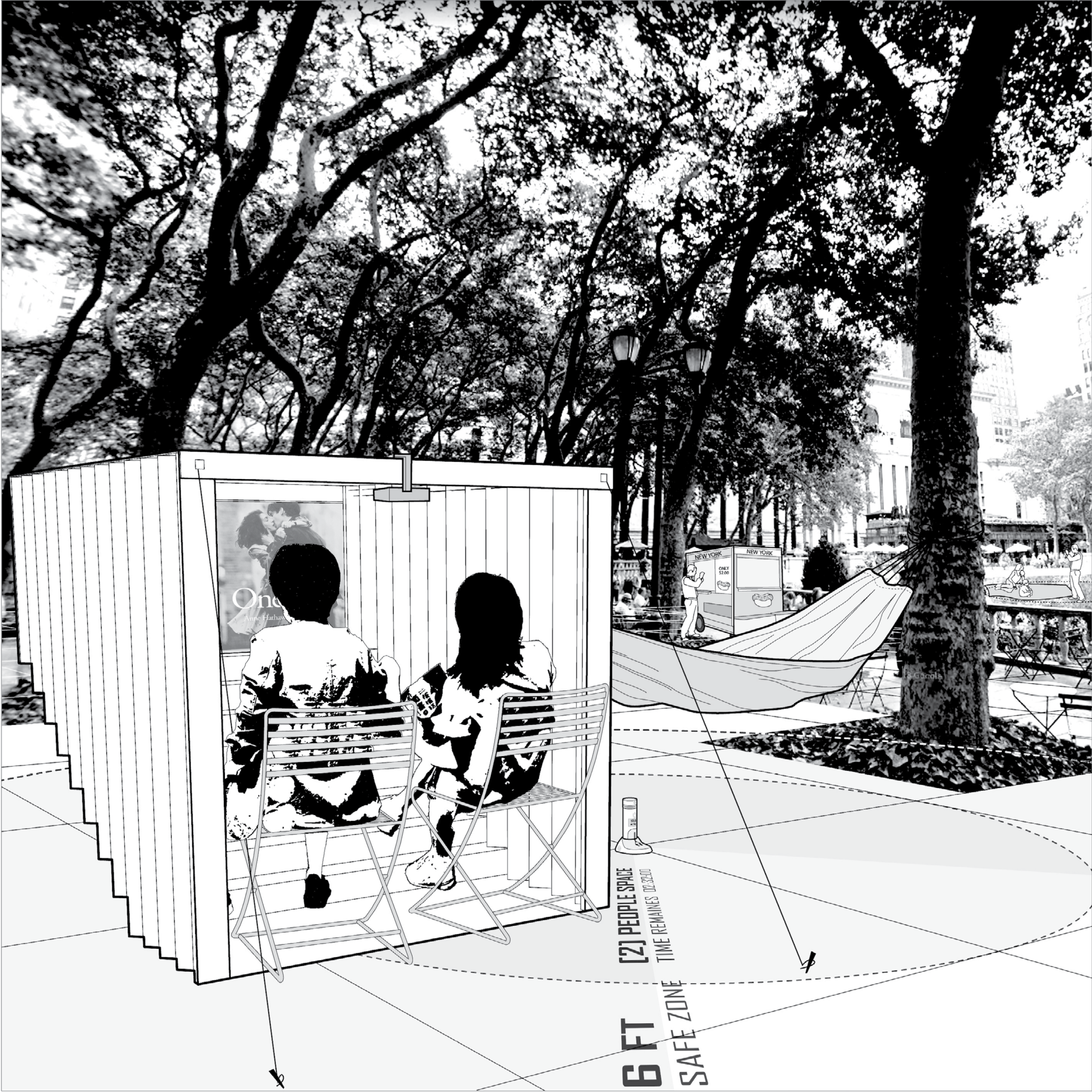
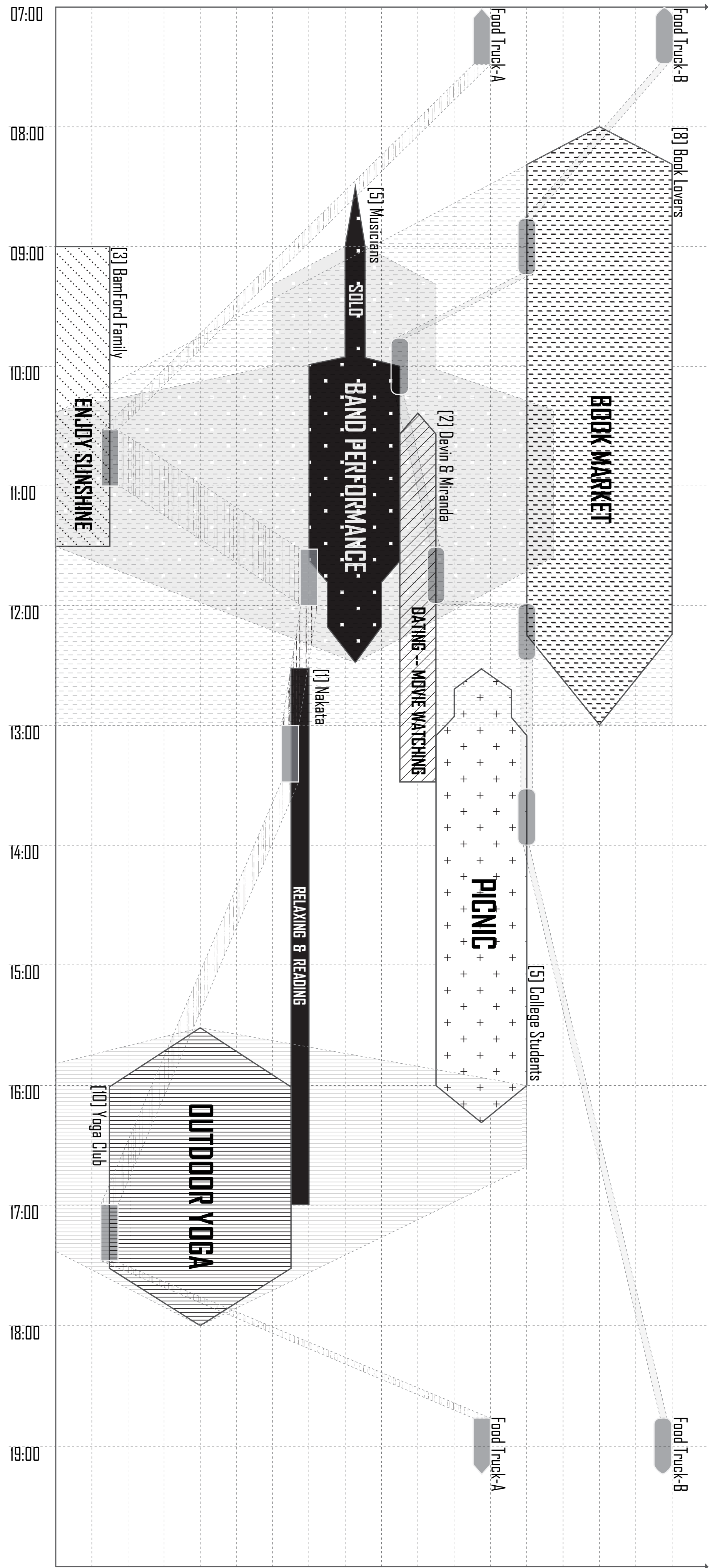
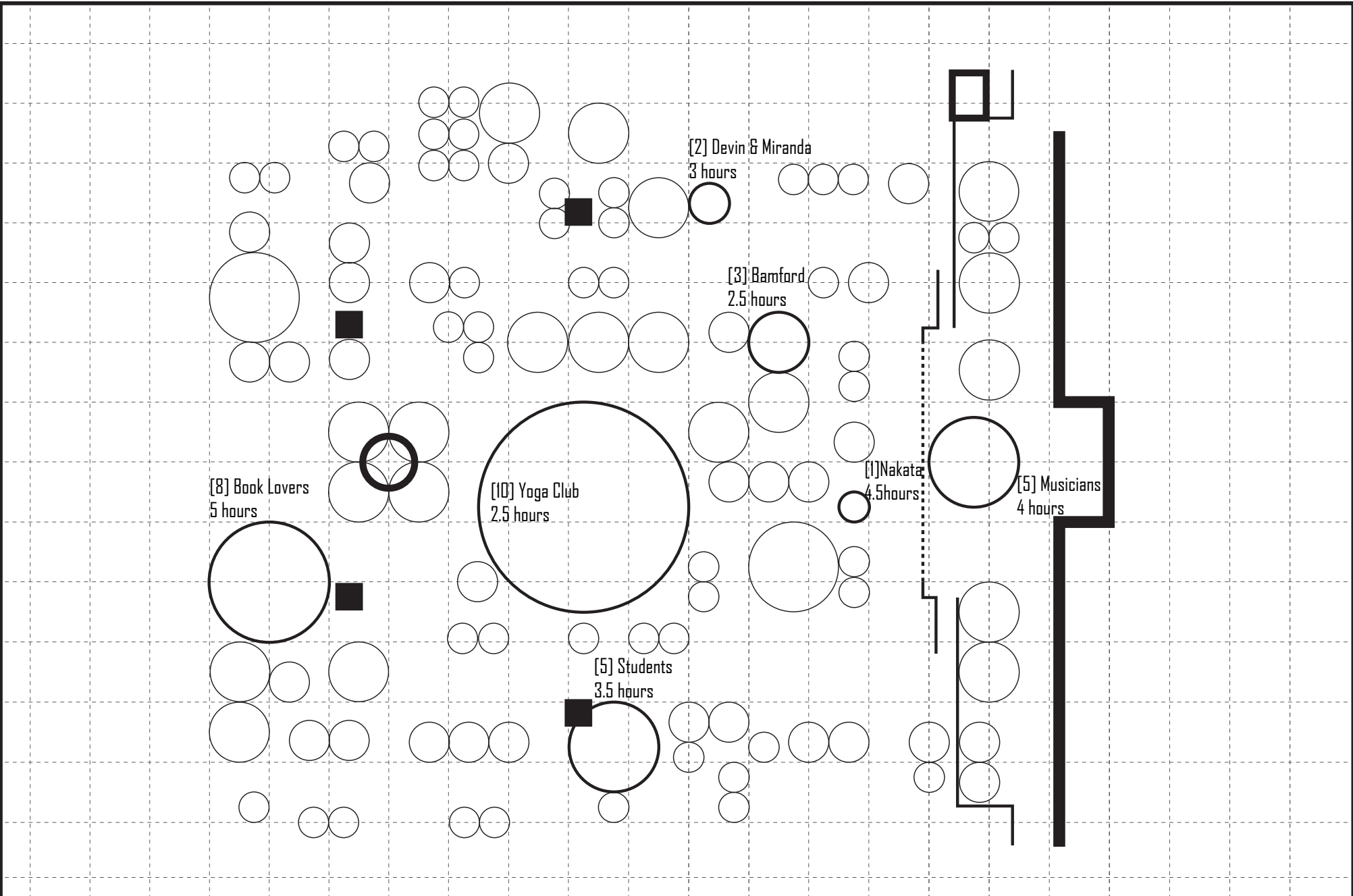
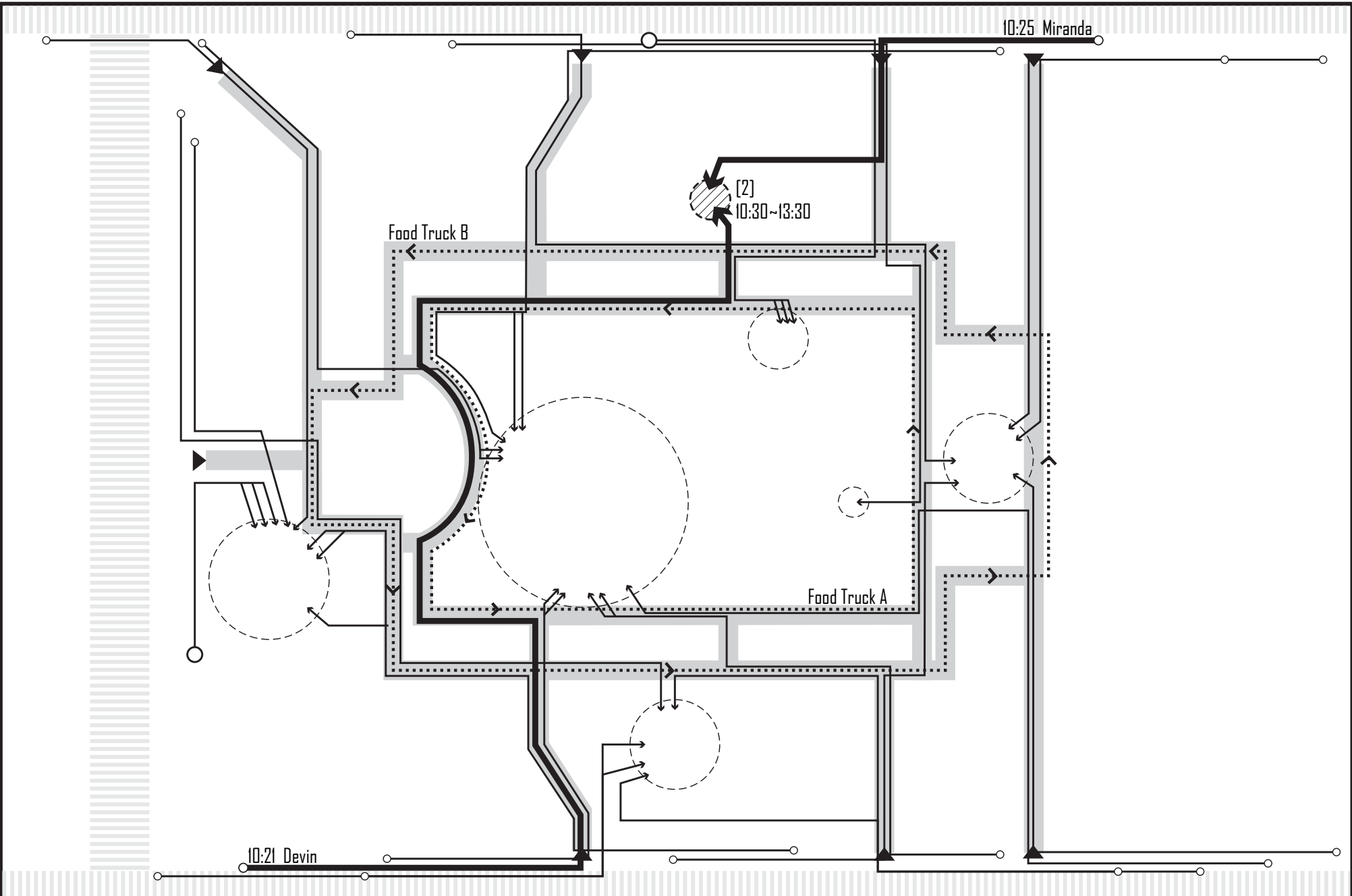
