

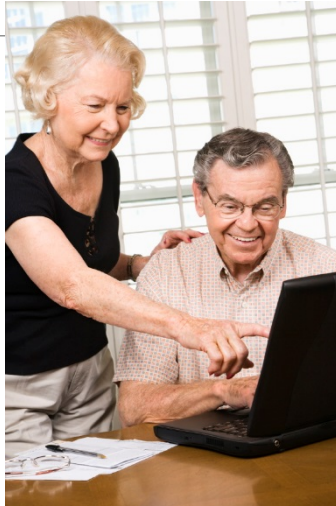
Art Works *for/with/in* Communities



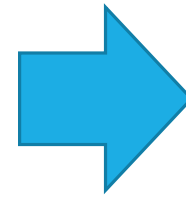
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THE NATIONAL CONSORTIUM FOR CREATIVE PLACEMAKING

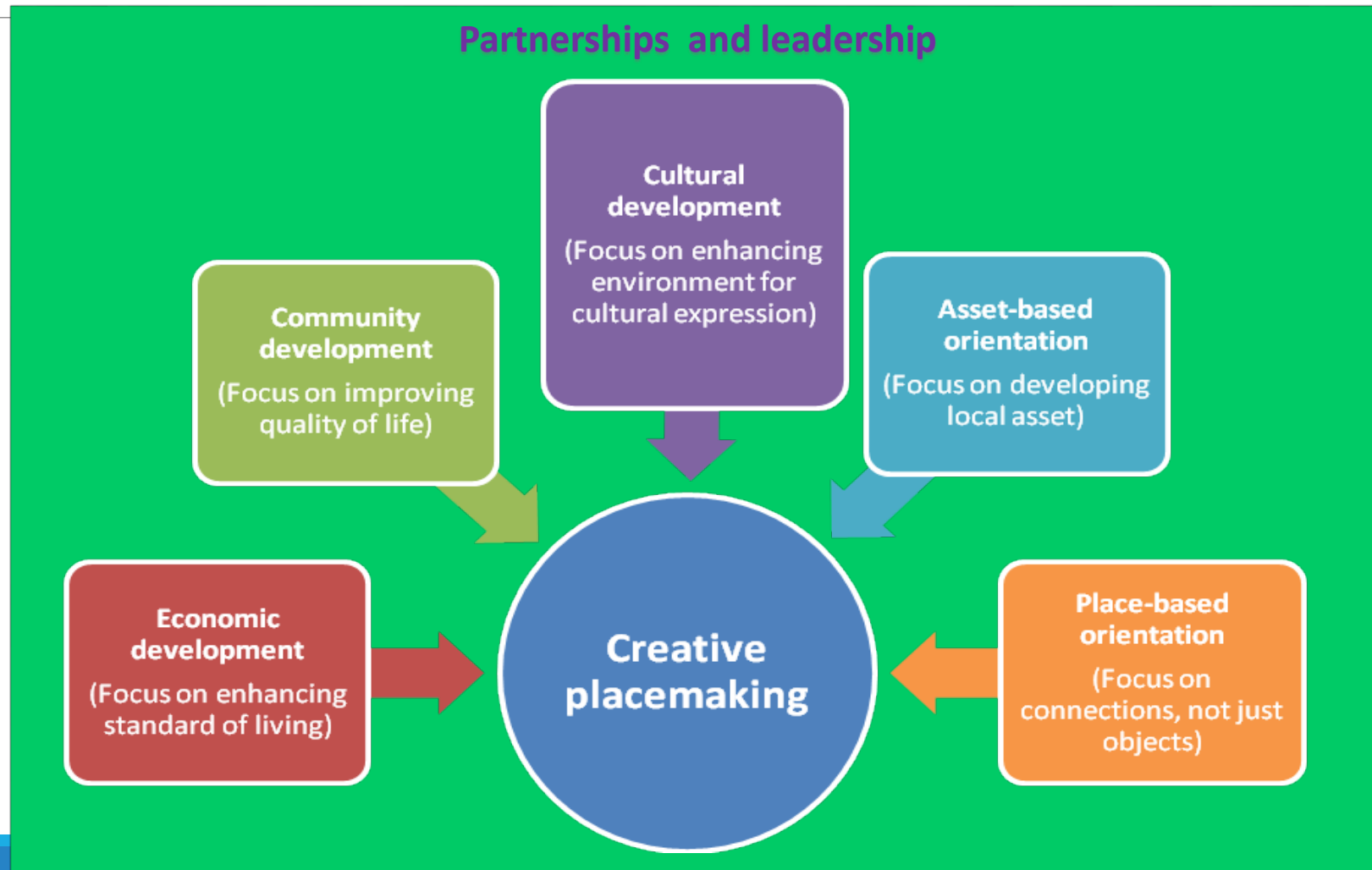
How arts can help people and communities



