Creative Placemaking: A River Runs Through It

IEDC
February 15, 2017
About ArtPlace

10-year collaboration
16 foundations + 8 federal agencies + 6 financial institutions
Community planning and development projects that leverage art & culture to create place-based change.
Lines of Work

- National Creative Placemaking Fund
- Community Development Investments
- Research
- Field Building
National Creative Placemaking Fund

Since 2011

• $77.7 million
• 256 projects
• 187 communities of all sizes
• 45 States, DC, PR, & US VI
## Community Development Matrix

<table>
<thead>
<tr>
<th>Civic, Social &amp; Faith</th>
<th>Commercial</th>
<th>Government</th>
<th>Nonprofit</th>
<th>Philanthropy</th>
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<tbody>
<tr>
<td>Agriculture &amp; Food</td>
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<td>Economic Development</td>
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<td>Education &amp; Youth</td>
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<td>Environment &amp; Energy</td>
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<td>Workforce Development</td>
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Four Questions

1. What is the geographic community?
2. What is the desired community change?
3. How will the arts help achieve that change?
4. How will you know that change is happening?
<table>
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<th>Artistic Disciplines Matrix</th>
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<tbody>
<tr>
<td>Civic, Social &amp; Faith</td>
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<tr>
<td>Craft &amp; Culinary Arts</td>
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<td>Dance</td>
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<tr>
<td>Design &amp; Architecture</td>
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<tr>
<td>Film &amp; Media</td>
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<tr>
<td>Folk &amp; Traditional Arts</td>
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<td>Literature</td>
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<td>Music</td>
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<td>Theater</td>
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<td>Visual Arts</td>
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<td>Other</td>
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Articulating a spectrum of art-making in relation to an engaged practice —

**Studio Practice:** Artists make their own work and engage with publics as audience.

**Social Practice:** Artists work with publics on an artist-led vision in ways that may include research, process, and/or content with an intention of social impact outside traditional audience experience.

**Civic Practice:** Artists co-design project with publics; the spoken intention is to serve a public partner’s self-defined needs.
studio practice / social practice / civic practice

1. Who decides?
2. Who executes?
3. What are the stakes?
What Creative Placemaking Can Do

**Strengthening Economic Development**
Drive economic diversity, new investments, and new access points to participate in growing economies

DEVELOPMENT

**Seeding Civic Engagement**
Connect community members to one another, as stewards of their place, and to a shared sense of the future of a place

**Building Resiliency**
Help re-establish normalcy, generate new community assets, and provide psycho-social relief following a natural disaster, community tragedy or long-term disinvestment

**Contributing to Quality of Life**
Create new amenities and increase access to public spaces, resources, and infrastructure to increase attachment to place

**Example**
The REVOLVE program of the Detroit Economic Growth Corporation has paired artists and pop-up businesses in vacant storefronts along Livernois Ave to catalyze interest in the community’s revitalization (Detroit, MI)

International Sonoran Desert Alliance hosts traditional and contemporary Tohono O’odham and Mexican artists to create a tri-national border-themed art installations, bringing the community together around a broader vision for their place (Ajo, AZ)

The new Prattsville Art Center and Residency serves as a central community hub and engages artists to reimagine the future of this rural town as it recovers from devastating 2011 floods (Prattsville, NY)

The Near Westside Initiative has increased recreational, social, and economic opportunities in for residents in their neighborhood through engaged scholarship, innovative design practices, and community coalition building (Syracuse, NY)
### How Creative Placemaking Can Do It

<table>
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<tr>
<th>Description</th>
<th>ANCHORING</th>
<th>ACTIVATING</th>
<th>“FIXING”</th>
<th>PLANNING</th>
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<td>Acting as the key institution in a neighborhood, providing identity, bringing jobs, generating foot traffic, and attracting patrons who support area businesses.</td>
<td>Bringing performance, participatory activities, and interactive installations to public spaces like plazas and alleyways to make them more attractive, exciting, and safe.</td>
<td>Ameliorating structural design problems through re-imagining use, beautification and engagement to connect people to opportunities and one another.</td>
<td>Engaging community stakeholders in the neighborhood development process, soliciting input and suggestions through rapid prototyping and iterative design so that they may determine the future of their community.</td>
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#### Example