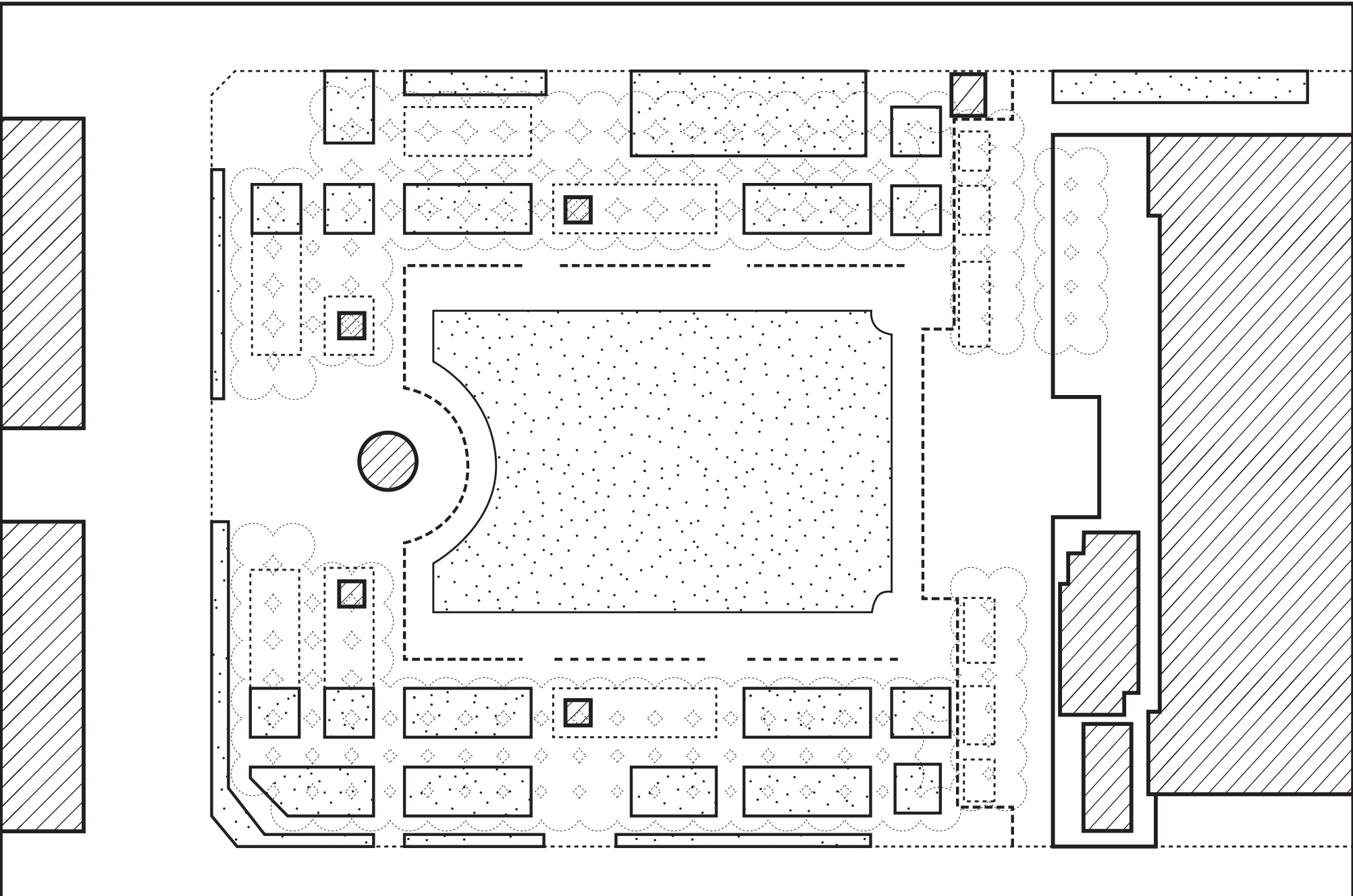
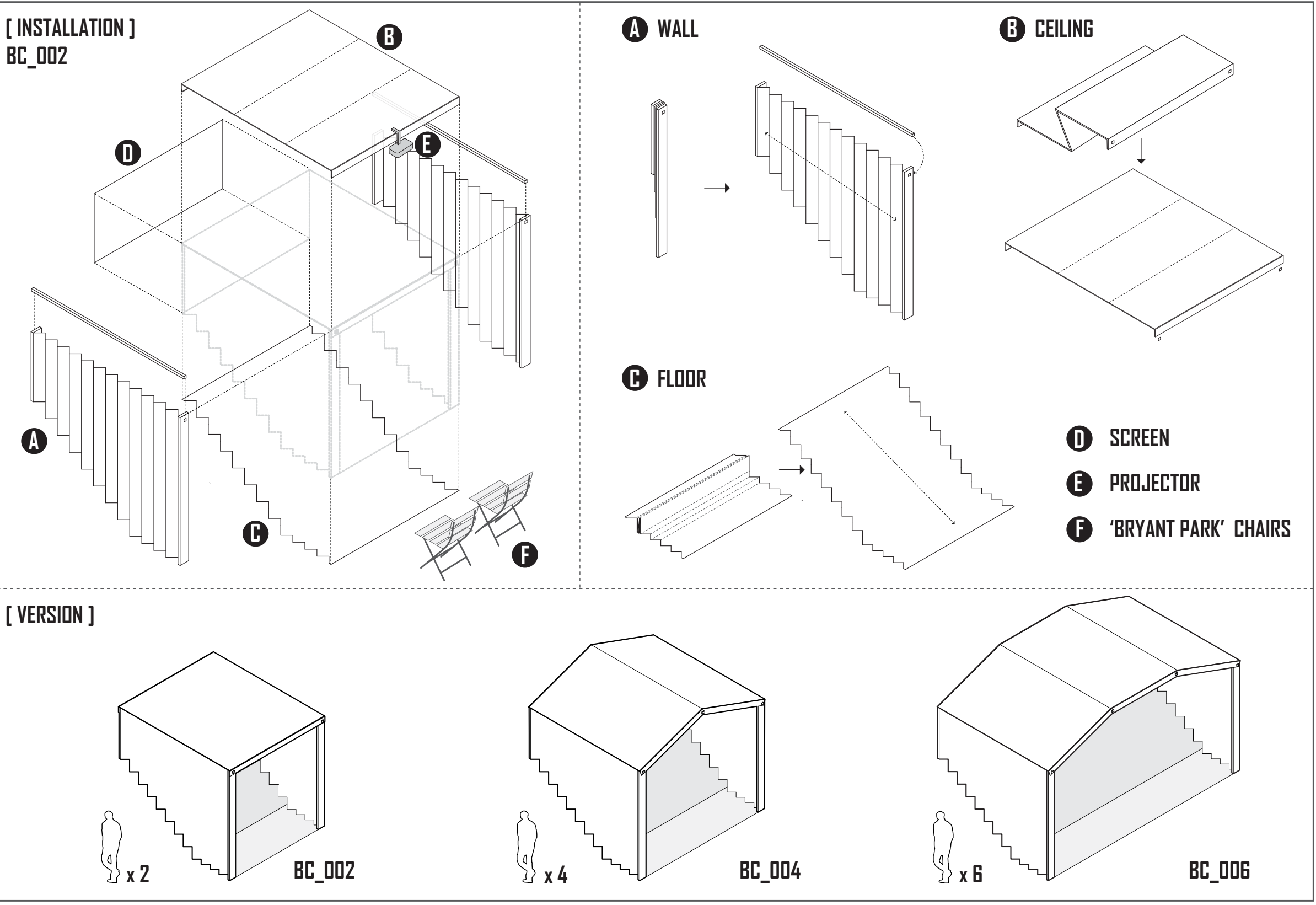
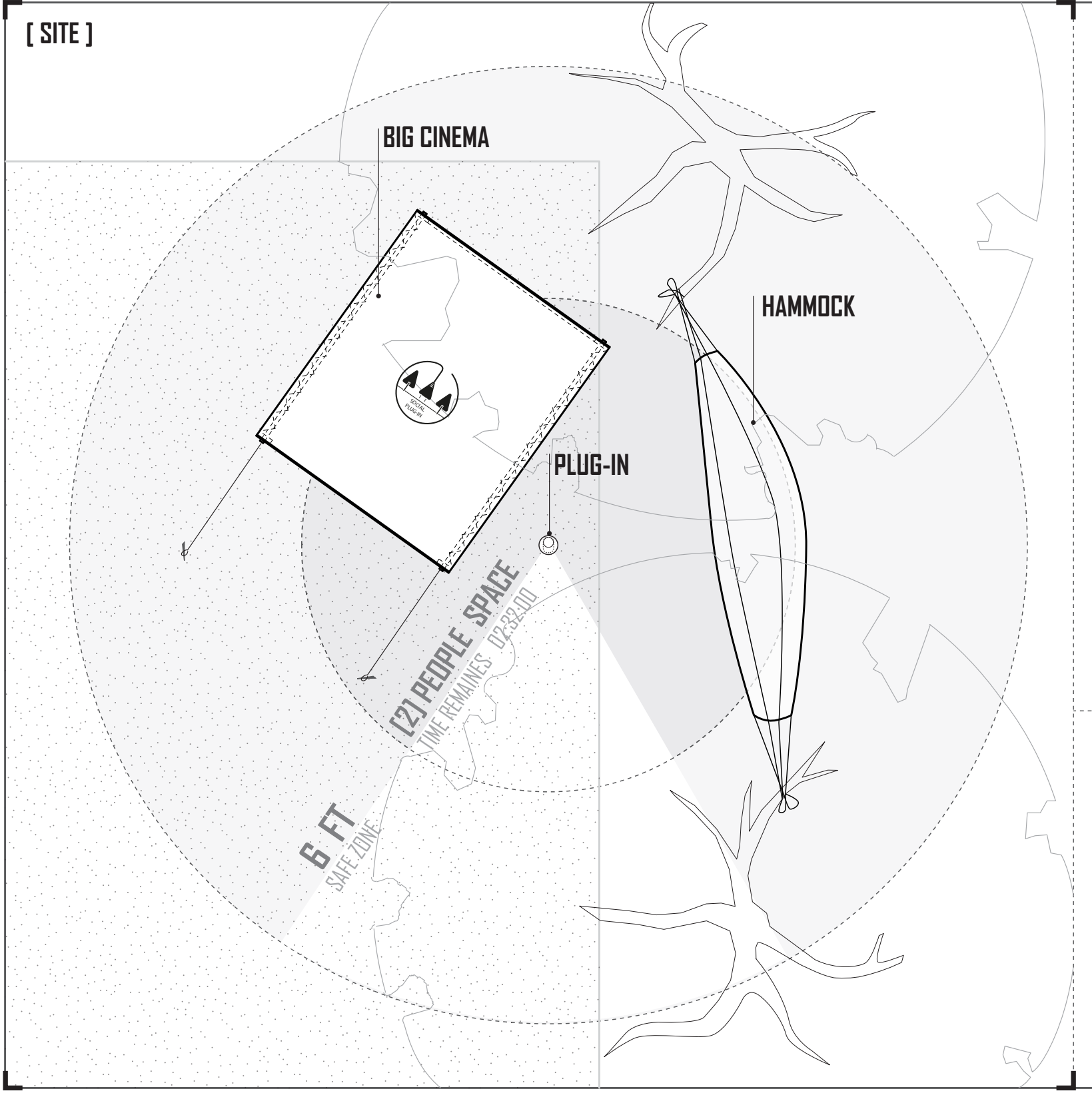
CIVIC PARK

