

**Penn Praxis 10th Anniversary  
Design Proposal**

February 2011

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February 2011 // Practicum FNAR 270

# PENN PRAXIS 10TH ANNIVERSARY

## Book

A limited edition celebratory object, built around the voices of Praxis, and the 10th anniversary

### 1. Eight voices

- **Gary Hack Dean**  
PennDesign (1996-2007)
- **Shawn McCaney**  
Wm. Penn Foundation
- **Marilyn Jordan Taylor**  
Dean, PennDesign
- **Mike DiBerardinis**  
Parks and Recreation department
- **Gary Steuer**  
Office of Arts, Culture, and the Creative Economy
- **Sandy Shea**  
Philadelphia Daily News
- **Harris Sokoloff**  
Penn Project on Civic Engagement
- **Harris Steinberg**  
President of Penn Praxis

### 2. Timeline

- Detailing history spanning the bottom of the entire book

### 3. Photographs of projects and people involved

- Showing the development of projects from start to finish being built up throughout the pages of the book
- Showing all those involved, from donors to board members to the community

**Audience:** Donors & those most involved

## View Book

A quick glance at Praxis, to be used as a tool to get people interested and to go to the website

### 1. Three voices

- **Harris Sokoloff**  
Penn Project on Civic Engagement
- **Maria Tranguch**  
PennDesign Planning grad student
- **Marilyn Jordan Taylor**  
Dean, PennDesign

### 2. General information

- Specific focus on ways to get involved

### 3. Mission statement

- Impact
- Vitality
- Viability

### 4. Short list of projects

- Give a good idea of things done in the past

**Audience:** General public

## Website

A redesign of the website, hosted on at [www.pennpraxis.com](http://www.pennpraxis.com), with a focus on the voices of Praxis

### 1. About section

- Brief overview and defining of Penn Praxis

### 2. Mission statement with full history

- An accurate depiction of Praxis' history, garnered through interviews, research, and a good copy editor

### 3. Eight voices

- Including audio / video of the eight people featured in the book

### 4. Diagram of structure

- Drawing out all the aspects and branches of Penn Praxis and it's organization
- Making sure to include even the lesser affiliated parts of Praxis

### 5. More information about projects

- Photographs of projects with quick details and rationale
- Information about the big players involved in the project and how to contact them

### 6. Getting involved / submitting ideas

- Targeted at students to show them ways to get involved
- A way of submitting project proposals, and other ideas

**Audience:** General public, grad students, new faculty, clients

## Events/Programming

A series of events focusing around Penn Praxis, the people involved, and a celebration of 10 years

### Outdoor Community Event

#### 1. Voices / Speakers

- Focus on community and further involvement with it

#### 2. Award announcements

- Special recognition of important community members involved with Penn Praxis
- Winners of possible competitions

#### 3. Giveaways

- Praxis gear
- Mini cheaper version of book

#### 4. Merchandise

- Mugs, travel mugs, wine, reuseable bags, hats, t-shirts

#### 5. Band

- Local musicians, live music

**Audience:** Community leaders

### Donor Appreciation Night

#### 1. Voices / Speakers

- Focus on progress and even more success in the future

#### 2. Award announcement

- Special recognition of important leaders of Penn Praxis
- Best or most successful projects

#### 3. Giveaways

- Books to be given to donors

#### 4. Merchandise

- Mugs, travel mugs, wine, reuseable bags, hats, t-shirts

**Audience:** Past donors, people who are already involved

### Design Competition

#### 1. Public art/design

- Juried competition

#### 2. Award announcement

- Recognition of winners at other events, on Praxis website

#### 3. Prizes

- Work featured somewhere
- Monetary
- Praxis gear

**Audience:** Citizens of Philadelphia

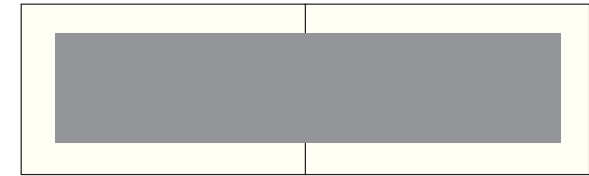
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CONTENTS

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INTRO



PROJECT SITE

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VOICE 1

BEGINING OF TIMELINE

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PROJECT: BEGINING STAGES

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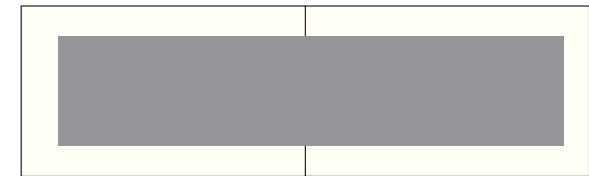
VOICE 2

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VOICE 3

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PROJECT: DEVELOPING

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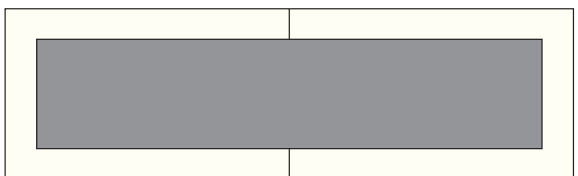
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VOICE 5

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PROJECT: TAKING FORM

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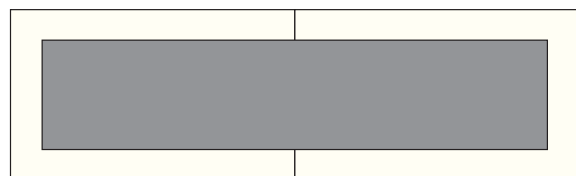
VOICE 6

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VOICE 7

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PROJECT: COMPLETED

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VOICE 8

END OF TIMELINE

END OF BOOK





