

## Criteria to Determine

# *Beautiful Civic Engagement*

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1. Gluing the Grease and Greasing the Glue: conflating the imperative to grease the wheels of commerce with the imperative to glue the social fabric; in other words, hauling the community into the commercial and the commercial into the community to spread, or equalize, power.
2. Diversity: age, race, sexual orientation, religion, occupation, etc.
3. Atypical Encounter: people doing things they wouldn't ordinarily do, or would ordinarily do but in an unordinary context with people they wouldn't ordinarily do it with.
4. Inversion of Hierarchies: those who normally have the power give it up, or participate in service to other less powerful participants.
5. Offering Agency: creating a context that provides agency to those who would not ordinarily have it.
6. Questioning Social Assumptions, Imperatives: creating a context where taboos are challenged by actions that reveal the taboo to be based in social control.
7. Atypical use of public and public/private space: playing where we're supposed to work and working where we're supposed to play.
8. Fruitful Antagonisms: triggering friction, tension, and examining the ensuing dynamic in a performative arena where all is easily forgiven.
9. Volunteer Ownership: providing opportunities for volunteers to participate to foster a wider sense of ownership.
10. Blurring of Roles: passersby become observers; observers become participants; participants become collaborators and volunteers become creators.
11. Generating Buzz: where the media is on par with other aspects of the project; the media as collaborators—slippery collaborators—but collaborators, nonetheless.