Bryant Park, Manhattan Open Time: 8:00 - 19:00

New York Bryant Park is the busiest public open space in the world before the outbreak of the Covid-19. During the pandemic it was unoccupied for a long time and lost its function. Now the park is reopened under the SPI Plan and serves as the alternative space for pubic events such as watching movie, concert, and holding book market.



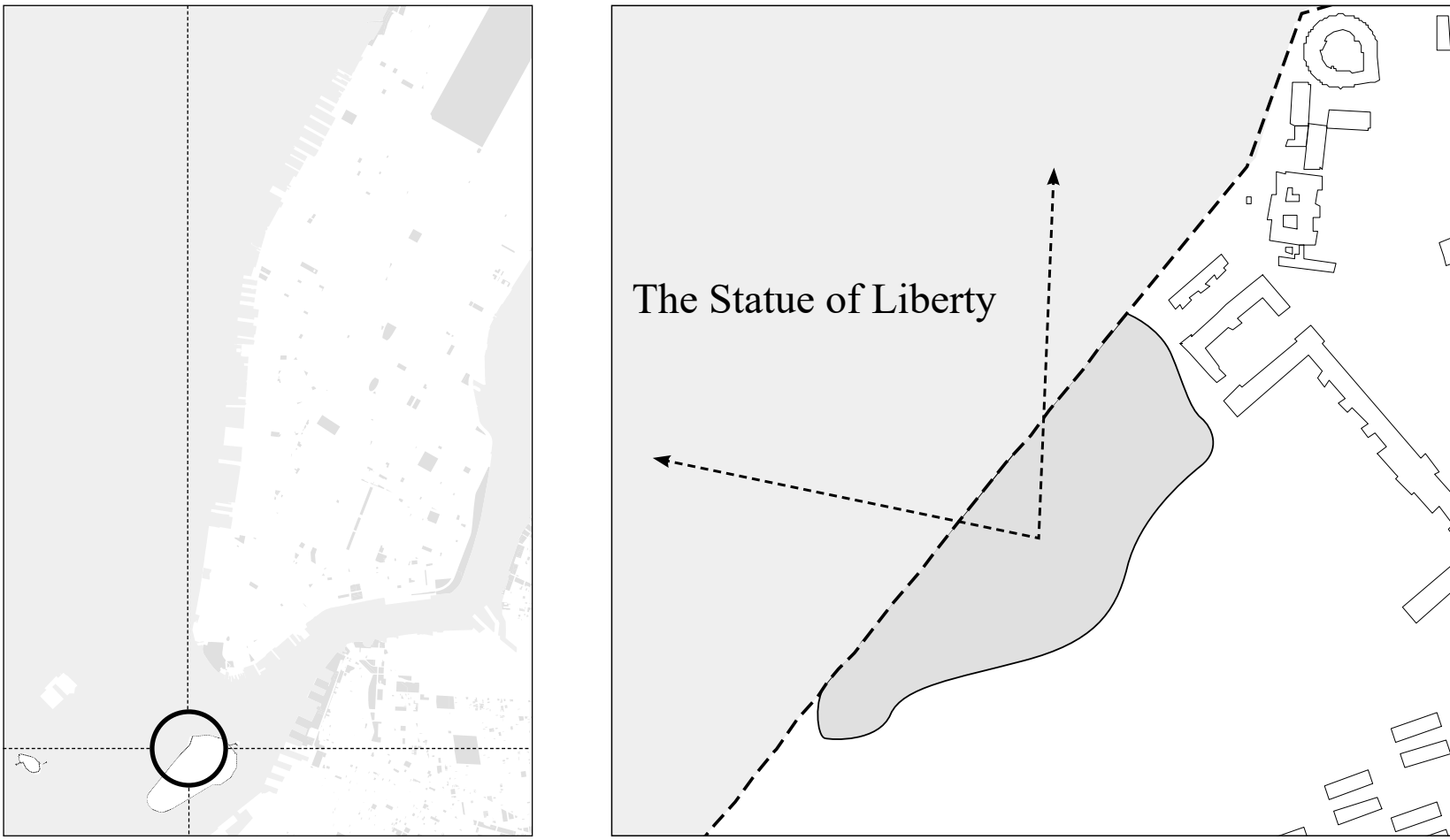
Bryant Park locates in the center of the Manhattan Island, and serves as the only large public space in the surrounding neighborhoods. The space is accessible from all directions. Under the new circumstances, the park is the main place to substitute the public events places such as cinema, opera house, bookstore and so on. These spaces are closed during certain times, but Bryant Park can be the alternative option.



