Innovative PlayPark™ and Playground Design for More Inclusive Communities
Magical Bridge Solutions

Destination Playgrounds
Internationally-recognized and award-winning innovative and inclusive playgrounds designed for all ages and abilities.

PlayParks™
Integrated park design that optimizes open space for recreation, community engagement, and commercial and residential developments.

Custom Playspaces
Custom outdoor park designs for schools, museums, zoos, hospitals, churches, adventure parks, etc.
OUR MISSION

We believe that everyone regardless of ability or disability deserves a safe and fun place to play and connect. Through our innovative design and programs, we promote kindness and multi-generational play that builds more inclusive communities.

OUR MAGIC

Our playgrounds, PlayParks, and custom playspaces are welcoming, engaging, and comfortable for all ages and abilities with a range of challenging activities, a variety of outdoor experiences, and many opportunities for visitors to connect, reflect, and build relationships — with nature and each other. Whether we are designing destination playgrounds, custom play areas, or community parks of any size, our solutions meet the following criteria:

1. THERE IS AN ACCESSIBLE WAY
   We work with city planners and developers to ensure everyone can safely and easily get to our playspaces. Once there, smooth and barrier-free entry points, surfaces, and travel paths enable everyone to move safely through the space — and our intentional layout, signage, wayfinding, and equipment is designed for maximum accessibility.

   ★ MAGIC TOUCH
   At our destination playgrounds, visitors using wheelchairs or other mobility devices can reach the top of our slide mound and the second story of our playhouse.

2. IT’S EASY TO PLAY
   Beyond “accessible,” our design and equipment standards consider those with autism, sensory impairments, medical fragility, and varying cognitive and physical limitations along with other visible and invisible disabilities. We design for maximum play value with a variety of creative and beneficial play opportunities at multiple challenge levels. “Magical” means everyone — all ages and abilities — can join in the fun!

   ★ MAGIC TOUCH
   Our patented Dignity Landings™ at the bottom of our slides give those needing extra time a safe space to wait for their mobility device or help from a friend.

3. IT’S MAGICAL ENOUGH TO STAY
   In addition to the many creative and engaging play experiences, we provide comfortable places to relax, sit, and retreat. We also offer gathering spaces, ample shade areas, and quiet places to reflect and enjoy the outdoors. Our park amenities (i.e., parking, bathrooms, water fountains, etc.) work for everyone, so visitors can plan a long and fulfilling visit.

   ★ MAGIC TOUCH
   We pay close attention to the environment, choosing fast-growing shade trees that thrive in each location and provide a natural canopy with maximum coverage.
Access to open space has always been essential for life balance, as well as mental and physical health — and with today’s restrictions due to COVID-19, getting outdoors has become vital for people of all ages. With space optimized for both activity and relaxation, our playgrounds, PlayParks, and playspaces are intentionally designed to encourage taking meaningful breaks from work, screen-time, and the stress of daily responsibilities.

❤️ **A COLLABORATIVE ENVIRONMENT FOR OUR TIMES**

With ample shade and plenty of opportunities for play, meeting, fitness, work, and relaxation, our playspaces encourage increased interaction between colleagues, friends, and neighbors. We are experts in creating inclusive areas full of opportunities that bring people together — and our play solutions now extend beyond playgrounds to include large community PlayParks and custom playspaces full of human-centered amenities and features inspired by art, nature, health, tech, and innovation.

❤️ **OPEN SPACE DESIGNED FOR MAXIMUM VALUE**

Free play areas contribute to the character and livability of any setting — socially, economically, and environmentally. Our integrated and varied park designs promote balance and wellness for community while increasing the overall value of the area. Magical Bridge strives to improve the diversity and usability of open spaces, giving the surrounding community a variety of options to work, play, and meet outside, take meaningful breaks, exercise, relax, and connect with nature. Further, as we apply our innovative and inclusive design principles to the space, we ensure that everyone in the community is included.

