

STORIES OF

THE INTERNATIONAL DISTRICT

A new two-year project entitled **Stories of Route 66** brings Albuquerque residents from the International District together in a collaborative process of storytelling, art and design that will ultimately transform an outdoor space along the Route 66/Central Avenue corridor. This project was developed as the result of four stakeholders who wanted to apply for a National Endowment for the Arts “Our Town” grant—Littlelobe, Story of Place Institute (SoPI), UNM School of Architecture and Planning, and the Albuquerque Metropolitan Arroyo Flood Control Authority (AMAFCA). In a meeting with the group, Albuquerque Mayor Richard J. Berry requested that, rather than one organization applying for the grant, they work collaboratively. He assigned the City’s Cultural Services Department to manage the overall project.

Working with the five groups, which now included Bernalillo County, CSD’s Deputy Director, Dana Feldman, developed and submitted the proposal to the NEA, and a grant was awarded to partially fund the project, with the requirement of obtaining matching funding within the two-year timeframe.

Under the direction of CSD Director Beatriz Rivera, Sherri Brueggemann, Manager of the City’s Public Art Urban Enhancement Program, was appointed to handle all administrative aspects of the program, including management of funds and working with the contracted organizations to ensure compliance with reporting obligations of the NEA Grant.

The Stories of Route 66: The International District Project will focus on the design of a “Story Plaza.” For hundreds of years,

The Arts bring vitality to a community.

Stories connect lives and help people find common ground.

plazas in New Mexico have been a community’s gathering space in which to enjoy everyday life and celebrate annual events and festivals. The Story Plaza will encompass that tradition by celebrating the lives and stories of the many cultures that are represented in the District.

The first phase of the project (October 2013 - September 2015), takes place in Albuquerque’s International District (ID), which encompasses an area from San Mateo to Wyoming, Gibson to Lomas. Partners involved in the project, Littlelobe and SoPI, have spent the past two-plus years relationship-building with individuals and organizations within the district.

Residents—working with artists, designers and planners—will share their stories and perspectives through a collaborative process that will result in expression through visual art, photography, movement/dance, film, poetry and other forms. Residents will also work collaboratively to create an outline that expresses the diversity, talents, history and common values that describe the district. This process will result in a community-designed plan for the creation of the Story Plaza, led by UNM School of Architecture and Planning, a permanent physical representation that will be a gateway to history and neighborhood stories that celebrate the diversity and vibrancy of Albuquerque’s International District.

Both residents and visitors will enjoy a vibrant and beautiful gathering space that encourages fellowship, understanding and refuge, as well as serves as a potential water reclamation site for community collaboration.

PARTNERS





August – December 2013

- A diverse group of ID residents join in community-building exercises
- Recruitment of residents interested in identifying and “mapping” the ID’s assets

January – June 2014

- Art-making begins; weekly community gatherings with artists to create three works of art/performance for a public event
- Researching and mapping the ecological, historical, and cultural assets of the district

July 2014

- A large public event will feature three community-generated works of art/performance that express the voices, stories and dreams of the residents

Fall 2014

- Additional research and planning, community workshops for residents to contribute to the design and planning of the ID “Story Plaza”
- Community development efforts led by community members themselves

Spring 2015

- UNM Architecture & Planning Design Studios work with community members to focus on the development of the Route 66 Story Plaza.

Summer 2015

- The Story Plaza design is finalized and presented to community residents for feedback

Phase II: Fall 2015

- Securing funding for the construction of the permanent Story Plaza.

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The Arts bring vitality to a community. Stories connect lives and help people find common ground.

A new two-year project entitled Stories of Route 66 brings International District residents together in a collaborative process of storytelling, art and design to create a “Story Plaza.”

Residents—working with artists, designers and planners—will share their stories and perspectives through a collaborative process that will result in expression through visual art, photography, movement/dance, film, poetry and other forms.

The “Story Plaza” will celebrate the unique community of the ID and energize the district through an inspiring portrait of people and place. Residents and visitors will enjoy a vibrant and beautiful gathering space that encourages fellowship, understanding and refuge, as well as serves as a site for community collaboration.

