Place is to space as person is to body

Incorporating Arts in Urban & Site Design

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- **Informs**
- Inspires
- **Empowers**
- Supports



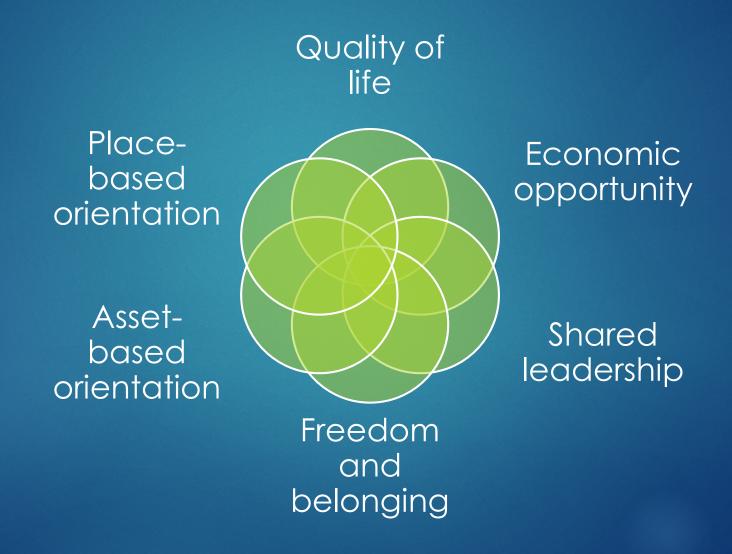
Cpcommunities.org

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 spa

- 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



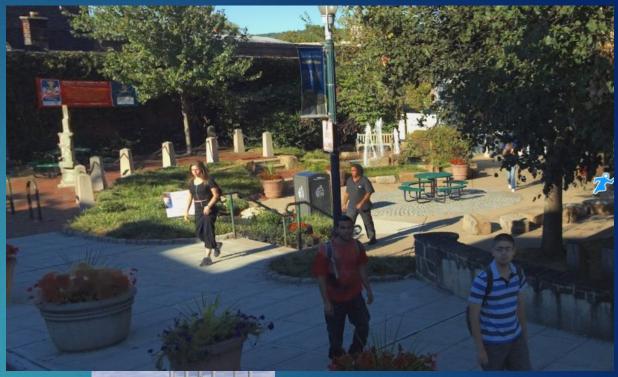
Exhibition

- 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





- Encourage collaboration and cocreation of art
- Small, semi-enclosed spaces
- Seating, amenities encourage face-toface interaction
- May have tools for co-creation
- Examples: vest-pocket parks, parklet, special areas within larger settings







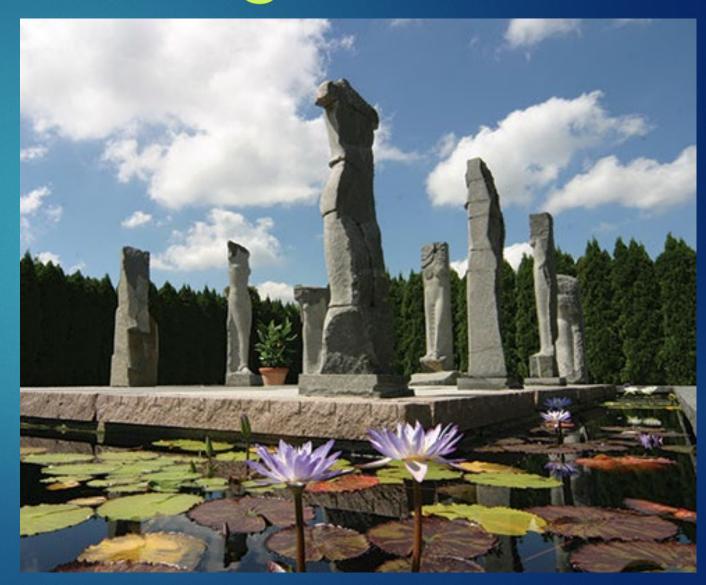
- Spaces for individual creation
- "Outdoor studio"
- Space for tools for creation
- ▶ If on sidewalk, preserve space for pedestrians to walk past



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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