

Thank you to Kevin Bracken, co-founder of Newmindspace, for that phrase. Kevin, who originally hailed from Toronto where the “urban playground movement” is strong, is cofounder of Newmindspace, one of a loosely organized (thanks to Kevin) network of groups that plan bubble battles and pillow fights in public space. Even when a charity approaches the consortium with a proposal to use one of their happenings as a way of highlighting their own agenda, certain some members—“purists,” Kevin calls them—are likely to come back with, “N.Y.P.A.”