



WE ARE
ARTISTS
IN AN ARTS
SPACE



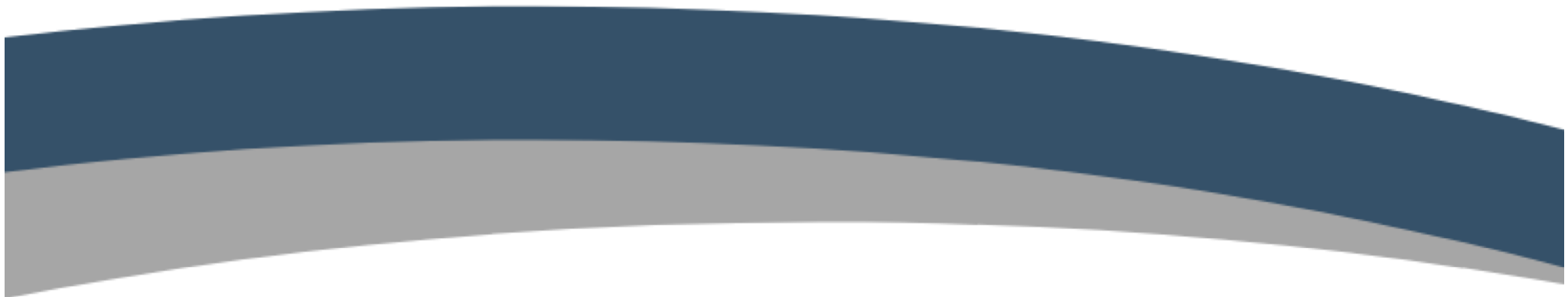
ARCHES

www.artinroanoke.com

AGENDA

- Catching Up What more have we learned?
 - On Creative Placemaking
 - Examples of Community Projects
 - Best Practices
 - Review of RFP
 - Questions
- 

WHAT MORE HAVE WE LEARNED?



Graffiti

yachtly 6/20
art

Rhythm Books

THIS PARK NEEDS

CREATIVITY FOR FRESHNESS

YOU LOVE

COMMUNITY

NATIVE FAUNA

Non-stick
Thank you



Flowers
BIKES



GRILL
+
TABLE



Dear

Dear

Walk, on wait

er



OUR GOALS

- **Bring Diversity to Traffic on the Greenway** (Cultural, Economic, International, abilities)
- **Engage Participants in the process of art**
- **Create a Gathering space**
- **Create something functional/utilitarian, not just decorative**
- Encourage the community to share stories and memories
- Assure sustainability
- Draw attention to the biodiversity of the park and foster respect for nature
- Connect with the young people, particularly through the schools
- Bridge difficult conversations through discussion of our differences
- Form a new resident group for the Terrace Apartments
- Develop a gateway to other parts of the Greenway
- Make this project a pilot/ model for future neighborhood projects

ON CREATIVE PLACEMAKING

the **use of arts and culture** by **diverse partners** to strategically shape the physical & social character of a place in order to

- spur economic development,
- promote enduring social change and
- improve the physical environment.

CREATIVE PLACEMAKING PRINCIPLES

- Artist centered
- Leverages existing potential of site & community
- Opportunities for all income levels & backgrounds
- Supports economic diversity
- Creates distinctive places
- Encourages lingering
- Fosters a mix of uses and people
- Fosters cross-cultural connections
- Public facing, pedestrian friendly

CREATIVE PLACEMAKING DEFINITION

Placemaking is the act of people coming together to change overlooked and undervalued public and shared spaces into welcoming places where community gathers, supports one another, and thrives. Places can be animated and enhanced by elements that encourage human interaction – from temporary activities such as performances and chalked poetry to permanent installations such as landscaping and unique art.

NINE FEATURES OF SOCIALLY ENGAGED ART

place

specific

non-specific

issue

single

multi

duration

short

long-term



NINE FEATURES OF SOCIALLY ENGAGED ART

aesthetics

social

fine

artist's role or function

facilitator

visionary

origin of artist

rooted

outsider



NINE FEATURES OF SOCIALLY ENGAGED ART

origination of the work

community

outside

definition of the work

process

product

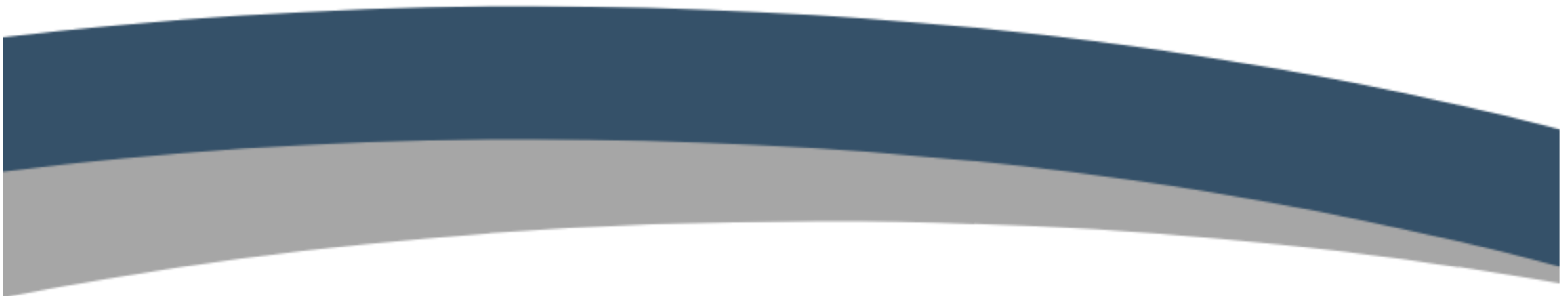
direction of "influence"

