



Nevada Recreation & Park Society Program Excellence Awards Application

Nomination for the 2012 Program Excellence Awards

1. Program Title:	Yarn Storming
2. Category Assigned:	Senior
3. Nominated by:	Candy Rutledge
Telephone:	702-455 -8200
4. Name of Agency/Organization:	Clark County Parks & Recreation
Address:	2601 E. Sunset Road, Las Vegas, Nevada 89120
Telephone:	702-455 -8200
5. Name of Director/ Superintendent/Manager to Notify Regarding Award:	Jane Pike
6. Staff Responsible for Program:	Diane Bush, Nancy Bean, Jeff Yates

Deadline: Application must be received no later than March 2, 2012

Mail application to: Incline Village Recreation Center • NRPS Awards Committee • 980 Incline Way • Incline Village, NV 89451
Attention: Pandora Bahlman • Email: NRPS@live.com



Description

West Flamingo Senior Center in Las Vegas had classes that were involved in knitting and crochet. There were various news stories around about a new form of temporary urban public art called Yarn Bombing or Yarn Storming.

This international phenomenon has spread from Portland and California to major cities and all over the world, but there was not yet any Yarn Storming in Las Vegas. Traditionally these projects that cover ugly urban traffic poles and fences are carried out by young urbanites. How exciting would it be to have seniors initiate the very first Yarn Storming in Las Vegas?

After scouring the web for colorful and exciting Yarn Storming projects all over the world, it was presented to the seniors. Later, overhead transparencies were created so the seniors and participants could see the projects.

The proposal for the first project came with no demands, just an offer to use whatever crocheted or knitted squares the seniors wanted to contribute. The seniors were amazed to see yarn used in such an unusual way, and became very excited about being the first Yarn Storming group in Las Vegas. The first completed project was to cover a hot handicap rail in yarn. Staff provided the installation, as the weather was too hot for seniors to be outside. Yarn was provided through donations that come to the center on a regular fashion. Upon completion of the first project the center gained significant publicity in the press.

The seniors were so excited they immediately started making granny squares. Over the next 30 days, individual squares were joined together in a strip, and on cloudy days, staff would attach strips to the railing. A non-slip rubber material was attached to the top railing before the yarn was applied, so there was no danger of movement against the metal surface. The railing is now cool enough to use in the hot summer months. Everyone loves how the bright colors cheer up the facility! Birds hate it!

Objectives

1. Introduce seniors to a new and exciting art project.
2. Cover a dangerously hot hand railing with a safe and attractive cover.
3. Gain positive public attention for the center.
4. To introduce Diane to the senior center regulars, as a positive, energetic and creative personality.

All materials used were donated to the center. Outcomes were measured through the numerous newspapers, magazines and TV coverage, the response to that publicity, and word of mouth. The compliments came in on a daily basis, as the project progressed. Neighbors who use the park nearby, and that live across the street all voiced their delight at the added color and beautification that the railing provides. People even stop by to take pictures.

Benefits

The entire project consists of volunteer work by our seniors and staff. Last fall, our seniors knitted 37 hats for homeless teens from a local school. In return, those teens have volunteered to help install future projects. The County's "Leaders of the Future",

local Boy and Girl Scout troops have all expressed interest in assisting with installation work. This multi-generational partnership opportunity is a major part of our project.

Public Relations

A press release was sent out, and staff talked to local reporters about the project. Everyone has been extremely excited about the project, and there has been a lot of very positive press. See links below. The national magazine RECREATION MANAGEMENT published an article out our efforts in this month's edition (Feb. 2012).

http://issuu.com/bobburchdesign/docs/primeplus_sept2011/13

<http://www.lasvegasweekly.com/news/2011/aug/17/yarnstorming-believe-it-yarn-graffiti-finally/>

<http://www.lasvegassun.com/news/2011/aug/27/knitter-cozies-yarnstorming-project/>

<http://www.lvrj.com/view/granny-square-graffiti-yarn-stormers-set-out-to-add-unique-color-to-community-128681768.html>

<http://www.ktnv.com/news/actionnewsthismorningweekendedition/130066533.html>

<http://southwest.8newsnow.com/news/arts-culture/109963-yarn-stormers-aim-class-bare-neighborhoods>

<http://www.youtube.com/watch?v=MCD7mqoC3Ok&lr=1&user=ClarkCountyNV>

<http://www.recmanagement.com/201202fp01.php>

Measures of Success

The press exceeded our expectations. As the rail cozy was being installed, many compliments from the public were expressed on a daily basis. Over the Christmas Holidays, we had squares left over, so another project was made to frame and surround the name of the center on our main lobby wall. This is the perfect greeting to anyone who comes to the center, and the seniors love it. Our seniors are now crocheting circles of all sizes, in the hope that another project will get approved to apply the circles to a pedestrian bridge that connects to a local hospital. The bridge is called the Sunrise Hospital Bridge, and the plan is to attach sunbeams of yarn circles in warm colors to adorn the bridge. We have teens ready to help with the application on June 11 (International Yarn Bombing Day)

Cost Effectiveness

Currently there are no expenses due to the donation of yarn. The next project to yarn storm Sunrise Bridge will be done by volunteers. The hope is to secure donations of water, sodas, and snacks to feed the teen volunteers while they sew circles on the bridge, and for those that supervise the teens.

This program is unique, and opens up a whole new world of textile art to seniors who had no knowledge of this field. It gives them pride in their work and in the center. They are now part of an international movement, and have folders with examples of every news article published about this program. The seniors love being part of the Yarn Storming phenomena, and knowing they have made a big difference to both West Flamingo Senior Center and to the Las Vegas community.