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The Partners

Six public and private partners will be the implementers of the project:



City of Albuquerque—Cultural Services Department (CSD) (lead partner) will assist in site selection and overall grant management. Public Art Urban Enhancement will advise on public art opportunities throughout the design process.



art · community · social change

Littlelobe (lead contractor/local arts organization) is a New Mexico-based 501(c)(3) with over ten years of experience working with diverse and underserved communities in the co-creation of both innovative and significant public art and performance. For the past two years, Littlelobe has been engaged in building relationships within the community.



Story of Place Institute (SoPI) is a New Mexico-based 501(c)(3) that engages in asset mapping via a regenerative, living systems approach to community development. SoPI has also been working in the ID building relationships for the past two years.



UNM School of Architecture and Planning offers the only accredited programs in architecture, landscape and planning in the state and hosts the second oldest community design center in the US (DPAC). In partnership with the City of Albuquerque, the School established the ABQ UNM CityLab in 2012. The downtown space is a venue for collaboration on local projects towards mutual goals of revitalization and innovation.



The Albuquerque Metropolitan Arroyo Flood Control Authority (AMAFCA) will advise on the design of the project with the intent to help meet ecological and conservation priorities. In addition, AMAFCA will also facilitate the design for storm water collection and recycling for “garden” aesthetic and irrigation use.



Bernalillo County government will participate in two ways: the Community Health Place Matters Program will assist with outreach to ID residents to ensure that relevant content offering community perspectives are incorporated into artwork; and the county’s Public Art Program will explore opportunities for future public art collaboration.





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Key Personnel

A number of professionals representing the partners and other support organizations are involved in the Stories of Route 66: The International District Project

CITY OF ALBUQUERQUE CULTURAL SERVICES DEPARTMENT

Béatrix (Betty) Rivera is the Cultural Services Department Director, overseeing a \$33 million budget and more than 600 employees and volunteers. She has served in the executive leadership capacity in local and state government in New Mexico for decades, including as the state Secretary of the Energy, Minerals and Natural Resources Department. She holds a J.D. from UC Berkeley and has been a corporate director and public commissioner in multiple sectors including conglomerate retail, environment and arts and cultural industries.

Dana Feldman is Deputy Director of the Cultural Services Department. Feldman was a research assistant for the University of Louisville, wrote theater criticism for seven years in Louisville, Kentucky, and worked as a speech-writer from 2005 to 2007 for the Governor of Kentucky. Dana holds a Master's in Journalism from Ohio University in Athens, Ohio and a Bachelor's in English from the University of Louisville.

Sherri Brueggemann (Project Manager) is a 25-year-arts-administration veteran and Manager of the Public Art Urban Enhancement Program for the City of Albuquerque. She was a founding member of the Americans for the Arts Public Art Network and served on the PAN Council from 2000-02. She is a lecturer at UNM's College of Fine Arts. She served on the Albuquerque-Bernalillo County Arts & Cultural Industries Economic Impact Study and the Downtown Arts & Cultural District Steering Committees.

LITTLEGLOBE

Valerie Martínez, (Director, Arts Engagement) is an award-winning poet, educator, collaborative artist, and arts administrator. She is Executive Director and Core Artist with Littlelobe, a New Mexico-based non-profit dedicated to social change via community arts engagement. Her most recent book, *Each and Her* (winner of the 2012 Arizona Book Award), was nominated for the Pulitzer Prize, the National Book Critics Circle Award, the PEN Open Book Award, the William Carlos William Award, and the Ron Ridenhour Prize. Valerie has more than twenty years of experience as a college/university professor. For over fifteen years, she has also worked with children, young adults, adults, elders, and families in a wide range of community engagement programs. Valerie has a B.A. from Vassar College and an MFA from the University of Arizona. She was the Poet Laureate for the city of Santa Fe, New Mexico for 2008-2010.

Hakim Bellamy, (Artist) is the first Poet Laureate for Albuquerque.

His poetry has been published in inner-city buses and various anthologies. He was recognized with an honorable mention for UNM's Paul Bartlett Ré Peace Prize for his work as a community organizer and journalist and was recently bestowed the populist honor of "Best Poet" by Local IQ ("Smart List" 2010-12) and Alibi ("Best of Albuquerque" 2010-12). He is the co-creator of the multimedia Hip Hop theater production *Urban Verbs: Hip-Hop Conservatory & Theater*, which has been staged throughout the country. He facilitates writing workshops for schools and community organizations. He is a national and regional Poetry Slam Champion and holds three consecutive collegiate poetry slam titles at UNM. He is finishing his M.A. in Communications and Journalism at UNM.

