

Street Yarns – a fictitious case study

Knitting group, Street Yarns, have been reclaiming cold and empty spaces with brightly coloured woollen street art since 2012.

In 2021, they installed 120 pieces of art, from lampposts and steps to parked bicycles and temporary tree covers.

There are 57 volunteer knitters, ranging in age from 17 to 93.

Together they have turned 2,500 balls of wool remnants into art in 75 locations in 1,200 hours.

Street Yarns volunteer Joy Weaver said:

“We bring light, joy and a whole lot of wool from the countryside into London’s darkest and dingiest urban areas. Communities sometimes think they’re hanging together by a thread and are scared to walk freely around their neighbourhoods. Creating cosy, warm spaces helps people laugh, chat about the silliness, helping to reduce fear of crime”.

Plans for the future include knitting jumpers for dogs to raise much needed funds for volunteer meet-ups.

Brand colours:

Red #C23B08

Dark Jade #67976A

Bear in mind this is a fictional case study – feel free to make your own stuff up too!

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