participants

audience



CREATIVE PLACEMAKING EXAMPLES











CAMDEN, NJ - HARVEST DINNER



CAREER PATH - TURKU, FINLAND



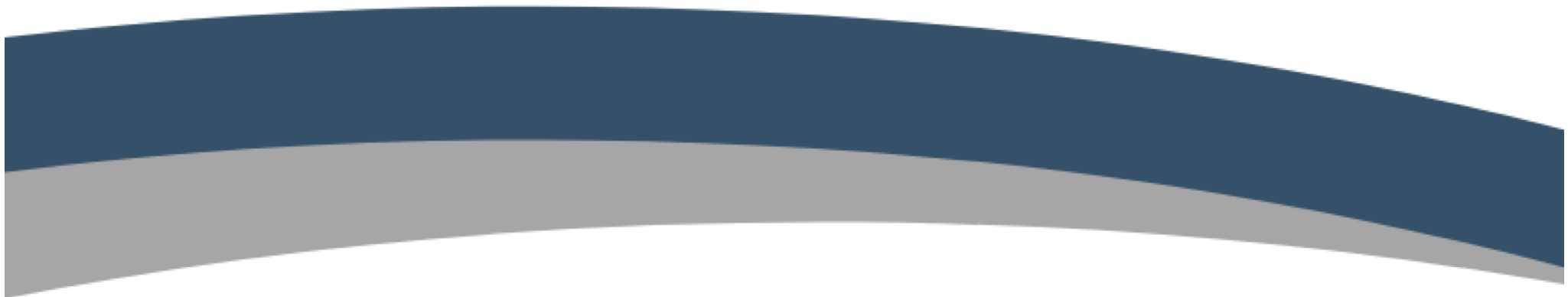
FARIBAULT, MN - INTERNATIONAL VIRTUES



LOCAL EXAMPLES



BEST PRACTICES for COMMUNITY + ART





NATIONAL ENDOWMENT FOR THE ARTS



EXPLORING OUR TOWN

- Showcase
- Insights
- Overview



ROANOKE, VA
PARKS AND ARTS

Southwest Virginia Ballet

- MID SIZED URBAN
- COMMUNITY ARTS ENGAGEMENT
- FESTIVALS AND PERFORMANCES

How can a small city increase access to the arts and create opportunities for its local artists outside of



DALE AVENUE COMMUNITY MURAL





STORMWATER INLET PROJECT

IN Honor of
Carla Mathis Lewis

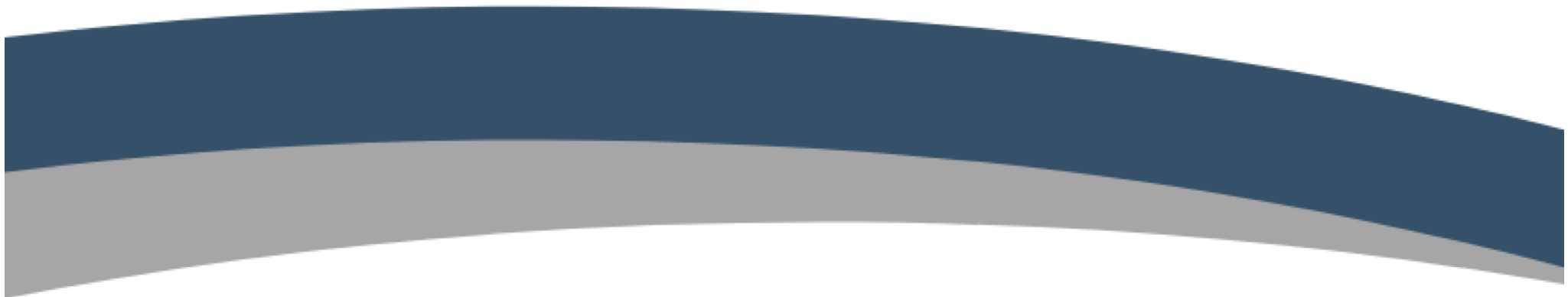


GAINSBORO LIBRARY READING GARDEN

Two Community Workshops



REVIEW OF THE CALL & QUESTIONS





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THANK YOU!
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