STORY OF PLACE INSTITUTE (SOPI)

Nicholas Mang, (Community Engagement and Research) is founder and director of Story of Place Institute, a non-profit dedicated to storycrafting as a means for deepening connection to place and inspiring community sourced creative placemaking projects. He also is a principal consultant at Regenes Group. Past experience includes: facilitating placemaking engagement and design processes for urban planners and community members; organizing the development of a community expressive arts center; and designing and teaching place-based learning programs. Mang hold a B.A., cross-cultural studies from Stanford University, a Master's in Psychology from the Institute of Transpersonal Psychology, and a Ph.D. in urban planning psychology from Saybrook University.

Christine Snyder, (Community Engagement and Research) is a cultural anthropologist and communal systems analyst with more than a decade of experience working in and with communities to understand the relationships and mechanisms that foster emergent social systems. Her skill set includes ethnographic fieldwork and data compilation and interpretation; small business conception/development with "cultural entrepreneurs" (those whose business endeavors intersect with the enactment of cultural practice); community organization around arts and cultural entrepreneurship; mediation between community members across cultural or institutional divides; and, presentation event coordination. She is a Ph.D. candidate in anthropology at UNM. Her dissertation focuses on sensory relationship to place and the way that is expressed communally.

UNIVERSITY OF NEW MEXICO

Micheale Pride, AIA, NOMA (CityLab Director) is Professor of Architecture and Associate Dean in the UNM School of Architecture and Planning. She previously served as Director of the School of Architec-

ture and Interior Design at the University of Cincinnati (2003-09). She emphasizes principles of consensus, collaboration and public engagement in her teaching, research and professional consulting. After the 1992 civil unrest in Los Angeles, she helped found the Design Professionals' COALITION, a volunteer design center, and was Director of the Downtown Design Center at the University of Kentucky in 1996. Michael holds a Master's of Architecture in Urban Design from Harvard and a Bachelor's of Architecture from Arizona State University.

Alf Simon, (Design Team) is the former Director of the Graduate Program in Landscape Architecture at UNM, having started the program in 2000. He is the Associate Dean in the School of Architecture and Planning and holds a Master's of Landscape Architecture from the University of Manitoba in Canada, and a Ph.D. in Geography from Arizona State University. His interests are in landscape and infrastructure, cultural landscape studies, urban design and environmental art. Much of his work has focused on the celebration of critical infrastructure in the everyday landscape. He has worked with AMAFCA in designing landscapes to function as drainage infrastructure as well as community spaces.

Tim B. Castillo, (Virtual Database Design) is a tenured Associate Professor at the School of Architecture and Planning at UNM, where he has been part of the faculty since 2002 and in 2009 became a member of the Interdisciplinary Film and Digital Media faculty. In 2010 he was appointed as the Director of the Art, Research, Technology and Science Laboratory, an interdisciplinary digital media laboratory at the University. Professor Castillo is the founder of Hybrid Environments, a critical design office that focuses on new technologies for architecture, research and design. His work has been published and exhibited nationally and internationally.

Moises Gonzales, (Studio Instructor) is Assistant Professor in the Community and Regional Planning Program at the School of Architecture and Planning at UNM and the Director of the Bachelor of Arts in Environmental Planning and Design Degree Program. He also serves as the Director of the Resource Center for Raza Planning, which is a community outreach center that provides technical assistance in the areas of design, community development and natural resource planning for communities throughout New Mexico. He teaches courses in the Physical Planning and Urban Design Concentration of the Community and Regional Planning Program which includes: Advanced Planning Studio, Human Settlements, Urban Systems, Environmental Design Studio, and Introduction to GIS. He will serve as a studio instructor working with Story of Place.

BERNALILLO COUNTY

Enrique Cardiel, (Community Facilitator) is the Urban Health Extension Coordinator for Bernalillo County and the Health Equity Response Office ("HERO") worker for UNM's Health Science Center's Office for Community Health. He coordinates the development of a core of trainers that can teach Critical Health Literacy, a concept that explores how social exclusion—including racism, sexism, and classism—impacts health. He also supervises three County/Place Matters com-

munity engagement workers who focus on gathering information from residents about changes they want in their community. Aspects of this include oral interviews, photography, social networking and personal communication. He facilitates the International District Healthy Communities Coalition (IDHCC) and is president of the South San Pedro Neighborhood Association.

