

# Night picnics in Rosario

## Municipality of Rosario with Citizens

2017 / Rosario / Argentina

[goo.gl/FiLatM](http://goo.gl/FiLatM)

### Come together and enjoy a meal in the public space

With a population of one million and a land area of 178 km<sup>2</sup>, Rosario has large urban parks and 12.5 m<sup>2</sup> green area per inhabitant. It is a city with vibrant culture, and a place full of contrasts. As is the case with other Latin American cities, crime is one of citizens' greatest concerns, and fear has driven people out of common areas.

With the premise that a populated public place is seen as safer than an empty one, the local government accepted the challenge of inviting citizens to enjoy and make use of these places at nighttime. It was the start of a new quality collective experience: night picnics.

Night picnics are advertised through social media, and invite people to come together, enjoy and share a meal in a public place, while they can try the cultural offer and enjoy a healthy meal.

The picnics are held in landmark green areas. They are different to one another regarding design, the lands they were built on, the communities that make use of them, etc.

Our intention is to increase an existing use, and to encourage new kinds of uses. Picnics are a traditional kind of use, which symbolise citizen bonding through shared meals in public places, and now they take a new meaning with this motion by the local government. Over 70 thousand people already enjoyed the experience.

The use of public places improves relations between people, encourages gathering and community public life, allows for new relationships between people and the environment, and fosters social interaction between groups. The picnic also allows for an inclusive event and makes no difference of class nor age; therefore, it is an



invitation to enjoy what belongs to all, in an egalitarian environment.

### About the team

The Municipality of Rosario, via its Environment and Urban Space Office, launches efforts and initiatives to encourage the use of public space, on the grounds that citizens should have the central stage.

The city has an abundance of parks, squares and green areas. This shows that public space development is a priority, and one that we constantly strive for, as well as a symbol of the city.

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1. First Night Picnic in Rosario – crowd, Parque de las Colectividades / Municipality of Rosario
2. Night Picnic, Parque Yrigoyen / Municipality of Rosario (Juan Pablo Allegue)
3. Night Picnic, Parque Yrigoyen / Municipality of Rosario (Juan Pablo Allegue)
4. First Night Picnic in Rosario- Cooking with the family, Parque de las Colectividades / Municipality of Rosario
5. The Moon in Parque de las Colectividades, First Night Picnic / Municipality of Rosario
6. Night Picnic in Parque Independencia. Shows for everybody. / Municipality of Rosario (Juan Pablo Allegue)

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**Space typology** Park / Waterfront

**Intention** Celebrating / Enjoying / Gathering

**Action** Eating food / Sharing food