

ART WORKS.

**National
Endowment
for the Arts**

arts.gov

**Jason Schupbach
Director of Design Programs**

THE ARTS AND PLACE?

Jobs
Transit
Safety
Enviro
Schools
Businesses

SOCIAL OFFERINGS

SOCIAL OFFERINGS

OPENNESS

SOCIAL OFFERINGS
OPENNESS
AESTHETICS

Jobs

Transit

Safety

Enviro

Schools

Businesses

Arts

Jobs
Transit
Safety
Arts
Enviro
Schools
Businesses

After the riots, Baltimore's best shot at redemption may be its arts community



By **Frances Stead Sellers** June 10   Follow @FrancesSellers

Baltimore arts district seeks to return the city to its former glory



Jobs

Transit

Arts

Safety

Environment

Schools

Businesses

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CREATIVE PLACEMAKING

In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and design activities.

- Markusen, A. & Gawda, A (2010) Creative Placemaking

WHAT CREATIVE PLACEMAKING CAN DO

Strengthening Economic Development	Seeding Civic Engagement	Building Resiliency	Contributing to Quality of Life
Drive economic development	Connect community	Help re-establish normalcy	Create new amenities
Drive new investments	Create stewards of place	Generate new community assets	Increase access
Create new access points to participation	Shared sense of the future of a place	Provide psycho-social relief	Increase attachment to place

HOW CREATIVE PLACEMAKING CAN DO IT

Anchoring	Activating	“Fixing”	Planning
Acting as the key institution in a neighborhood	Bring the arts (visual and performing) to public spaces	Re-imagine use of spaces	Engage community stakeholders
Provide community identity	Make public spaces more attractive, exciting, and safe	Beautify vacant and blighted spaces	Solicit community input and suggestions
Generate area foot traffic and business		Connect people to opportunities and one another	Rapid prototyping and iterative design

NEA's \$\$

PARTNERSHIPS





ARTPLACE

ARTPLACE

ARTPLACE

ARTPLACE

OUR TOWN



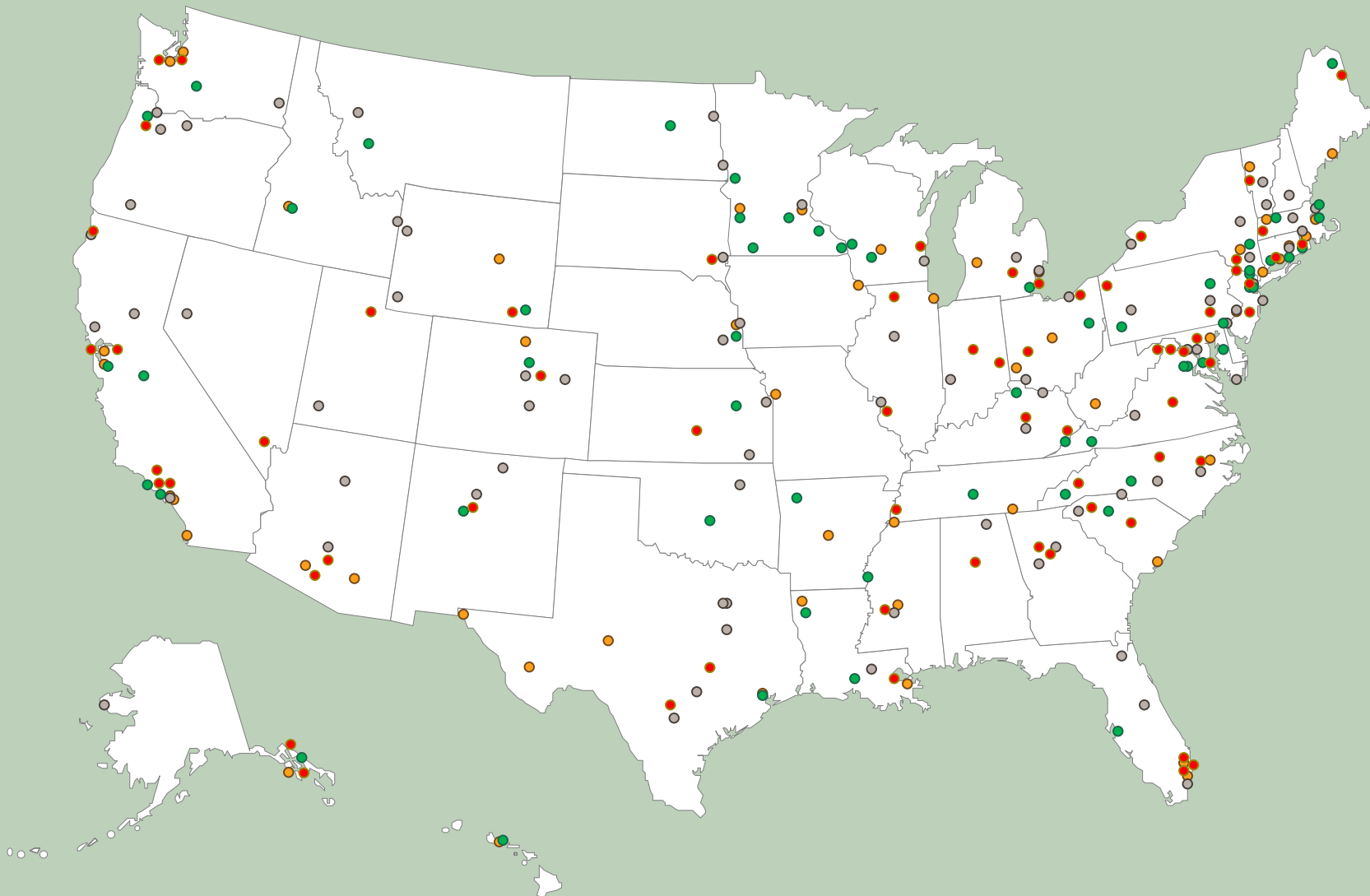
Community Mural Project - Dave Lowenstein Artist, Sioux Falls Arts Council