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**OUR DESIGN GOALS**

For every outdoor space we design, including playgrounds, PlayParks, or custom play areas, we adhere to the following principles:

**ACCESSIBILITY**

- Provide play opportunities for all ages and abilities
- Offer a variety of connected active and passive spaces with easy-to-maneuver pathways

**CONNECTION**

- Provide gathering spaces for outdoor work and socializing
- Encourage engagement with nature

**ENVIRONMENT**

- Secure natural, open spaces
- Optimize usability
- Incorporate environmental and sustainable design techniques
A Magical Partnership

When you work with Magical Bridge, we will design, build, promote, and support a unique outdoor playspace that enables people with and without disabilities to thrive in your community.

INNOVATIVE DESIGN

Partnering with thought-leaders, inventors, academics, landscape architects, and playground-users, we create a welcoming space for all. Building on a decade of research and development, our universal design meets the unique needs of everyone, including those often forgotten. In addition to our own work, we continually seek breakthroughs from artists and innovators in inclusive design to feature in our projects.

FUNDRAISING EXPERTISE

We engage with city officials, foundations, businesses, and the community at large to ensure Magical Bridge projects are fully funded and well supported. Every donation is appreciated and acknowledged.

Over the past 5 years, our team is proud to have helped secure over $50 million funding towards the creation of new inclusive playgrounds and outdoor spaces.

COMMUNITY ENGAGEMENT

From social media to press and community engagement, we actively unite and excite the entire community around our messages of inclusivity and kindness. For our larger projects, we offer a variety of programming including a Kindness Ambassador program, inclusive-themed art and STEM playground activities, seasonal concerts, as well as media relations, outreach presentations, and school coin drives to connect with the broader community.

A PARTIAL LIST OF OUR CAPABILITIES

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Innovating Playgrounds

Where Everyone Can Play
Award-Winning and Internationally-Recognized Playgrounds

We are dedicated to designing and building the world’s most inspiring, innovative, and inclusive playgrounds. Typically spanning 3/4 acre+ of land, our destination playgrounds demonstrate our uncompromising design principles and vision for community playgrounds that benefit everyone.

♥ TRULY INNOVATIVE AND INCLUSIVE PLAY

Outdoor play is the foundation for physical development and for social-emotional lessons such as cooperation, sharing, problem solving, and kindness. Our inspiring and inclusive playground designs consider the needs of all ages and abilities — including our youth, our aging population, the medically-fragile, and those living with a visible or invisible disability such as physical, cognitive, auditory, or visual impairments. Our expertise draws from a decade of research and collaboration with inclusion visionaries, community leaders, special needs educators, landscape architects, developers, artists, innovators, and families living with disabilities.

♥ YOUR COMMUNITY IS OUR COMMUNITY

When you partner with us to design and build a Magical Bridge Playground, our team joins your team at every step including public input meetings, incremental concept presentations, vendor and equipment selection, construction meetings, press and social media support, a grand opening celebration, and, once the playground is open to the public, community outreach and engagement programming for all ages. Our unique design approach ensures everyone has a voice and everyone can play.

WHAT MAKES IT MAGICAL?

ACCESSIBLE
• Distinct Play Zones with equipment for all sizes and abilities
• Smooth and seamless pathways and soft-fall ground surfaces with no loose tanbark or sand that may obstruct those using breathing tubes

INCLUSIVE
• Kindness Corner for reflection
• Signage for the sensory impaired
• Hideaway Huts for quiet retreat
• Ample shade and gathering areas

INSPIRING
• Two-story playhouse and stage
• Local art and murals
• Innovative musical features
• Unique and special play experiences
Sample Playground Projects (see more at magicalbridge.org)

Magical Bridge Playground, Mitchell Park in Palo Alto, California

CLIENT
City of Palo Alto

PERIOD OF WORK
2012 - 2015 (design and construction)

