

# The Super Bowl Bugle

San Jose, California

29 January 2016

*The  
Week  
Begins*

Workers begin to wrap the Marriott Hotel in downtown San Jose in Super Bowl decorations Friday morning. Sunday afternoon the Carolina Panthers will move in and Monday morning they'll begin practicing 12 blocks away at San Jose State University's Spartan Stadium for their Feb. 7 game against the Denver Broncos.



People enjoy the plaza's beer garden with the Fairmont Hotel in the background.

# *The Week Begins*

For the last week or so, beneath the 11<sup>th</sup> floor newsroom of the *Silicon Valley Business Journal* where I work, a project has been underway in San Jose's Plaza de César Chávez, a small park in the center of downtown.

Funded by a couple of \$75,000 grants from the Adobe Foundation, headquartered a block away, and the Knight Foundation, it is a demonstration project to show what can be done with small urban parks to make downtowns a more enjoyable place to live.

But the reason the park opened at lunchtime today with new LED lighting, furniture, a miniature football field, beer garden, musicians and other features is that it's part of the city's sprucing-up for the Super Bowl 8 miles away at Levi's Stadium in adjacent Santa Clara.

I'll be working on stories about my third Super Bowl from now through the game itself. This will be the first of a series of newsletters – how many I don't know – that will show you things that go into a game that you may not have seen before.

# *The Week Begins*



**Kids were the intended demographic for this miniature football field in the Plaza de César Chávez. On a Friday at lunchtime, these are the kids who escaped the surrounding offices.**

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Enjoying some food before the band returns for its next set.

# *The Week Begins*



The lighting here is an experiment to see what can be done in the wooded end of the park. I haven't yet figured the source of the speckles of colored lights on the ground or the "fireflies" that show as streaks in this photo.