Creative Spaces: Weaving the arts into your project

Revitalizing Waterbury
Gateway to Downtown
“The Waterbury Special”
Artist: Philip Godenschwager
What is Creative Placemaking?

“In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.”

Ann Markusen
Markusen Economic Research Services
Anne Gadwa
Metris Arts Consulting
Creating interesting places where people want to be and where events and things want to happen!

Northern Forest Canoe Trail project: “Postcards from the Trail”
Connor Playing for the Cows
Photographer: Colleen Pratt
Creative Placemaking emphasizes three features:

1) Strategic action by **cross-sector partners**;
2) A **place-based** orientation; and
3) A core of **arts and cultural activities**.

Ann Markusen  
*Markusen Economic Research Services*

Anne Gadwa  
*Metris Arts Consulting*
Creative Placemaking through public art demonstrates that
1) this **place is valued** by the people that live and work here and
2) the **people** that live and work here **are valued**.

Revitalizing Waterbury
Theresa Wood, Karen Nevin, Barb Farr speaking at the public lighting of the train sculpture at the community celebration
Photographer: Gordon Miller
What is Public Art?

Public art can include murals, sculpture, memorials, integrated architectural or landscape architectural work, community art, digital new media, and even performances and festivals! – Americans for the Arts

Artist: Hy Schuchman
WHY PUBLIC ART MATTERS 2018
Sharing unique stories about your community through public art and creating a sense of attachment.

ENHANCE CIVIC PRIDE

Artist: Philip Godenschwager
Photographer: Gordon Miller
ARTISTS AS CONTRIBUTORS

Artists bring creative skills and interpretation to each idea, site, social construct and aesthetic potentials.

Artist: Philip Godenschwager
Photographer: Karen Nevin

Artist: David Brewster
Photographer: Jeb Wallace-Brodeur
By supporting artists, we also support the many businesses they work with – designers, engineers, electricians, insurance agents, hardware stores, art supply stores, lumber yards, etc.

CREATE JOBS AND STIMULATE THE ECONOMY
SOCIAL COHESION AND CULTURAL UNDERSTANDING

Engage community members in a civic dialogue, providing citizens with an opportunity to articulate what’s important to them about their community.

Danville Project: “Show of Hands” community artmaking activity
Artist: Maggie Sherman
Creating interesting, beautiful places/spaces in our community provides incentives for peoples to get out, get physical activity, and often feel safer in their environments.

Sculptural rest stop | Lake Champlain Bikeway
Isle La Motte, VT
Artists: Elizabeth Billings and Andrea Wasserman
ECONOMIC GROWTH AND SUSTAINABILITY

Creative Placemaking through public art can stimulate economic development, and encourage cultural tourism by attracting visitors.

A Vermont village brings art to a federal highway improvement project.

Collaborators:
The Town of Danville
The Vermont Arts Council
Vermont Agency of Transportation
Educational and community engagement opportunities in the artmaking itself.

Carving Studio and Sculpture Center West Rutland student bench carving project
TRANSFORM CHALLENGED COMMUNITIES

Can also be used to help address community issues or problems.
When to do it?

Engage artists at various points in the process of placemaking

Danville Art in Transportation Project
Artist: Andrea Wasserman
Filmmaker: Bess Obrien and Mary Arbuckle
Community member: Mary Prior
When to do it?

1) Planning process (visioning the place and community values)

Northern Forest Canoe Trail art and community landscape project
Artists: Stephen Dignazio, Evan Haynes, and Ron Smith
When to do it?

1) Planning process (visioning the place and community values)

Art and Soul project
Starksboro, VT
Artist: Matthew Perry
Photographer: screen shot from film by Mary Arbuckle
When to do it?

2) Design process (what will it look and feel like? what will it be?)

Danville Art in Transportation Project
Artists: Andrea Wasserman and David Raphael
When to do it?

3) Creation process (engaging in artmaking activities)

Forensics Lab and Public Safety Facility, Waterbury
Artists: Dan Gottsegen and Terry Boyle
When to do it?