Being strategic with arts and culture: creative placemaking



Six pillars of creative placemaking model



Dealing with gentrification

3 dimensions: Housing, commercial and cultural

Protect or create spaces for affordable housing, studios, exhibits

Work with the people who would be most affected

Work with creative people to find creative solutions



Mapping creative and cultural assets and opportunities

What to map?

Places where creativity and culture happens

Spaces where creativity can happen

Creative people



Spaces for creativity: types and functions





Performance spaces

Showcase performing arts

Community gathering

Raised stage

Large amounts of seating

Large uninterrupted spaces between
audience and stage

Break areas

Participant role tends to be passive

Examples: plaza, amphitheater



Exhibition

Promote cultural expression and entrepreneurship

Mass co-creation of culture

Demonstration of art

Flat large surfaces

Cultural markers

Participants are more interactive

Examples: Plaza, Art Fairs





Inspiration

Quiet spaces to focus or relax

Collections or compositions of art

Unprogrammed space between art

Natural elements

Seating for individual or small group reflection

Example: Sculpture Garden





Co-creation

Encourage collaboration and co-creation of art

Small, semi-enclosed spaces

Seating, amenities encourage face-to-face interaction

May have tools for co-creation

Examples: vest-pocket parks, parklet, special areas within larger settings



Top: South Orange (NJ) Village Plaza park; bottom: Harmony Park, Montrose, CO



Individual creation

Spaces for individual creation

“Outdoor studio”