SCENIC PARK

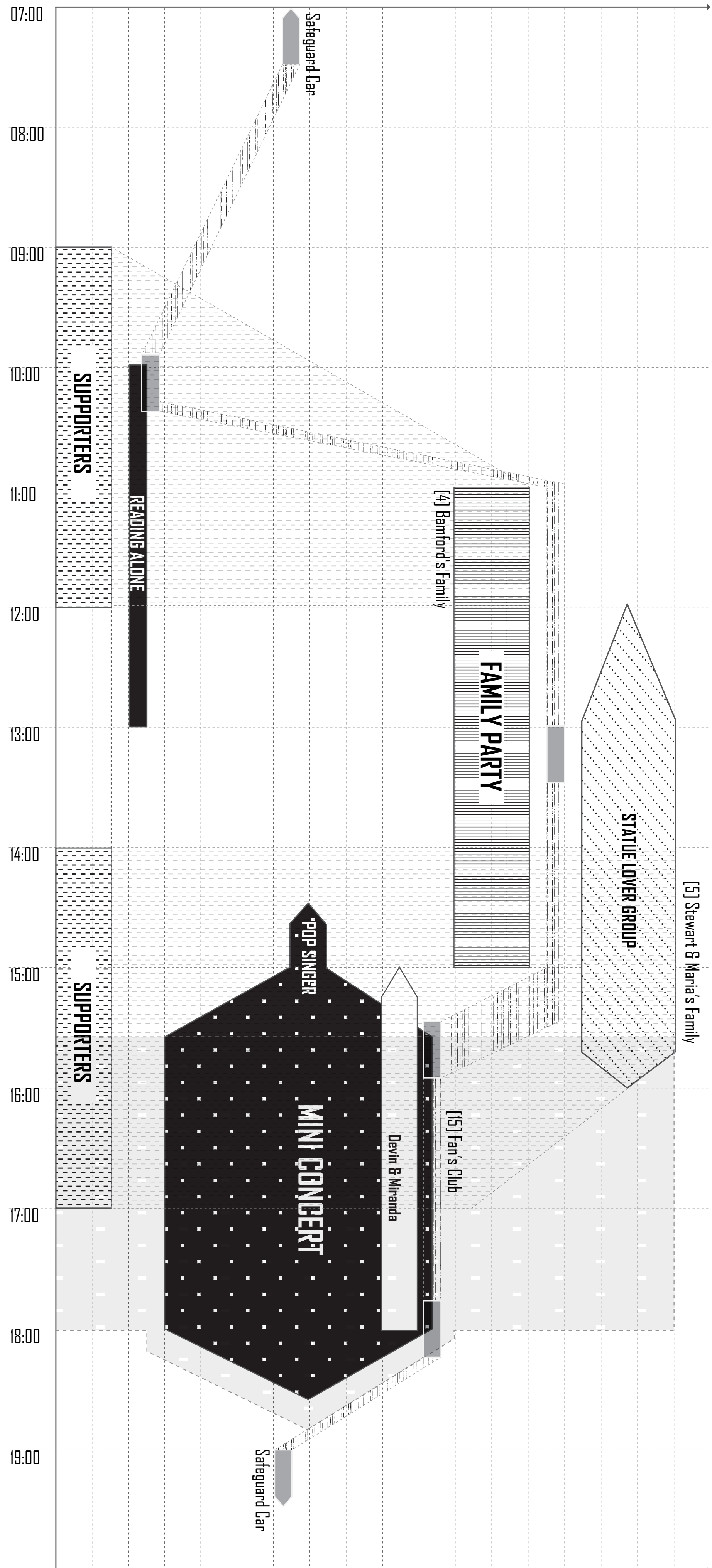
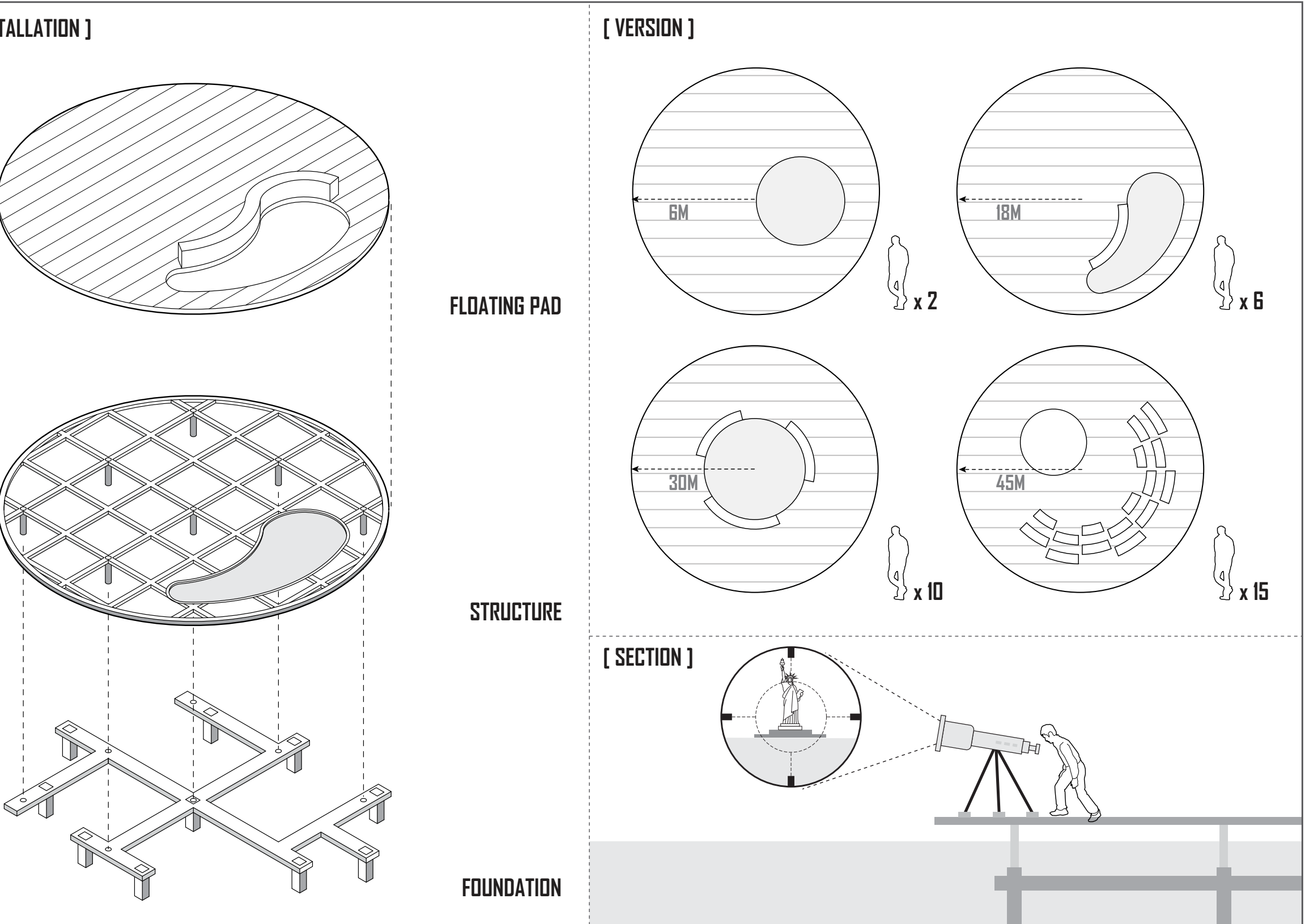
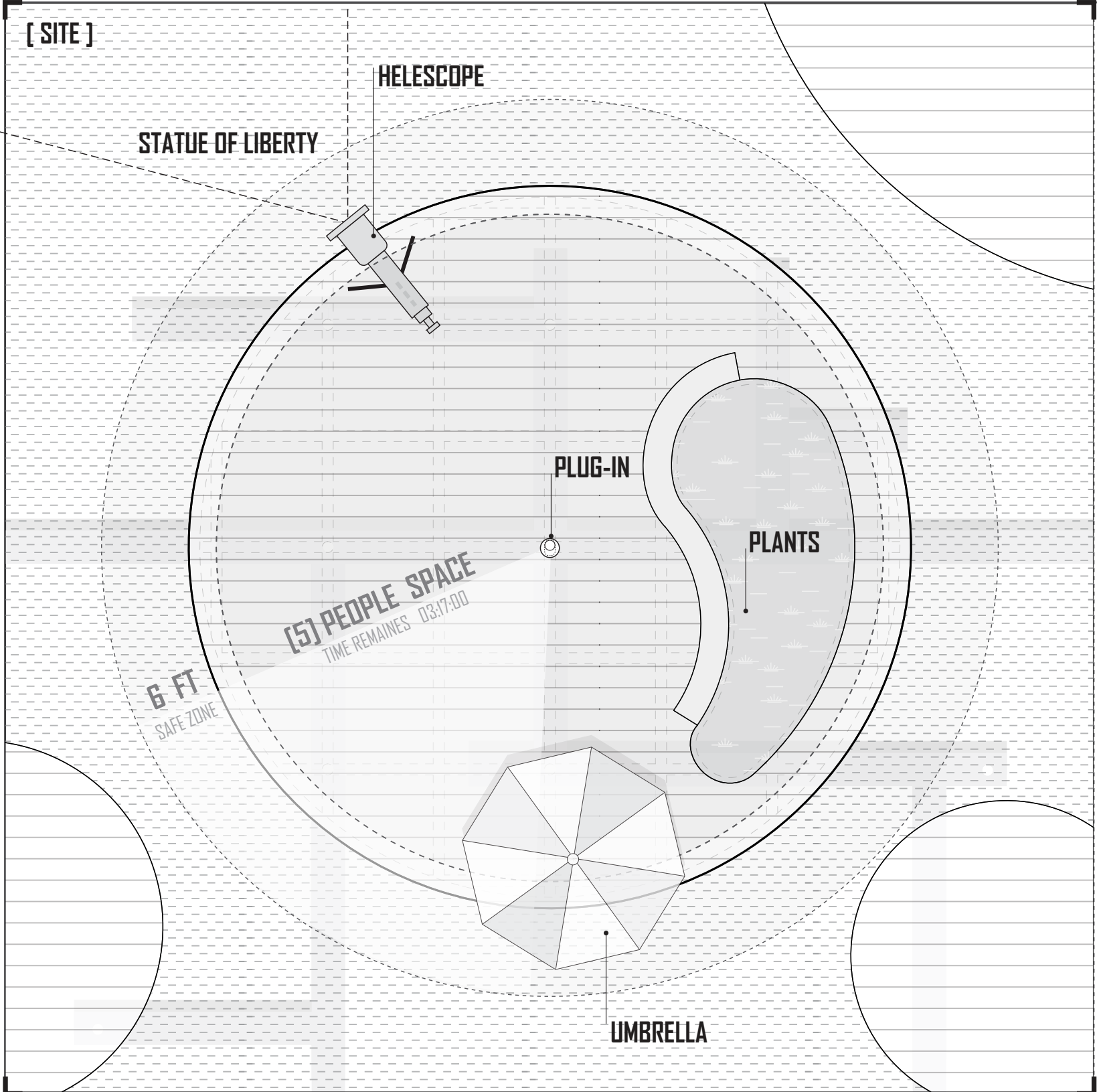