LOCAL GOVERNMENT

+

ARTS ORGANIZATION

Our Town Grants



Our Town FY14 Partners in 66 Grantees

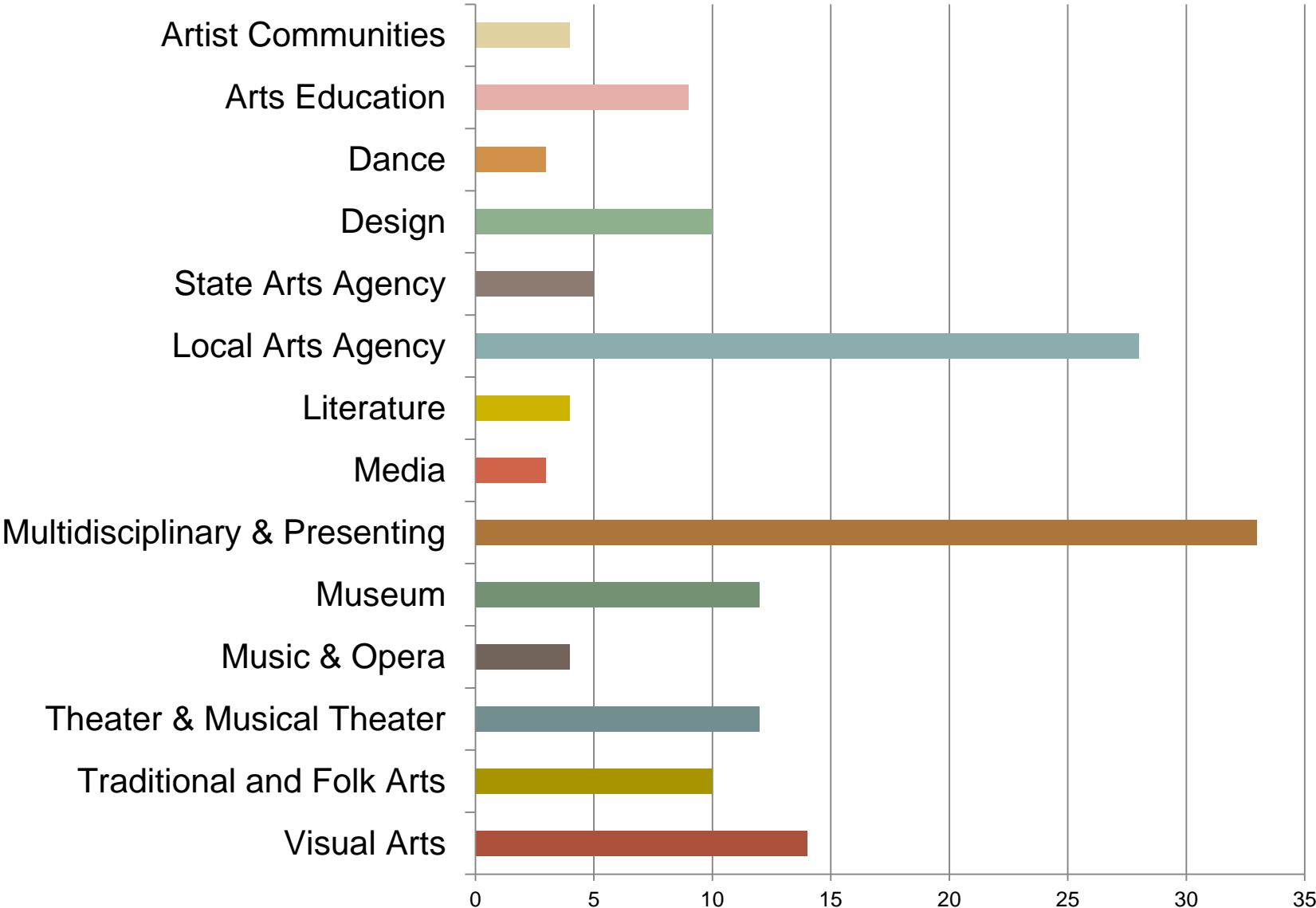
374 partners

151 arts partners

28 Local Arts Agencies

5 State Arts Agencies: OR, WV, NC, DC, UT

Our Town FY14 151 Arts Partners



Our Town FY14 Other Partnerships

Nonprofit Organizations:

- Senior Citizen Organization
- Arboretum
- Development/Community Reinvestment
- Environmental
- Historic Preservation
- Land Planning (Main Streets)
- Libraries
- Religious
- Recreation/Tourism
- Scientific
- Youth Development

Education:

- Private K-12 schools
- School districts
- Universities/Colleges

Local businesses:

- Banks
- Construction firms
- Farms
- Galleries
- Hospitals/Health Care
- Newspapers
- Energy Company
- Restaurants
- Real Estate Developers