Nan Masland, (County Public Art) is Project Coordinator for the Bernalillo County Public Art Program. She facilitates public art projects and serves as a liaison for the Arts Board. She is dedicated to community engagement through the arts. In her previous role at the City of Albuquerque's public art program, she facilitated art projects, designed a 1,000 square foot mosaic and ran education outreach programs. Her passion for the arts has led her to work for arts organizations such as the Albuquerque Museum, Fine Arts for Children and Teens in Santa Fe, and The Harwood Art Center.

ALBUQUERQUE METROPOLITAN ARROYO FLOOD CONTROL AUTHORITY (AMAFCA)

Jerry M. Lovato, P.E., (Executive Engineer) is the Executive Engineer of AMAFCA. Prior to this appointment, he served as the Drainage Engineer for AMAFCA from Feb. 2006 to June 2010. He also served as AMAFCA's Field Engineer from Feb. 2000 to Jan. 2006. Before his work with AMAFCA, he was a Geotechnical Engineer for the U.S. Army Corps of Engineers. He is a registered professional engineer and earned a B.S. and M.S. in Civil Engineering from UNM.

CONSULTANTS

Buster Simpson, (Environmental Artist, Consultant) is one of the nation's foremost ecological artists. For more than 30 years, he has engaged citizens in aesthetics, politics and the environment. Humor and rich metaphors distinguish his work, with many of his deceptively simple sculptures offering solutions to real problems. He has worked on major infrastructure projects, site master planning, signature sculptures, museum installations, and community projects. His work incorporates ecological, historical, social, and aesthetic considerations, contextualizing them into the site-specific values of place. He will serve as a consultant.

Margy Waller, (Impact Assessment), is an advocate for creating community through the arts. She is a Senior Fellow at Topos Partnership, founding Serendipity Director at Art on the Streets, and former Vice-President of Research and Strategic Communications at ArtsWave. She was Visiting Fellow at the Brookings Institution, with a joint appointment in the Economic Studies and Metropolitan Policy programs. Prior to Brookings, she was Senior Advisor on domestic policy in the Clinton-Gore White House. Before joining the Administration, she was Senior Fellow for Social Policy and Director of the Working Families Project at the Progressive Policy Institute. She also served as Director of Public Policy at United Way of America, and Director of Policy Development at Public/Private Ventures in Philadelphia, and a congressional fellow in the office of U.S. Representative Eric Fingerhut. She holds a B. S. in Communication Studies from Northwestern University and a J.D. from The Ohio State University.

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Albuquerque's International District: New Mexico's Most Diverse Neighborhood