3) Creation process (engaging in artmaking activities)

Painting party for elementary students with Mary Lacy at One Planet Summer Camp
Bethel Revitalizing Initiative
Photographer: Rebecca Sanborne Stone
When to do it?

4) Programming activities (art installations, concerts, fairs, artisan markets, and more)

Discover Jazz Festival, Burlington

Chandler Center for the Arts, New World Festival | Randolph VT
Photographer: Bob Eddy
So, how do we make this happen?

Artist: Maggie Sherman as “Honey the waitress” with Ben Scotch
Start small and build upon your successes

- Identify your goals? What’s your focus?
- Choose the project that’s right for your community
- Select a project team that includes a diversity of talents
- Find opportunities to involve an artist from the beginning or as early as possible
- Ask yourself how you can add value to an existing infrastructure or other community project
Where are the opportunities?

Danville Art in Transportation project
Artists: Andrea Wasserman and David Raphael
blank walls

Langdon Street, Montpelier
Mural by Julia Purinton and Candy Barr
Newport temporary art installation
Lynn Leimer, local theater artist
other temporary installations

Artist Alisa Dworsky installation at the Fleming Museum, Burlington

Artist: Alisa Dworksy
temporary roadside installation with reflectors
Route 4 Castleton
utility or traffic control boxes

Burlington City Arts
Artist: Janet Van Fleet
fences
tree grates

Vancouver, Canada
Artist: Susan Point
baseball backstop

Baseball Field Middlesex
Artist: Judith Wrend
planters

Artists: Unknown
Chicago, Illinois
bike racks

Gargoyle bike rack
Main Street Barre VT
Photos: Studio Place Arts
Artist: Chris Miller

Jack in the Box bike rack
Aldrich Library, Barre VT
Photos: Studio Place Arts
Artist: Giuliano Cecchinelli, Jr.
benches

VT Psychiatric Care Facility, Berlin
Artist: Heather Ritchie

Lyndon State College Library
Artist: Mark Fredenburg
crosswalks

A Painted Crosswalk Buzzes to Life in the South End

POSTED BY RACHEL ELIZABETH JONES ON MON, JUN 6, 2016 AT 2:15 PM

Bennington Banner, May 2017
Coordinators: Polly Van der Linde, Stuart Hurd, Dale Cobb, Matt Hathaway

Artists: Marie Davis and Tara Goreau
Seven Days June, 2016
South End, Burlington
floors

Vermont Arts Council office
State Street, Montpelier
Artist: Kathleen O’Connor

State Office Building
Main Street, Bennington
Artist: Mary Laulis
walls and windows
water features

VT Psychiatric Care Facility, Berlin
Artist: Giuliano Cecchinelli, Jr.
gathering places like parks and empty lots

Artist & Photographer: Dan Gottsegen
Landscape Architect: Terry Boyle
Photo: Dan Gottsegen
art scavenger hunts

City of Greenville, NC
Artist: Zan Wells
existing community events and activities

Fairs?
Home days?
Parades? Town meetings?
School events?

Danville Fair

Montpelier community lantern parade
Coordinated by Artist: Gowri Savoor
Langdon Street Alive, Montpelier

Project Organizer: Ward Joyce
gather community input

Banner designs: Teal Salle
Bethel Revitalization Initiative
funding

- Match your budget to your community
- Find creative ways to cut costs
- Plan to fund through a diversity of partners
- Create public-private partnerships
- Make creative funding and partner matches
- Don’t (always) take “no” for an answer

Revitalizing Waterbury
Artist: Philip Godenschwager
Stay positive and keep at it!
sources

Americans for the Arts | Public Art Network

Why Public Art Matters | Americans for the Arts

A Community Guide to Creating Public Art | City of Tacoma, Washington

Public art isn’t just a way to fill space. It can turn whole communities around | Greater Greater Washington DC Newsletter

Community Art: A look at Public Art in America | National Endowment for the Arts

Places of Possibility: Public Art and Placemaking Toolkit for Rural Communities | Jackson Hole, Wyoming Public Art
contact

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Artist: Sarah Rutherford
Jeffersonville Silo Project