

Skipping Only Zones

In front of the monotonous routine of people getting to work, street signs suggest unusual behavior to increase physical activity and social interaction



For most, the choice route to and from work (or anywhere, for that matter) is the fastest, most direct, or most familiar. Bent on breaking up the monotony of rote passage by introducing a little fun, Sierra Seip and Alison Uljee created Skipping Only Zones, with signs that riff off the standard pedestrian-crossing sign installed at various crosswalks, sidewalks, and pedestrian paths throughout New York City. The designers were heartened to see people follow their sign's prompt, goofily skipping across streets or bonding with strangers over a funny, shared moment. Skipping Only Zones is part of Seip and Uljee's larger project, Design That Moves You, a series of urban interventions that uses fun as a motivator for increased physical activity and social interaction.

Project author or developer:
Design That Moves You

Where:
US / United States / New York

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