Space for tools for creation

If on sidewalk, preserve space for pedestrians to walk past





Claimstaking

Demonstrates presence of creativity and creative people in the area

Visible areas, especially gateways

Can be any size

Icons to lovable objects

Examples: Murals, public art, statuary, architectural design



Joeff.com

downtowntraveler.com



Navigation

Promote effective circulation in and through an area

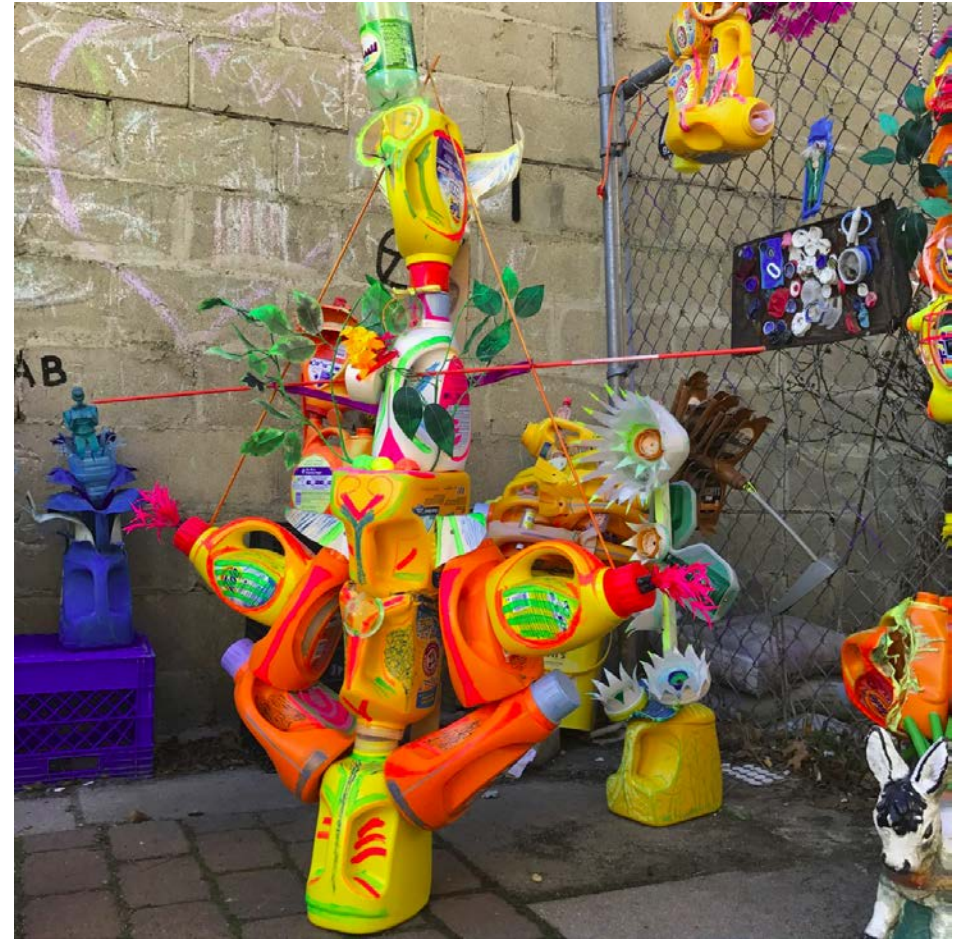
Iconic art to create landmarks

Compositions or serial art objects to create paths

Examples: Artways



Creating spaces for creativity



What to look for?





Blank, boring walls
Busy intersections
Dark neighborhood areas
Areas in blight



Large canvas



**Areas with high
pedestrian activity**

Mapping creative people



Survey of creative people (sample fields)

Name

Where do you live?

Where do you practice your art?

Types of creative activity (examples: sing, garden, draw)

Professional, hobbyist, teacher?

Is this is a good place for creative people to live or work?

Crowdmapping steps

1. Get materials:
 1. Reference map (poster-sized) and sections of the map (# of sections = # of mappers/5) Map should show blocks and lots (building footprints if possible). It should not be an aerial. A large group can do an ½ mile radius in about two hours of mapping.
 2. Three colors of highlighters and two colors of draft dots. (Order ½” round labels; you probably won’t find them at your local office supply store)
 3. One clipboard for each small team
 4. Create a key:
 1. Highlighter color 1: Existing locations of creative and cultural activity
 2. Highlighter color 2: Potential indoor locations of creative and cultural activity (such as vacant buildings or storefronts)
 3. Highlighter color 3: Existing outdoor artwork (such as murals or statues) or place where outdoor creative or cultural activity takes place (such as a plaza where music is played). (This can be split up into two highlighter colors or a highlighter and a dot)
 4. Draft dot color 1: Opportunity site for new visual art
 5. Draft dot color 2: Opportunity site for new outdoor performing art
 5. Put together the packets for each team
 6. Gather mappers together

Crowdmapping steps

6. Get a shared understanding about arts and culture
7. Get into small groups of 3 to 5 people and have the teams select sections. Encourage them to write notes on their maps.
8. Spend up to two hours crowdmapping. If you spend more time than that, people might get very tired and the quality of their analysis may drop.
9. Give them food and refreshments when they return.
10. Put the map sections in geographical order (or on top of the reference map).
11. Ask each team to talk about what they found.
12. Identify 'focus areas' – sections where there are a concentration of existing or potential arts activities.
13. Engage in strategic planning to identify and prioritize strategies, partners, and next steps.

For more information

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