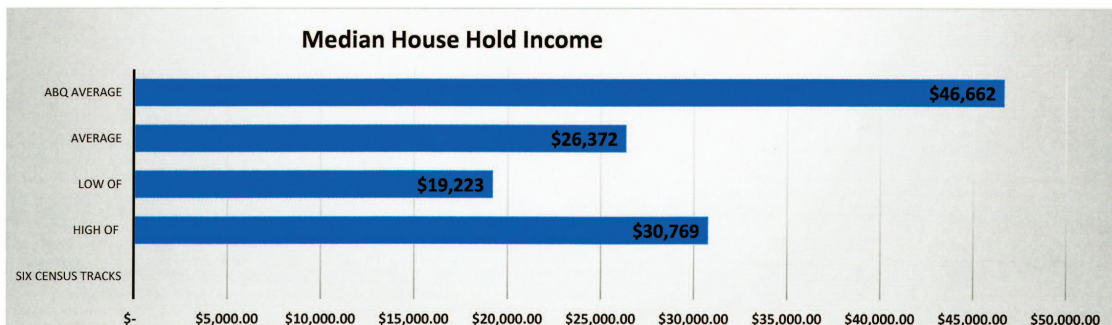
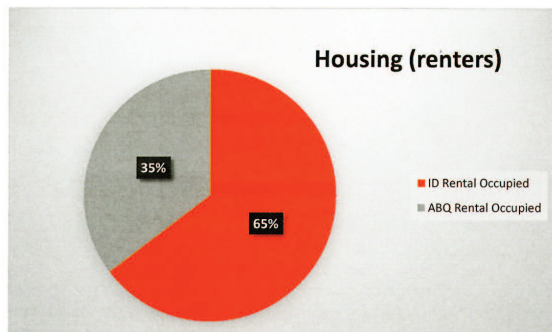
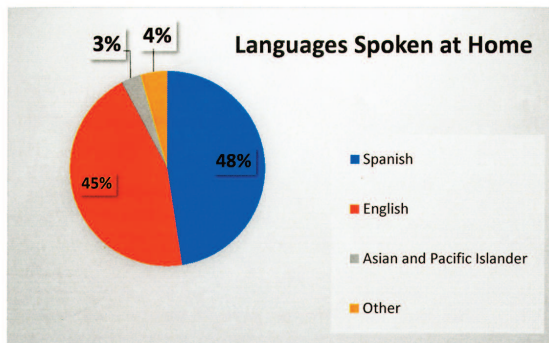
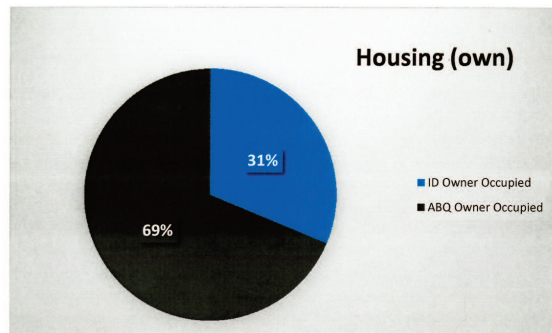
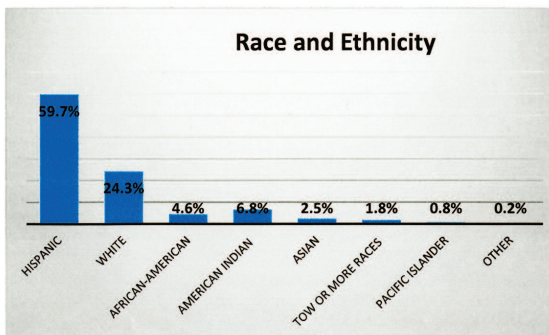
The Story Plaza will serve the more than 60,000 residents in the ID, where Native Americans and New Mexicans whose families have been here for hundreds of years live alongside recent immigrants from Mexico, Central and South America, Asia, Europe, Africa, and other countries.



High rates of poverty and lack of education, refugees with language and cultural barriers, an average household income that is significantly lower than the Albuquerque average—all are part of the equation.

The International District has the most diverse population in all of New Mexico. From middle-class homeowners to recent refugees, racial, ethnic, economic, educational, and health diversity define the district's greatest strengths and challenges.

Stories of Route 66: The International District will bring together these diverse elements in a project designed to hear and honor the stories of the district's people through a permanent "Story Plaza" that can be a place for all to honor their differences and share their commonalities.



Statistics and data are from the Bernalillo County International District Sector Development Plan 11/14/2012.



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Phase One Timeline



Two intensive years of community involvement, planning and coordination will culminate with the design and plans for a permanent Story Plaza in the heart of the International District that will be a gateway to history and neighborhood stories that celebrate the diversity and vibrancy of Albuquerque's ID.

August – December 2013

- Littlelobe will gather together a diverse group of residents living in the International District for innovative arts engagement that will begin in January 2014.
- Story of Place Institute (SoPI) will invite community members to participate in identifying and “mapping” the assets and elements that comprise the ID.

January – June 2014

- Community engagement and collaborative art-making begin; weekly community gatherings facilitated by a Littlelobe artist (and artists living in the ID). Out of six months of creative engagement, the “community ensemble” will produce three works of art/performance that will transform three sites in the International District.
- SoPI will work with residents to research and map the ecological, historical, and cultural assets of the district, contributing to the works of art/performance that will be presented in a public event planned for July 2014.

July 2014

- A large public event will premiere three community-generated works of art/performance that express the voices, stories and dreams of the residents.

Fall 2014

- UNM and SoPI facilitate additional research and planning as well as organizing continuing community workshops in which residents contribute to the design and planning of the ID “Story Plaza” along Central Avenue/Route 66.
- Littlelobe continues to facilitate further community development efforts led by community members themselves.

Spring 2015

- UNM Architecture & Planning Design studios, working with community members, focus on the development of the Route 66 Story Plaza.

Summer 2015

- The Story Plaza design is finalized and presented to community residents for feedback

Phase II: Fall 2015

- Securing funding for the permanent Story Plaza.