OPEN
Opened to the Public June 2015

Magical Bridge Playground, Red Morton Park in Redwood City, California

CLIENT
City of Redwood City

PERIOD OF WORK
Sept 2016 - Dec. 2020

OPEN
Opened to the Public December 2020

Magical Bridge Playground, Fair Oaks Park in Sunnyvale, California

CLIENT
City of Sunnyvale

PERIOD OF WORK
2017 - Present

IN DEVELOPMENT
TBD

Magical Bridge Playground, Community Park in Morgan Hill, California

CLIENT
City of Morgan Hill

PERIOD OF WORK
July 2017 - Present

IN DEVELOPMENT
TBD
Beyond Inclusion, There’s Magic

**HOW OUR PLAYGROUNDS ARE DIFFERENT**

**Distinct play zones**, labeled above in circles, provide playground users with predictable navigation and play for an enhanced experience. With smooth, seamless ground surfaces, the playground offers **ample space** for open play and easy transition between play zones.

**Variable challenge levels** in each zone help playground visitors build skills and confidence. Our carefully selected equipment is **accessible for all** — including elevated areas such as the two-story, artist-designed **Playhouse and Stage**, slide mound, carousel, and sway boat.

**The Kindness Corner** is a place for reflection and thoughtful conversations. The inscribed wall offers messaging that promotes acceptance, good will, and friendship. The Kindness Corner is a perfect place for a “Buddy Bench” which encourages new connections.

**Hideaway Huts** are placed throughout the playground for those, such as students with autism, who need a retreat from play or a safe place to observe the action. Our Hideaway Huts are custom designed in **natural, stained wood** to match the Playhouse, adding a special design element to the playground.

**Slides with Dignity Landings**” (patented by Magical Bridge®) provide a transitional place to sit at the end of a slide for those needing extra time while waiting for a mobility device or assistance from a friend.

**Secure, perimeter fencing** offers parents and caregivers peace of mind as their children explore the many play opportunities at Magical Bridge. The playground, designed for all ages, including our seniors, offers **adult fitness equipment** and tables for **group gatherings**, games, and celebrations.

Each playground project is a collaboration between you, community members, local organizations and our team. Our tiered approach aims to meet your design and budget needs while offering our expertise, design, and programming from inception to opening celebration and beyond.
PLAY ZONES

Carefully identified play zones are the foundation of Magical Bridge Playground. With ample space and endless opportunities to play, each zone offers multiple challenge levels and unique benefits for all ages and abilities. Best of all, the spaces and equipment are mindfully designed to provide maximum accessibility so everyone can play.

- Slide Mound
- Swing and Sway Zone
- Spin Zone
- Tot Zone
- Kindness Corner
- Meditative and Wellness Garden
- Interactive Art Pieces
- Hideaway Huts
- Buddy Benches
Community Connections
Integrated Solutions for Recreation and Community Engagement

Created for two acres and upwards, Magical Bridge PlayParks amplify the health and wellbeing of the entire community. With seamless transitions throughout, our innovative and environmentally-conscious design solutions integrate accessible equipment, natural elements, community gathering space, and recreational amenities unique to the area.

❤️ A PLACE FOR EVERYONE
At our core, we understand the value and health benefits of play — for all ages and abilities — and through our experience, we recognize that outdoor playspaces are vital for communities to gather and connect. Designed to bring people together, Magical Bridge PlayParks improve and diversify open spaces to encourage group and individual discovery, adventure, fitness, and reflection. Our PlayParks energize communities around inclusion while amplifying the usability and accessibility of the space with equipment and facilities that ensure everyone is included.

❤️ THE HEART OF THE COMMUNITY
When we embark on a Magical Bridge PlayPark design, we begin with your community. Through public input meetings, surveys, research, and extensive meetings with city officials, we work to uncover the most desired features and attributes that will maximize the success of your park design. With over 25,000 visitors a month to our flagship playground in Palo Alto, California, we understand the importance of capturing the spirit and unique needs of the surrounding community. For us, success is measured in visitor happiness — and we look forward to delivering a PlayPark perfectly designed to delight your visitors.