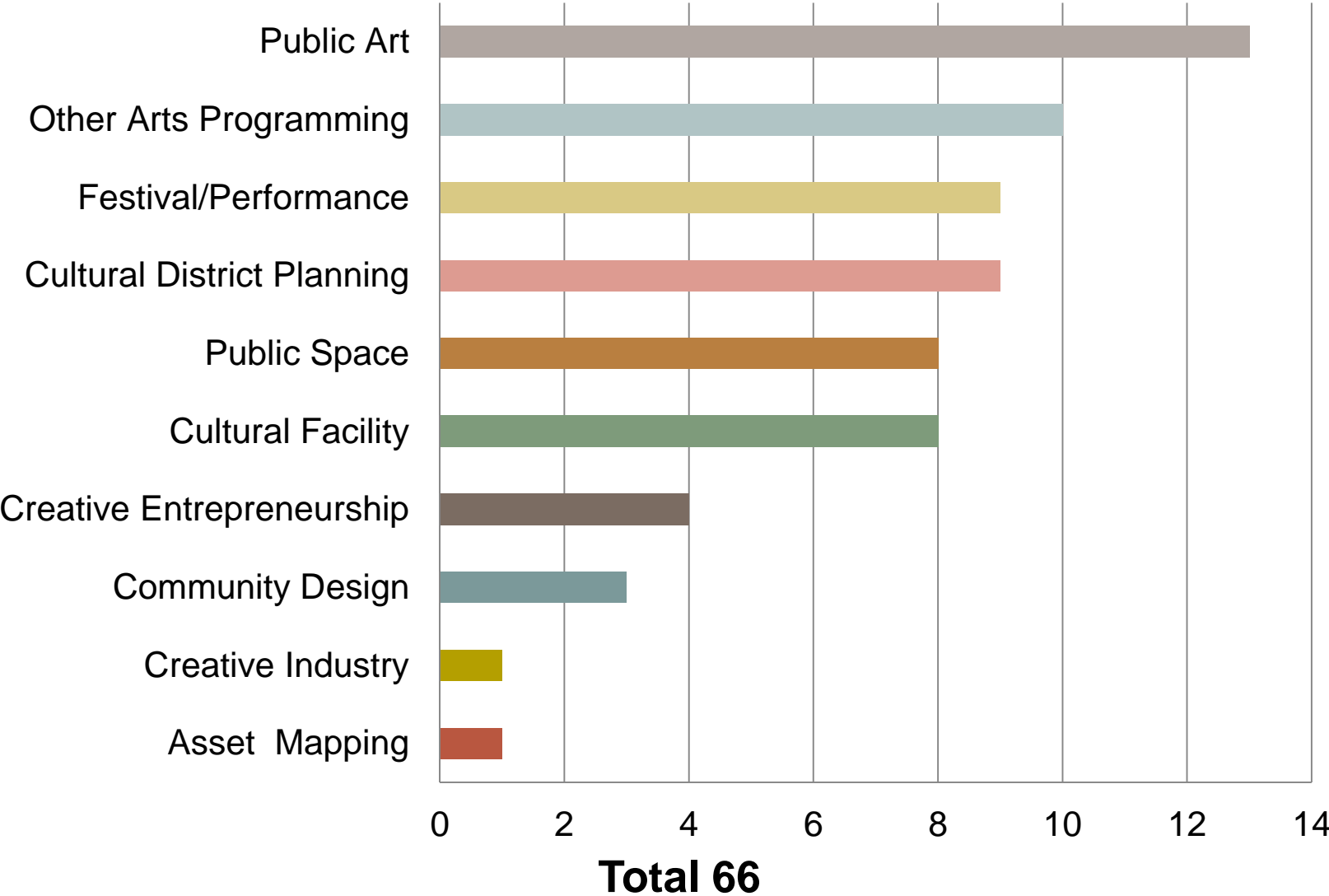
Government:

- Non-arts local, state and federal agencies (transportation, housing, parks, etc.)

Other:

- Business Associations
- Business Improvement Districts
- Foundations
- Hotel Association

Our Town FY14 Project Types



**ArtsQuest SteelStacks
Bethlehem, PA**





ArtsQuest SteelStacks
Bethlehem, PA

ArtsQuest SteelStacks Bethlehem, PA



**ArtsQuest SteelStacks
Bethlehem, PA**



**Artist Live/work
Hamilton, Ohio**





SHP
LEADING DESIGN

artspace

Facade Restoration
Preliminary Conceptual Design

Nashville Opera Association Nashville, TN

Jooties
ORCHID
LOUNGE



ONE
WAY
←

SECOND FIDDLE

HONEY
TUNNY

WELCOME TO
LAYLA'S
BLUEGRASS INN
NASHVILLE

Reverla

THE
STAGE
BAR-B-QUE



TALKS AND PROGRAMS ▾

KNOWLEDGE CENTER ▲

**Attracting Customers
to Your Trade Show
Booth**

Marketing
Accounting & Finance

Seth Godin's Blog

Marketing

**Art Agents for Early
Career Artists - Good or
Evil?**

Sales

OPPORTUNITY CENTER ▾

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 THE MOVEMENT >

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 CALENDAR >

 DIRECTORY >



Wormfarm
Farm Art – Dtour

Reedsburg, WI



Wormfarm
Farm Art – Dtour

Reedsburg, WI



Wormfarm
Farm Art – Dtour

Reedsburg, WI



A collection of Vollis Simpson's whirligigs. Photos courtesy of Burk Uzzle

**Vollis Simpson Whirligig Park
Wilson, NC**





**Vollis Simpson Whirligig Park
Wilson, NC**

Distinctive Expanded Palette PAVING



A key element of the proposed spatial identity framework is the creation and implementation of a custom paving pattern in two key pedestrian areas, one in the Northern half of the site, the other in the South. This paving creates a vivid way finding system within the district that turns existing under-utilized alleyways into multi-functional spaces. The pedestrian and bikeway system creates connections between existing plazas and walkways, the proposed cultural center and existing and proposed arts programming. It activates the space through this connectivity, through the provision of bicycle parking allowing visitors from outside the district to easily access it, and through the vibrant color and patterning embedded into the paving itself.