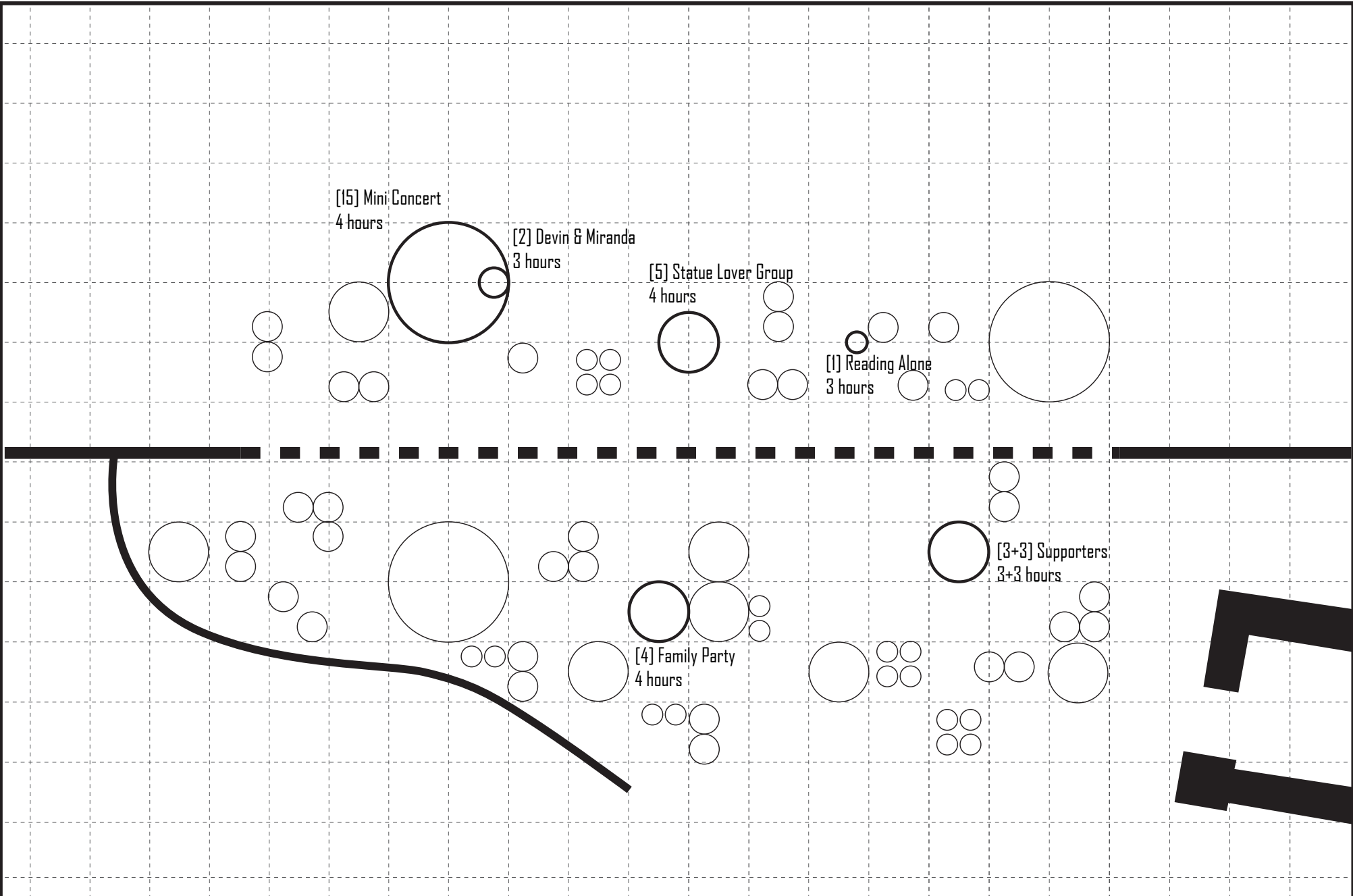
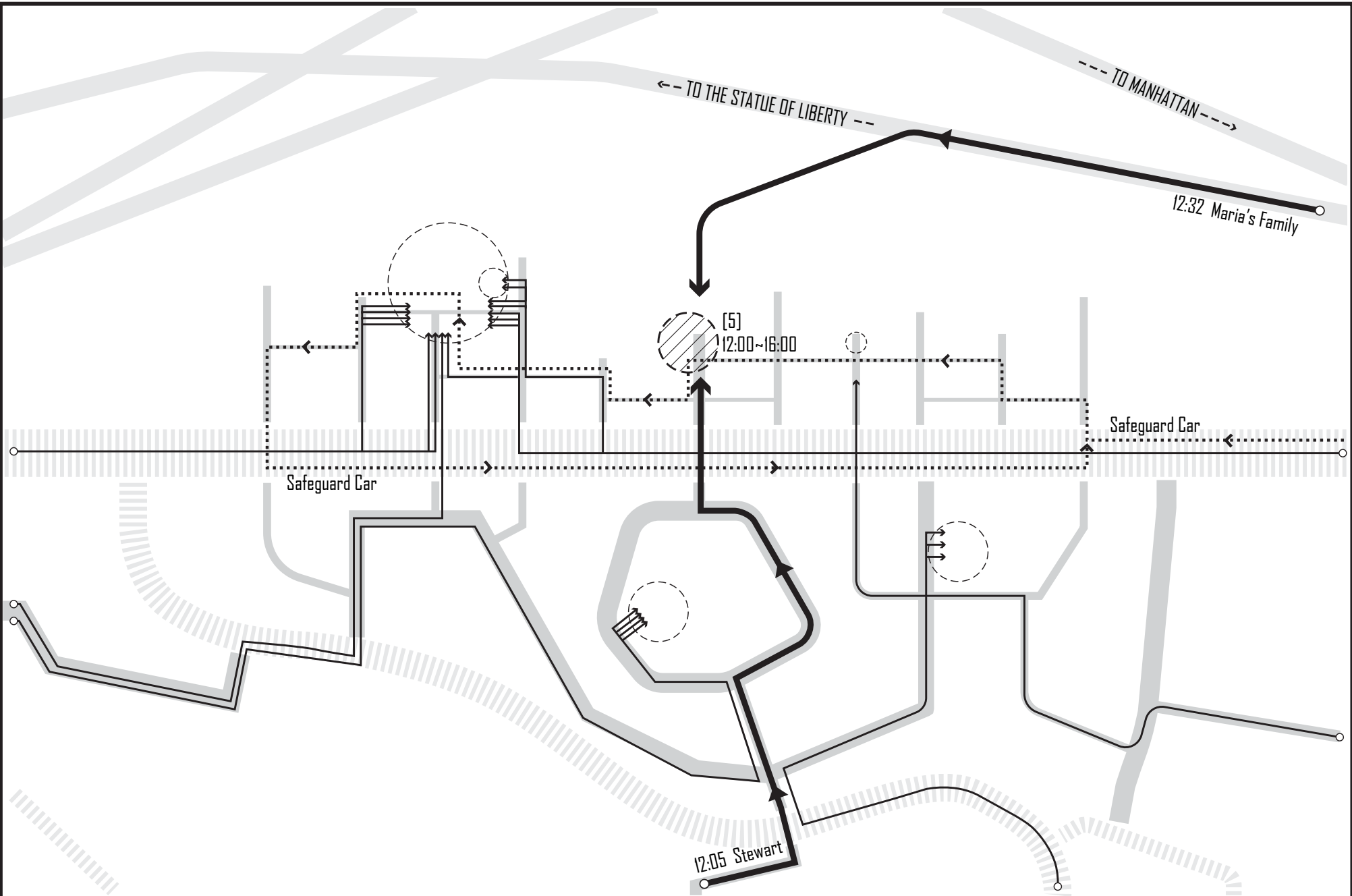