COMMUNITY BENEFITS
Connected and varied outdoor spaces designed with everyone in mind enable:
- Activities for all ages and abilities
- Community connections
- Centralized gathering
- Cooperative group play
- Fitness and improved health
- Multi-generational interactions
- Community awareness
- Deeper connection with nature
- Artistic expression and performance
- Healthier and happier people

FEATURED DESIGN ELEMENTS
Magical Bridge Playground
Gathering and Picnic Areas
Water Features
Ample Shaded Areas
Outdoor Fitness Equipment
Sports Fields
Community Plazas
Performing Arts Space
Nature and Habitat Gardens
Dog Runs
Accessible Parking
Native, Functional Landscape Design
Interconnectivity Between Areas
Sample PlayPark™ Projects

Proposed Magical Bridge PlayPark — Concept for City in California

Proposed Magical Bridge PlayPark — Concept for City in California

Proposed Magical Bridge PlayPark — Concept for City in California
Creating Custom Play Experiences

Creative Free Play
Inspired Areas for Schools, Museums, Zoos, Adventure Parks, and Other Public Spaces

❤️ COMPLEMENTARY OUTDOOR PLAYSACES
Our creative play solutions enable community venues and facilities (such as zoos, museums, hospitals, schools, and churches) to extend their messages, values, and themes to a unstructured outdoor experience. Guided by our inclusive and accessible design principles, every playspace we develop is unique to its location. As we approach a project, we explore the specific environment and surroundings and garner input from the community of visitors who will ultimately use the space. Ultimately, the addition of a Magical Bridge playspace will enhance your overall visitor experience while providing the many benefits of play to everyone.

❤️ HIGH COMMUNITY IMPACT
We strive to capture the spirit and needs of your specific project while providing maximum play value for your investment. Our experience working directly with communities, through public dialog and meaningful engagement, allows us to offer a custom solution that will transform your playspace into a truly inclusive place to gather. We have been honored by extensive media coverage and awards for innovative design and social impact, including recognition from the 2019 World Economic Forum in Davos, Switzerland and the Cooper-Hewitt Smithsonian Design Museum in Manhattan. We are certain to create a meaningful and truly special playspace that will last for generations to come.

THE BENEFITS OF FREE PLAY
Providing adequate and inspiring outdoor play experience improves the physical and mental health of people of all ages. Some of the benefits are:

SOCIAL Opportunities to lead, cooperate, compromise, and solve problems

COGNITIVE Deep engagement in both body and mind; improves focus and memory

BEHAVIOURAL Improvement in mood, stress, and the reduction of symptoms of ADD and ADHD

PHYSICAL Variety of ways to improve fitness and health including balance, flexibility, and strength
Sample Custom Playspaces

Addison Elementary School, Palo Alto, California

**CLIENT**
Palo Alto Unified School District

**PERIOD OF WORK**
Sept 2019 - Nov. 2020

**OPEN**
November 2020

Farquhar Play Gallery, Singapore National Museum

**CLIENT**
Singapore National Museum

**PERIOD OF WORK**
2019 - Present

**IN DEVELOPMENT**
TBD

Sun Plaza Park, Singapore

**CLIENT**
Singapore National Park Development

**PERIOD OF WORK**
2019 - Present

**IN DEVELOPMENT**
TBD

CuriOdyssey Museum in San Mateo, California

**CLIENT**
County of San Mateo

**PERIOD OF WORK**
2019 - Present

**IN DEVELOPMENT**
TBD
WE WOULD LOVE TO WORK WITH YOU

Each Magical Bridge project is a collaboration between you, your community members, local organizations and our team. From initial engagement meetings to ribbon cutting celebrations and beyond, we strive to exceed your expectations to create a lasting magical legacy.