The paving pattern was derived through the abstraction of another piece of the distinctive palette, the bamboo leaf. Through the combination of 4 paver types the pattern is developed. The paving will simultaneously integrate with the existing paving and create a new memorable experience and signifier of ones presence within the district for visitors. Through the creation of a custom paver with small openings integrated into it, the paving system becomes slightly permeable and contributes to the efforts toward sustainability that are central to the future plans of the district.





Boise Bright Spot Project
Boise, ID

ArtPrize
Grand Rapids, MI



ArtPrize Grand Rapids, MI







Unscene!
Shreveport, LA







UNSCENE!



CultureBlocks Philadelphia, PA



SET LOCATION ADDRESS NEIGHBORHOOD COUNCIL DISTRICT PLANNING DISTRICT SCHOOL CATCHMENT

ENTER ADDRESS OR ZIPCODE

GO

CLEAR MAP PRINT

CLEAR LOCATION

EXPLORE PROFILE MATCH

Use the set location bar to find your area of interest or start by adding data to the map.

Add Data:

Point Level Data

- Cultural Resources
- Cultural Activity Locations
- Arts-Related Investments
- Philadelphia Cultural Fund
- Pennsylvania Council on the Arts
- National Endowment for the Arts (NEA)

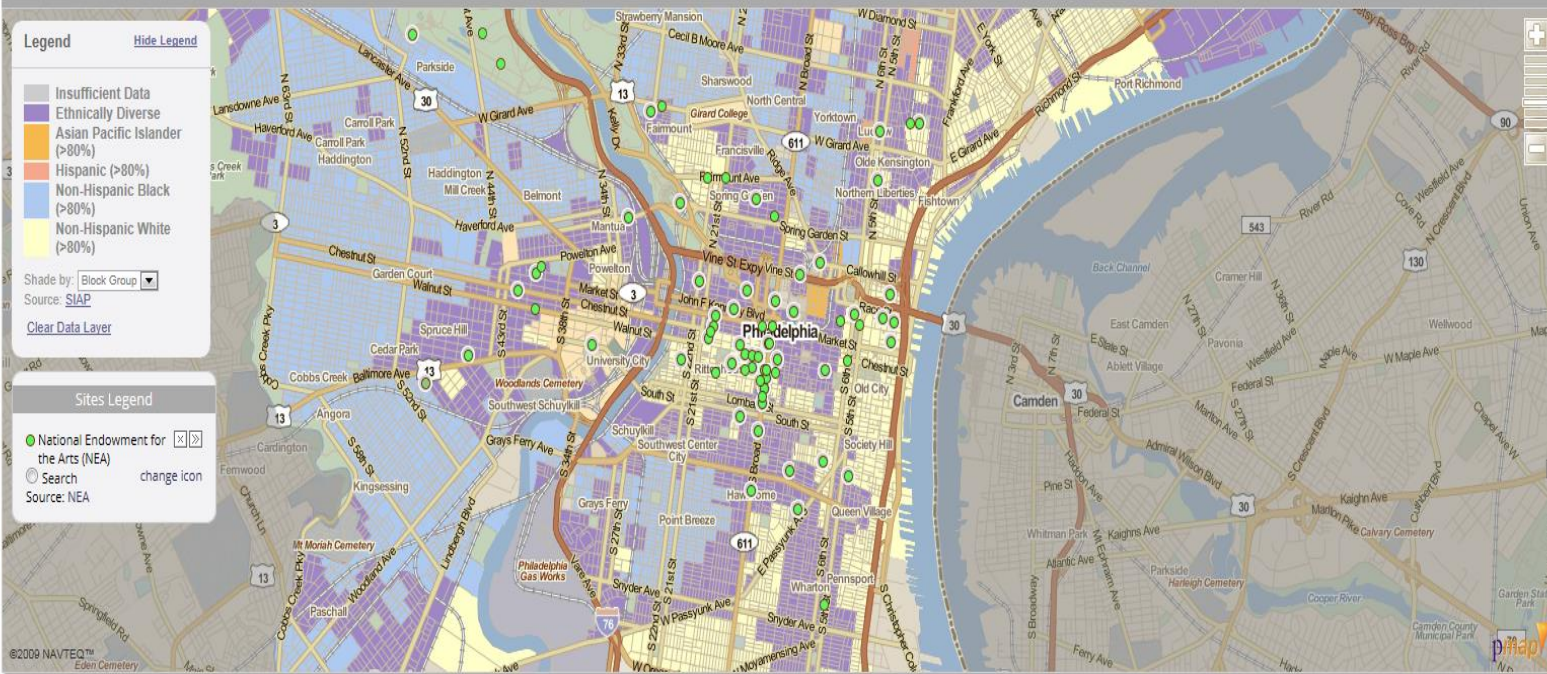
Economic Development Investments & Designations