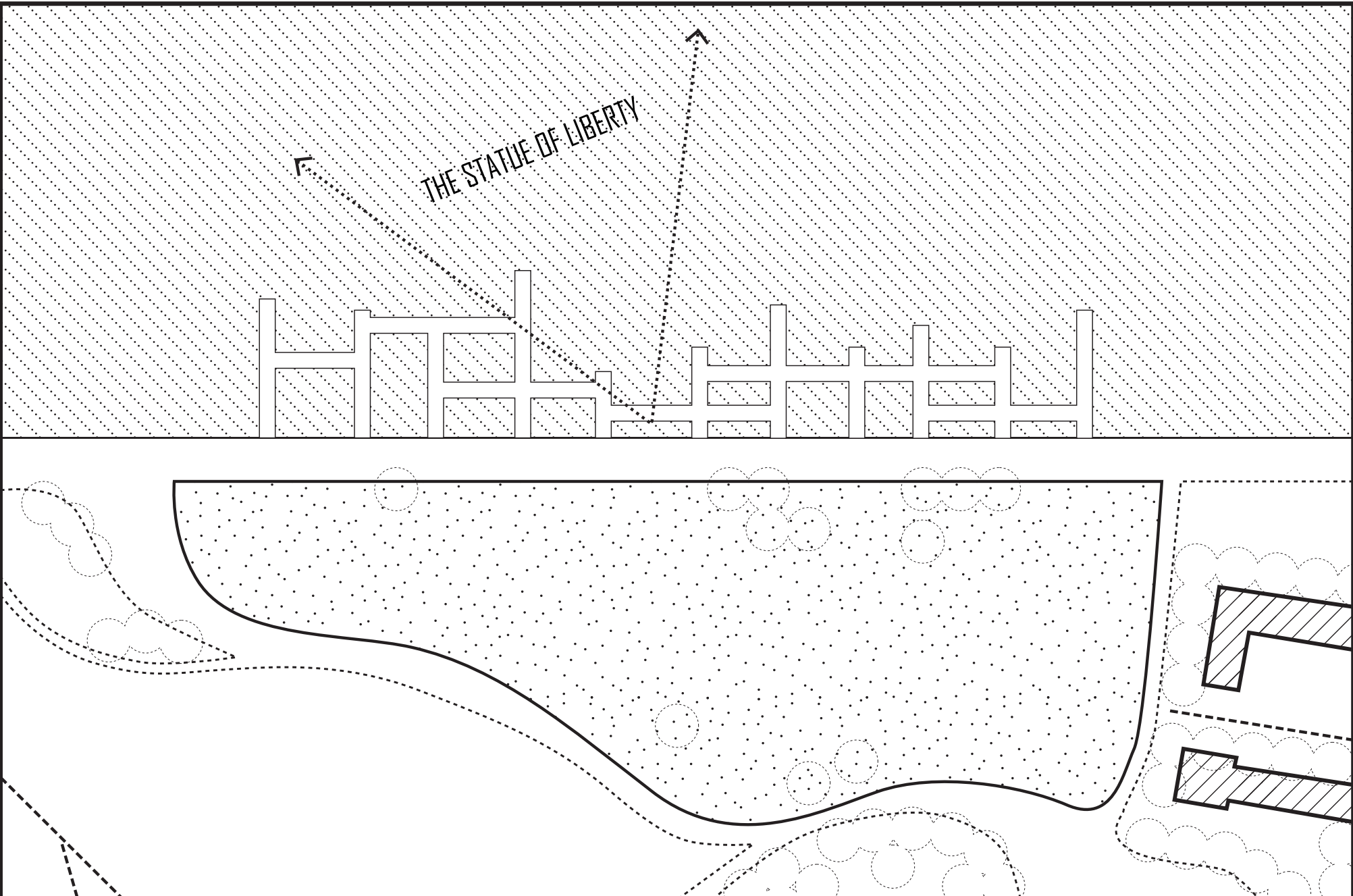
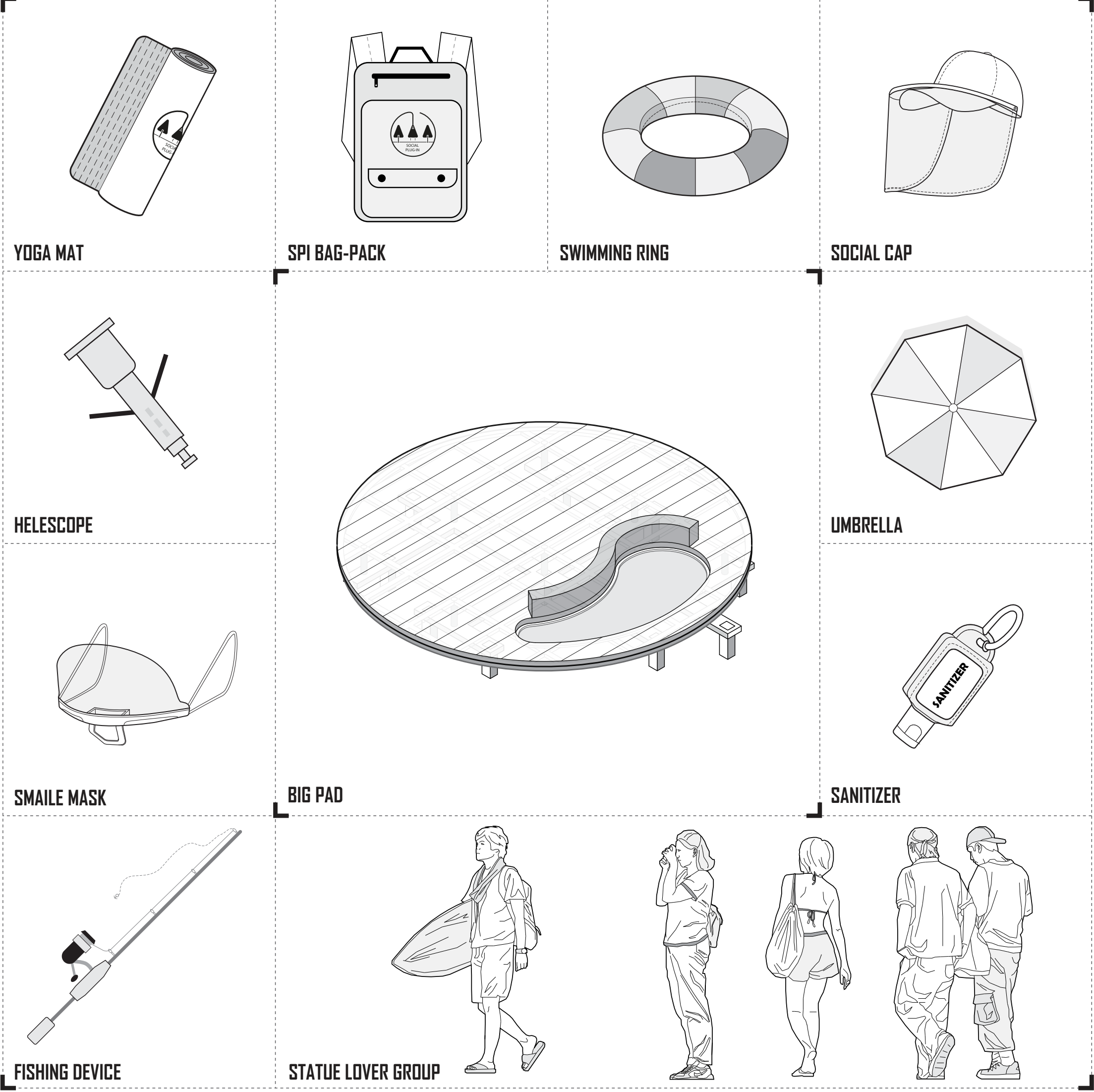
Floating Park, Governors Island Open Time: 9:00 - 18:00