| The Adrienne Arsht Center for the Performing Arts has leveraged its status as a world-class arts institution to steward a neighborhood master plan and work with developers and residents to shape the future of their neighborhood. (Miami, FL) | The Light Brigade augments the normal flow of activities using dance, lighting, illusion, visual and sonic media, augmented reality, and poetry to bring new life to public and natural spaces. (Anchorage, AK) | Irrigate is an artist-led initiative spanning six miles of the Central Corridor Light Rail line during the years of its construction. Artists collaborated with local businesses, changing the community’s experience from disruption to destination. (St. Paul, MN) | The Fairmount Cultural Corridor is a collaboration of local organizations which hosts pop-up creativity labs and exhibits that allow locals to reimagine public spaces and provide input in neighborhood change processes. (Boston, MA) |
New London Riverspace

Call for Proposals - $2000 or $5000 each

- Does the project serve/involve the community?
- Does it speak to the history of the community?
- Does the project celebrate our natural environment?

https://riverspacenewlondonmn.files.wordpress.com/2016/02/riverspacecfpforpublic.pdf
New London Riverspace

https://riverspacenewlondonmn.wordpress.com/happenings/
River Arts Greenway – Hazard, KY
Welding Rodeo

First-Ever Welding Rodeo

Three highly competitive teams from across southeastern Kentucky will contend for top honors on Friday, October 23, at the region’s first-ever Welding Rodeo to be held at the Amphitheater in downtown Hazard.

The competitors will have a single day to scavenge scrap metal provided by the event and fabricate a fine arts sculpture addressing the event’s theme, “River Creatures.” The winning sculpture will earn its team a cash purchase award as well as a place of honor and prominent display on Hazard’s new River Arts Greenway.

Hazard Technical and Community College (HCTC) and Pathfinders of Perry County are the two organizers of the Welding Rodeo. Active competition will take place between 8 a.m. and 4:30 p.m. Winners in two categories will be announced at an awards ceremony to be held at the Amphitheater at 5:30 p.m.

Participating teams include students from the welding programs at HCTC in Hazard and Big Sandy Community and Technical College in Prestonsburg. A community-based team from Hazard that is not affiliated with a college but features local residents who have welding skills will also be competing.

http://www.hazard.kctcs.edu/News%20and%20Events/newsItem?id=%7BAE7FB3D2-0B9F-42D2-975D-2668351D62F1%7D
The event’s organizers have extended a special invitation to K-12 schools throughout the region to attend this event. Visiting K-12 students will be able to:

• Observe the welding teams as they design and create metal sculptures that represent both real and imaginary river creatures;

• Explore career options and technical programs, including the welding program, that are available through HCTC; and

• See and learn more about the River Arts Greenway, a very special new downtown park currently under construction along the North Fork of the Kentucky River that runs through Hazard’s historic downtown.

The River Arts Greenway is a new civic space in the heart of Hazard’s historic downtown that uses the arts as a catalyst for ongoing downtown revitalization, entrepreneurship, environmental awareness, and community wellness (including community gardens and newly completed walking trail along the riverbank).

“We’re really excited about our first-ever Welding Rodeo,” said Jenny Williams, a Professor of English at HCTC and the president of Pathfinders. “It’s going to be exciting, fun, and hopefully demonstrate how welding skills can be applied in a fine arts competition to create sculpture that everyone can enjoy on our new downtown River Arts Greenway for years to come!”

http://www.hazard.kctcs.edu/News%20and%20Events/newsItem?id=%7BAE7FB3D2-0B9F-42D2-975D-2668351D62F1%7D
River Arts Greenway – Hazard, KY

Community Gardens
Art Galleries
Art Competitions
Walking/biking path

https://prezi.com/w86hoogexonl/invision-hazard-network-map/
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Four Questions

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Key Starting Questions

- What is your community? (assets, histories, identities)
- Who is your community? Who can help? (partners & engagement)
- What does your community want?
- How can you source your creativity locally & draw on local talents?
Key Ideas

- Match infrastructure with programming
- Location & co-location
- Create linkages – physical & psychological
- Experiment
- Small dollars -> big wins
Creative Placemaking Portals
Lyz Crane

*Deputy Director*

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