THE ARTS AND PLACE?
SOCIAL OFFERINGS
SOCIAL OFFERINGS
OPENNESS
SOCIAL OFFERINGS
OPENNESS
AESTHETICS
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
Safety
Enviro
Schools
Businesses
Arts
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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.

## WHAT CREATIVE PLACEMAKING CAN DO

<table>
<thead>
<tr>
<th>Strengthening Economic Development</th>
<th>Seeding Civic Engagement</th>
<th>Building Resiliency</th>
<th>Contributing to Quality of Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive economic development</td>
<td>Connect community</td>
<td>Help re-establish normalcy</td>
<td>Create new amenities</td>
</tr>
<tr>
<td>Drive new investments</td>
<td>Create stewards of place</td>
<td>Generate new community assets</td>
<td>Increase access</td>
</tr>
<tr>
<td>Create new access points to participation</td>
<td>Shared sense of the future of a place</td>
<td>Provide psycho-social relief</td>
<td>Increase attachment to place</td>
</tr>
</tbody>
</table>
### HOW CREATIVE PLACEMAKING CAN DO IT

<table>
<thead>
<tr>
<th>Anchoring</th>
<th>Activating</th>
<th>“Fixing”</th>
<th>Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acting as the key institution in a neighborhood</td>
<td>Bring the arts (visual and performing) to public spaces</td>
<td>Re-imagine use of spaces</td>
<td>Engage community stakeholders</td>
</tr>
<tr>
<td>Provide community identity</td>
<td>Make public spaces more attractive, exciting, and safe</td>
<td>Beautify vacant and blighted spaces</td>
<td>Solicit community input and suggestions</td>
</tr>
<tr>
<td>Generate area foot traffic and business</td>
<td></td>
<td>Connect people to opportunities and one another</td>
<td>Rapid prototyping and iterative design</td>
</tr>
</tbody>
</table>
NEA’s $$
PARTNERSHIPS
LOCAL GOVERNMENT + ARTS ORGANIZATION
Our Town Grants
<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Town FY14 Partners in 66 Grantees</td>
<td>374 partners</td>
</tr>
<tr>
<td>Arts partners</td>
<td>151 arts partners</td>
</tr>
<tr>
<td>Local Arts Agencies</td>
<td>28 Local Arts Agencies</td>
</tr>
<tr>
<td>State Arts Agencies</td>
<td>5 State Arts Agencies: OR, WV, NC, DC, UT</td>
</tr>
</tbody>
</table>
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

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.)

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

Other:
- Business Associations
- Business Improvement Districts
- Foundations
- Hotel Association
ArtsQuest SteelStacks
Bethlehem, PA
Artist Live/work
Hamilton, Ohio
Nashville Opera Association
Nashville, TN
AIR SHIFT WORKSHOP
Give us a weekend and we’ll change the way you view your world.
LEARN MORE →
Wormfarm
Farm Art – Dtour
Reedsburg, WI
Wormfarm Farm Art – Dtour
Reedsburg, WI
Vollis Simpson Whirligig Park
Wilson, NC
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 wayfinding system within the district that turns existing under-utilized alleys into multi-functional spaces. The pedestrian and bicycle system connects 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 place the distinctive palette, the bamboo leaf. Through the combination of 4 paving types, the pattern is developed. The paving will simultaneously integrate with the existing paving and create a new memorable experience and signal of one's presence in the district for visitors. Through the creation of a custom paving 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 plan of the district.
Boise Bright Spot Project
Boise, ID

Courtesy of Trey McIntyre project
ArtPrize
Grand Rapids, MI
Unscene!
Shreveport, LA
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.

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

**PROJECT SETTING**
Learn how place affects creative placemaking.

**PROJECT TYPE**
Learn how to do different types of creative placemaking projects.