There are lots of public activities in New York that are restricted under the new context, include the visiting of the Statue of Liberty. The new generation of public space should not only be able to provide space for gathering, but also space for sightseeing, like watching the Statue of Liberty in a safe distance.



This spot is special for its isolation on the water south to Manhattan. It can serve people from Brooklyn neighborhood or those who take ferry to the Governors Island.

The Scenic Park is functioned originally as the open lawn in the Governors Island. Facing to Statue of Liberty, it provides the best location for sightseeing during the new normal period. Large event up to 20 people like Mini concert and water activities are possible in this park.



MAR
14
MEMORIAL

YES, WE SURVIVED!

CELEBRATE THE SURVIVOR DAY IN NEW YORK CENTRAL PARK ON MAR 14TH, FROM 5-7 PM. BRING YOUR SPI!

Location: Central Park, NY
Permission: Free

Organizer: New York City
(SPI required)

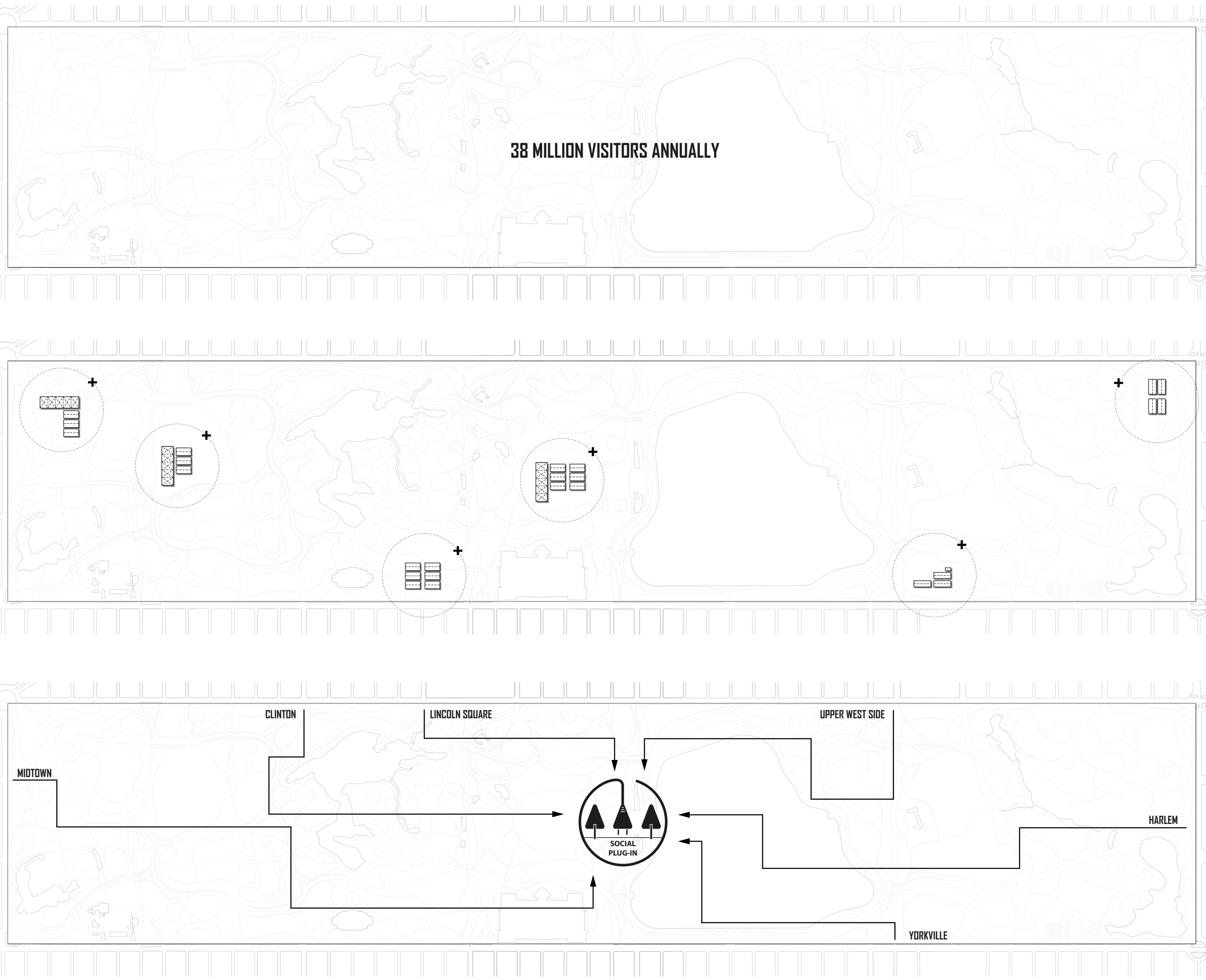
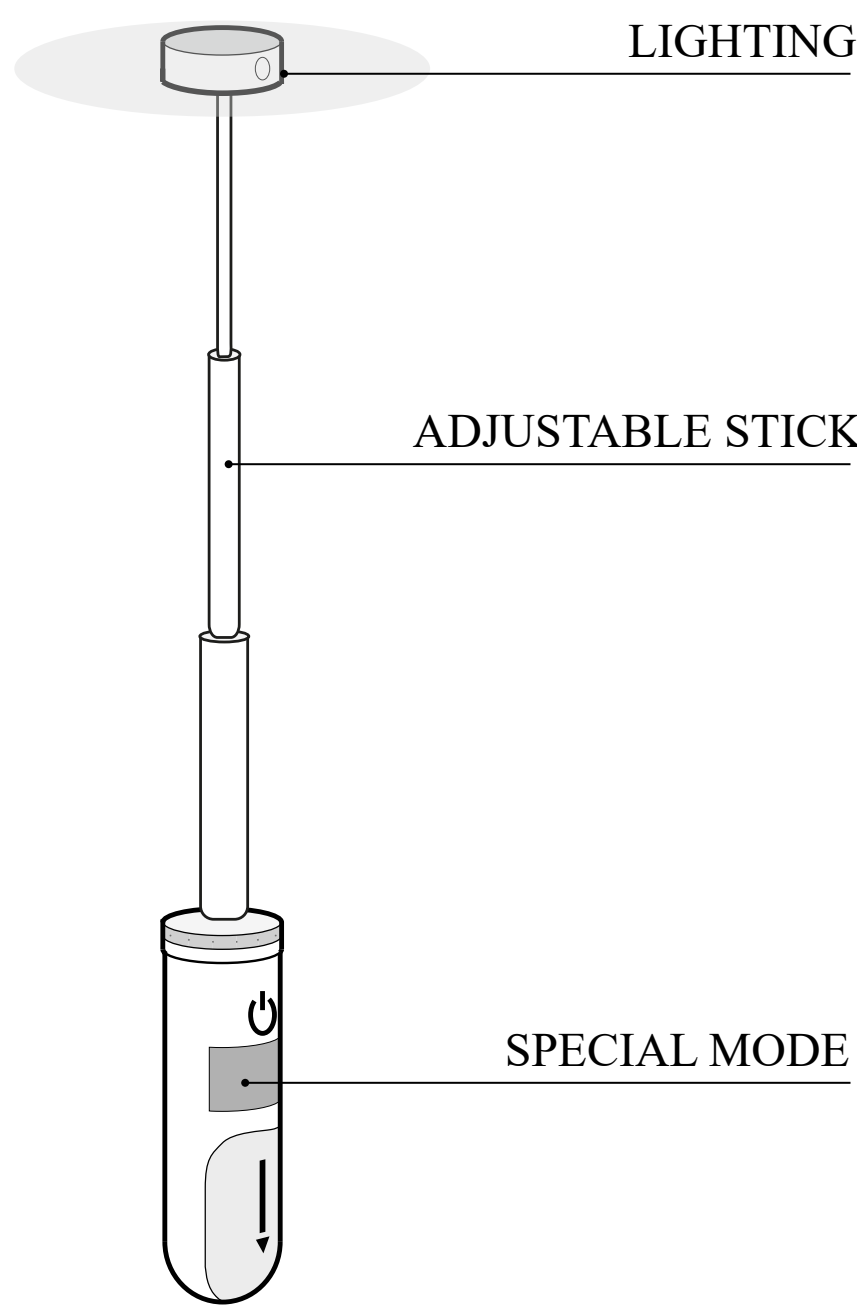
Memorize, and Celebrate

Mar 14th 2020 was the date New York City reported its first death caused by the Covid-19. The city picks this day as the Survival Day, not only in purpose to memorize those who left us while fighting with the virus, but also because there are more people survived from the pandemic war.