- City Resources
- Transportation
- Parcels

Layer Data

- Cultural Resources within Walking Distance
- Cultural Participation
- Zoning and Land Use
- Proximity to Transit
- Population and Households
- Race and Ethnicity
- White
- African American
- Asian
- Hispanic
- Ethnic Diversity Status
- Income
- Age

Ethnic diversity status as of 2010. details



Click to See List of Sites

Arts Nonprofits-501c3 National Endowment for the Arts (NEA) Update List

National Endowment for the Arts (NEA): Click Update List button to show current points on map.

Organization	Address	Address 2	City	State	Zip Code	Website	Category	Amount	Fiscal Year	Field/Discipline
African American Museum in Philadelphia	701 Arch Street		Philadelphia	PA	19106	http://aampmuseum.org/	Access to Artistic Excellence	\$10,000	2012	Challenge America
Arden Theatre Company	40 North 2nd Street		Philadelphia	PA	19106	http://www.ardentheatre.org/	Art Works	\$40,000	2012	Musical Theater
Art-Reach	1819 John F Kennedy Boulevard	#200	Philadelphia	PA	19103	http://www.art-reach.org/	Access to Artistic Excellence	\$10,000	2012	Challenge America
Asian Americans United, Inc.	1023 Callowhill Street		Philadelphia	PA	19123	http://aaunited.org/	Art Works	\$10,000	2012	Folk and Traditional Arts
Brandywine Graphic Workshop, Inc.	728 South Broad Street		Philadelphia	PA	19146	http://www.brandywineworkshop.com/	Art Works	\$30,000	2012	Visual Arts

EXPLORING OUR TOWN

Creative placemaking projects strategically link communities and local governments with artists, designers, and arts organizations to improve quality of life, create a sense of place, and revitalize local economies.



PROJECT SHOWCASE

Explore recent creative placemaking projects.



PROJECT INSIGHTS

Explore the lessons we learned.

NOW VIEWING: FARM/ART DTOUR



- ASSET MAPPING
- COMMUNITY ARTS ENGAGEMENT
- COMMUNITY DESIGN
- CREATIVE ECONOMY
- CULTURAL DISTRICT PLANNING
- CULTURAL FACILITIES AND SPACES
- FESTIVALS AND PERFORMANCES**
- PUBLIC ART
- PUBLIC SPACE

Festivals and performances are a vital component of cultural identity and can support both community and economic development long after the event itself is done.



EXPLORING OUR TOWN

Showcase

Insights

Overview

Project Insights by Project Process by Project Setting by Project Type

Here we gather insights and lessons learned from the Our Town projects managers. Click below to discover how to do a successful project.

PROJECT PROCESS

Learn how creative placemaking projects happen.

EXPLORE

PROJECT SETTING

Learn how place affects creative placemaking.

EXPLORE

PROJECT TYPE

Learn how to do different types of creative placemaking projects.

EXPLORE

Q + A

