

Case Study | City of Montreal

A practical response to the absence of teenage girls in public parks.



An issue too often invisible

Despite the fundamental role they play in community life, public parks remain underused by teenage girls. Invisible in statistics and marginalized in designs, they lack spaces designed for them, in their image, and where they feel safe. Montréal has chosen to take action.

An innovative initiative

As part of the ADOES project and its inclusive development strategy, the City of Montréal inaugurated the very first **O-Asis** play structures in the Richelieu and François-Vaillancourt parks, in Pointe-aux-Trembles.

Designed by Jambette, in collaboration with the **REsPIRE** association and a group of teenage girls, this initiative finally provides a concrete response to an often-ignored reality: the invisibility of teenage girls in public spaces. With **O-Asis**, a whole new way of designing parks is taking shape: more inclusive, more humane, and fairer.

Installations designed for them

The **O-Asis** product line incorporates unique elements that meet the needs expressed by teenage girls:

- Seating at different heights to promote comfort and a sense of safety
- Enveloping backrests and cocoon-like spaces for chatting or for finding refuge
- Hooks for backpacks, durable materials, and a cozy design
- Furniture designed to last, enriching the collective park experience

A welcome approach

Despite some initial concerns about «gendering» the installation, the approach has been well received, notably by **Virginie Journeau**, city councillor and former youth centre director:

«We often think that girls don't want parks, but that's not true. They want a place where they feel like they fit in.»

The first results observed since installation:

- More young girls frequenting the park
- Positive citizen feedback
- Media coverage highlighting the project's innovation
- Growing interest from other municipalities





Towards lasting change

With **O-Asis**, Montreal is sending a powerful message: **the public space belongs to everyone**, including teenage girls. The City is positioning itself as a leader in inclusive design and is setting an inspiring precedent for other communities.

And what if your city followed suit?

The **Jambette** team offers a tender template and comprehensive support to replicate this project, adapted to your locale.

Consider O-Asis for your city

Contact our team to plan a suitable installation:
info@jambette.com | 1 877 363-2687

O-Asis is more than just site furniture:

It's a human-centered approach, a commitment to a fairer city, and an invitation to rethink public spaces.