No matter you were fighting with the virus those days by healing others, or sharing information, or just staying at home to reduce the risk of infection, you are all HERO. We want to use Mar 14th as a new memorial day and invite all of you, with your SPI, to come to the Central Park.

You can turn on the special mode of your SPI device and transforms it into a lighting equipment. Everyone is going to do the same thing and thus light up the Central Park, turning the landscape into the biggest memorial site of the city.

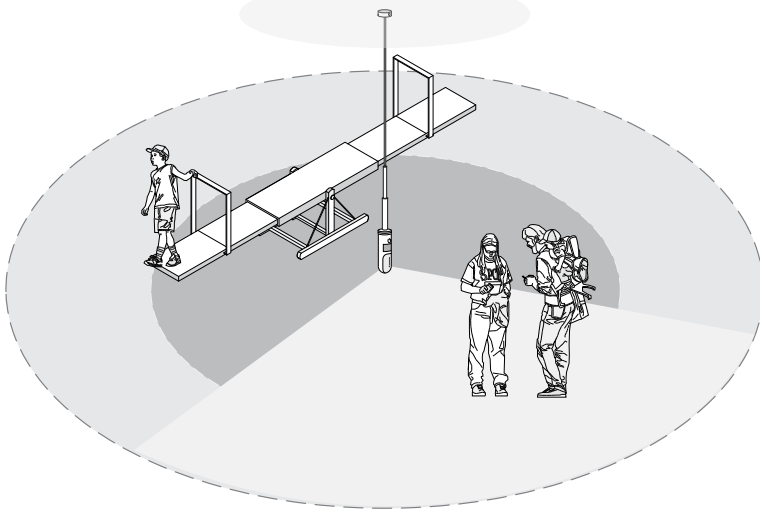
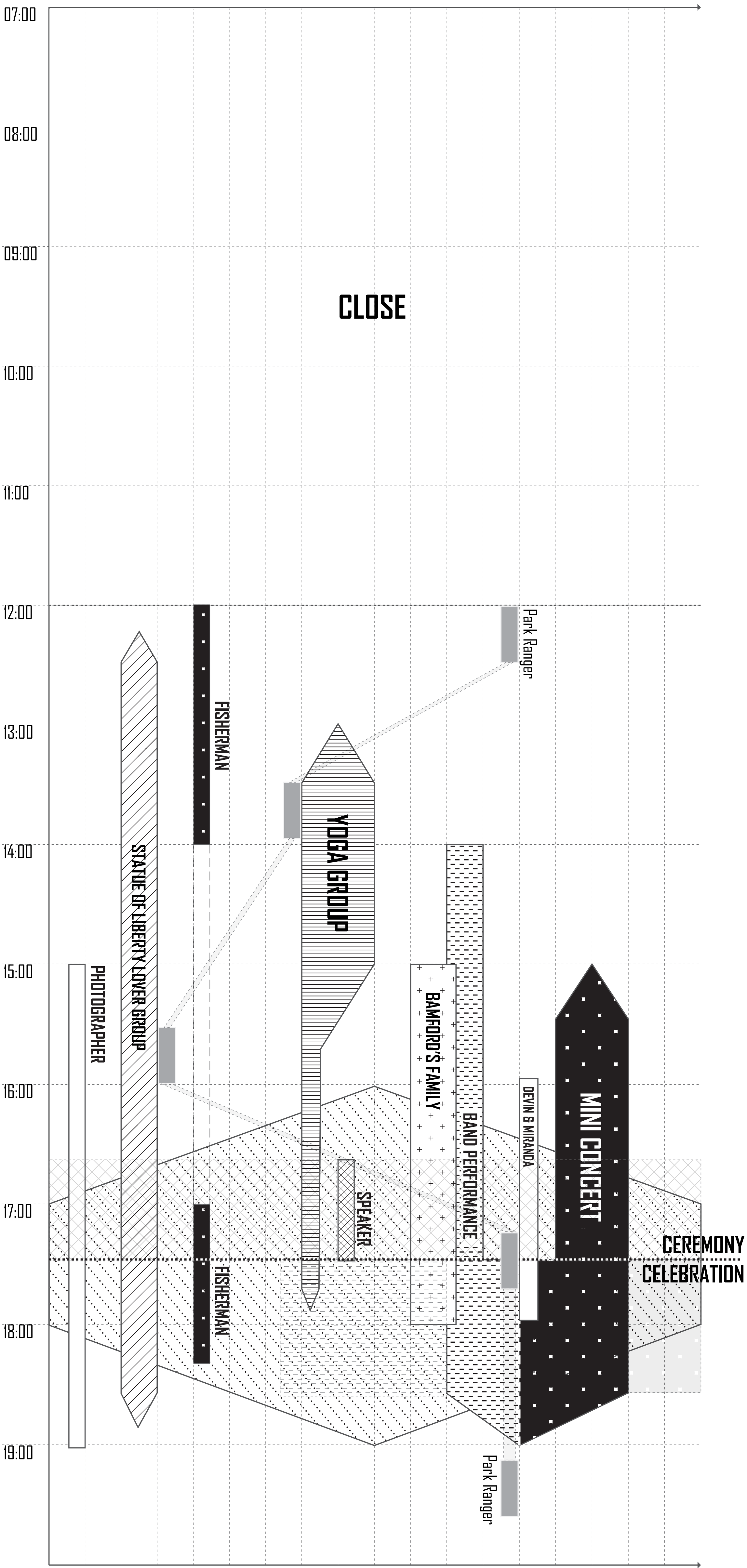
Discover your SPI Today!



Before: New York Central Park was the most visited urban park in the world with an estimated 37.5-38 million visitors annually.

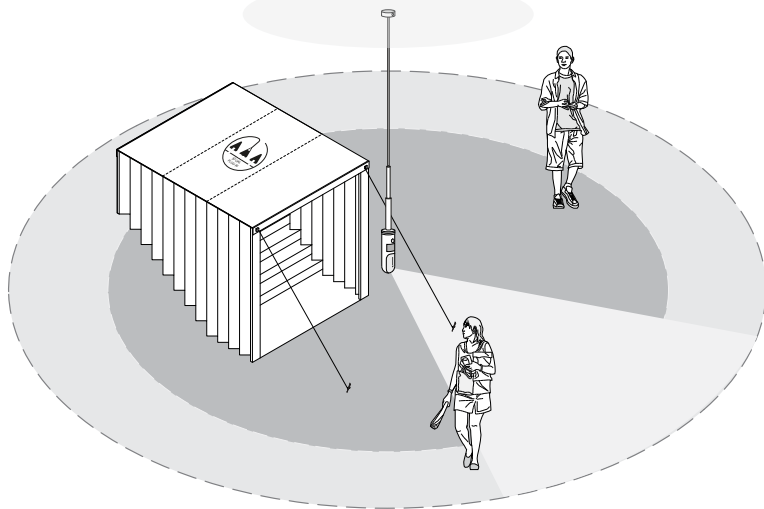
During Pandemic: In order to locate patients and relief hospital's pressure, the Central Park was transformed temporarily into a field hospital site.

Survivor Day: The unique role Central Park has been playing during different times makes it the best place for holding ceremony for the Survivor Day.



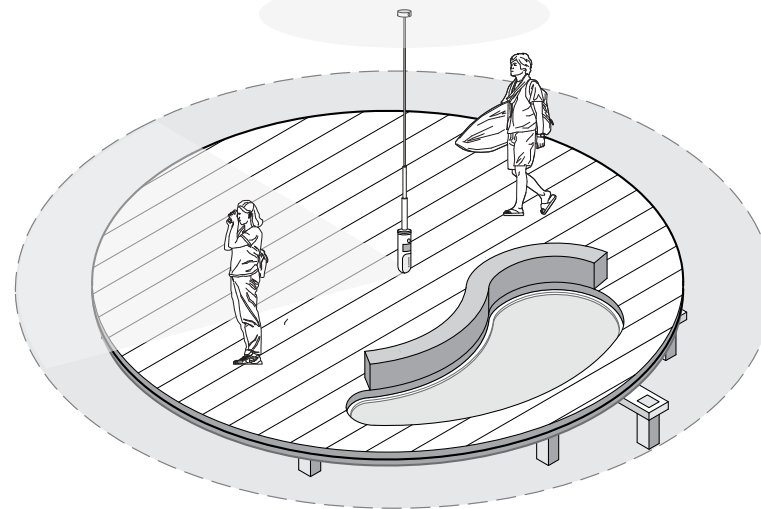
The Bamford's Family at the Sheep Meadow

The family arrived Central Park at 15:00 and decided to have fun until the beginning of the ceremony. Then they joined the Band Performance before they went back home.



Devin & Miranda at the Great Lawn

Devin and Miranda wanted to spend a meaningful day in the Central Park by both attending the ceremony and the celebration event in which their favorite singer will have a small concert at the Great Lawn.



The Statue Lover Group at The Reservoir

After a whole day floating on the sea and watching great show at the shore of the Governors Island, the Statue Lover Group went to the Central Park in the afternoon and brought their pad to continue the water activity on the Reservoir.