

*Place is to space as person is to body*

# Incorporating Arts in Urban & Site Design

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THE NATIONAL CONSORTIUM FOR  
CREATIVE PLACEMAKING

- ▶ Informs
- ▶ Inspires
- ▶ Empowers
- ▶ Supports



[Cpcommunities.org](http://Cpcommunities.org)



# Creative placemaking

- ▶ A new way of engaging arts and culture to improve communities
- ▶ Built on diverse partnerships (easy to talk about; hard to do)
- ▶ Problem: Too many people cling to old ways of thinking
  - ▶ 'Just do art projects'
  - ▶ 'Just do marketing'
  - ▶ 'Build something big'
  - ▶ 'No arts/artists here'
  - ▶ 'Don't need to do anything'





# Elements of quality creative placemaking





# Creative spaces

## Artistic functions

- ▶ Performance
- ▶ Exhibition
- ▶ Co-creation
- ▶ Individual creation

## Social functions

- ▶ Inspiration/Healing
- ▶ Claimstaking
- ▶ Navigation
- ▶ Safety





Spaces for artistic 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



NJPAC Plaza





# 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







# 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







# Individual creation

- ▶ Spaces for individual creation
- ▶ “Outdoor studio”
- ▶ Space for tools for creation
- ▶ If on sidewalk, preserve space for pedestrians to walk past





# Art-ful placemaking





# Inspiration/Healing

- ▶ Quiet spaces to enjoy art
- ▶ Collections or compositions of art
- ▶ Unprogrammed space between art
- ▶ Natural elements
- ▶ Seating for individual or small group reflection
- ▶ Example: Sculpture Garden







# 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







# Navigation

- ▶ Promote effective circulation in and through an area
- ▶ Iconic art to create landmarks
- ▶ Compositions or serial art objects to create paths
- ▶ Examples: Artways





# Safety

- ▶ Attract people to have more 'eyes on the street'
- ▶ Highly visible objects/areas to serve as safe spaces
- ▶ Fun/ whimsical art to shape perceptions of area
- ▶ Bright colors
- ▶ Reflective surfaces
- ▶ Whimsical works





# Questions, answers, comments





# Thank you!

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