DESIGN AWARDS

2019  Murphy Award for Outstanding Community Contribution, City of Sunnyvale Chamber of Commerce
2018  “Outstanding Innovation for Youth,” The Gratitude Network
2016  Jefferson Award for Public Service to Community
2016  CODA Awards (design and art) for Magic Harp Design
2016  “Best Playground in Bay Area,” San Francisco Magazine
2016  “Best Community Impact,” Silicon Valley Structures Awards
2016  “Nation’s Favorite Playground,” Play Across America
2016  Award of Excellence, California Park and Recreation Society
2015  Frontline Park Award for Design, City Parks Alliance

GLOBAL RECOGNITION

2019  World Economic Forum at Davos On Display for Innovative Social Impact
2019  PBS National NewsHour profiles Magical Bridge as a “playground for everyone”
2016  Smithsonian Cooper-Hewitt Museum, Innovative Inclusive Design

MAGICAL GIVING

Magical Bridge Foundation partners with philanthropists, corporations, and foundations, including those shown below, to bring to life truly inclusive and intergenerational playgrounds and more inclusive communities. If you are interested in learning more about our partnership programs, kindly contact Maria Hassid at maria@magicalbridge.org.
In 2008, Olenka brought together a team of experts, city officials and volunteers to design and develop the groundbreaking Magical Bridge Playground in Palo Alto, CA. Once open in 2015, she emerged as a respected thought-leader and advocate for playgrounds designed for everyone. As co-inventor and patent-holder of several playground components, she frequently guest teaches at Stanford University and is thrilled about how the foundation’s work is extending and inspiring a much-needed and truly magical play movement to include every“body.” Olenka holds a B.A. in Economics and Public Policy from Pomona College and M.B.A. in Marketing from Golden Gate University.

Jill is part of the founding team of Magical Bridge Playground in Palo Alto and co-founder of Magical Bridge Foundation. A seasoned public relations and marketing executive, Jill left a successful high tech career to run the Magical Bridge Foundation and lead administration, community engagement, development, public relations and marketing. Jill actively engages with communities to promote inclusive play and kindness through a full spectrum of communications and fundraising programs. She is instrumental in promoting the values and principles of Magical Bridge to the media and the global community. She holds degrees in Economics and English from Rutgers University.

Peter Jensen is the key architect behind the Magical Bridge Playground and is instrumental in developing the original design philosophy of Magical Bridge’s mindfully-designed play environment that considers the needs of all ages and abilities. A founder and principal at Groundswell Design, Peter has been the Lead Manager for both private and public projects, including: Northwest Park – Las Vegas (2004); Jefferson Elementary School Playground – Santa Monica (2008); Eleanor Pardee Park Playground – Palo Alto (2011); Magical Bridge Playground – Palo Alto (2015); Bowden Park Playground – Palo Alto (2016); and other outdoor space designs across Palo Alto. As a certified arborist, Peter’s insight and expertise in sustainable and environmentally-conscious landscape design adds exceptional value to Magical Bridge play parks, playgrounds, and plazas.

Maria is honored and excited to lead operations and development efforts at the foundation and is grateful to be a part of something that brings so much joy to so many people. Before coming to Magical Bridge, Maria had a long and varied career in the nonprofit sector; for many years she served as the program director for Alternative Ventures for At-Risk Youth, a Marin based nonprofit dedicated to children with parents in prison. She has led summer camps around California because she believes that playing outdoors together is the best way to form meaningful communities. Before working in youth development, she was an award-winning public radio producer, trained at This American Life, and wrote a book with her father about their 300-mile trek across the north of Spain. Maria received a B.A. in developmental psychology from Smith College and was the valedictorian of her MBA class at UC Davis.

Carlos is a licensed landscape architect and collaborates with Magical Bridge as a consultant. He has extensive experience both domestically and internationally with projects in Dubai, Abu Dhabi, China, California, Texas, and Washington DC, to mention a few. Carlos’ interests include creating unique universal-accessible spaces through thoughtful project design strategies and solid construction practices. Carlos applies his management and design expertise in retail, corporate, governmental, hospitality, residential, and master planning work to site-specific projects. He has traveled extensively throughout the world, leading unique project types.

Carlos is a member of the American Society of Landscape Architects (ASLA), is currently licensed in California, and holds AP (Accredited Professional) credentials for SITES and LEED Building Design and Construction (BD+C).