“Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.”

Ann Markusen

CREATIVE PLACEMAKING

Ann Markusen, Markusen Economic Research Services
Anne Gadwa Nicodemus, Metris Arts Consulting
From Creative Placemaking
- See more at: http://arts.gov/grants-organizations/our-town#sthash.Ut6fqCnl.dpuf
Public Art is a catalyst in some way in all examples in this palette.
Art driven placemaking can be transformative.

“Creativity is a great motivator because it makes people interested in what they are doing. Creativity gives hope that there can be a worthwhile idea. Creativity gives the possibility of some sort of achievement to everyone. Creativity makes life more fun and more interesting.” – Edward de Bono

Artists have a unique role in transforming space.

CREATIVITY DRIVES TRANSFORMATION
Placemaking has been going on in the international district for some time. These projects are highlight that effort. It is important to acknowledge the work that has been done, so that we can build on community promises and success.

Mural video
Creation Park

ACHIEVE and East Central Ministries partnered to convert a parking lot into a community space for play that has features like murals and sculptural water catchment features designed by local artists. (Artist Richard Brant and Moises Gonzales)

Photo sourced from: Moises Gonzales
International Community Trail Map

TV spot on ID Trail: Video 2:07
ACHIEVE spot on ID Trail: video 4:21 http://www.youtube.com/watch?v=BlHVqfTri_E
International Trail Scoping Report

Video 2:07
Kirtland Elementary Eagle Nest Garden
UNM CRP 420 Studio Spring 2012

Video 2:07
Photo sourced from:
https://www.facebook.com/ResourceCenterForRazaPlanning/photos_stream

UNM Students design and build the garden in 2012.
Some examples of public art in the International District
Lifelines
Leigh Moore/Walters, 1997
San Mateo @ Highland Ave SE

Holes in Our Hearts
Steve Borbas, 2013
Phil Chacon Park

Photos sourced from: http://www.flickr.com/photos/abqpublicart/
Mechanism

TACTICAL URBANISM
Short Term Action//Long Term Change

Tactical Urbanism and other place based urban prototypes, happen in the boundaries between citizen engagement, planning and Art
examples in

NEW MEXICO
Parking Day

PARK(ing) Day is an annual open-source global event where citizens, artists, and activists collaborate to temporarily transform metered parking spaces into “PARK(ing)” spaces: temporary public places.

Started in San Francisco by Art/planning collaborative ReBar.

Parking Day ABQ 2013
Photo credit: Estacia Huddleston
ReMIKE

A public/private partnership which includes the City of Santa Fe, local businesses, educational institutions and community organizations. Extensive data collection and an urban prototyping festival conducted in 2012 have set the groundwork for exploring opportunities to transform the St. Michael's Drive Corridor.

Photo sourced from: http://remikeable.com/remike-is/
Evolving concepts include sit-stations along routes. Photo sourced from Walk Santa Fe Facebook page.
CREATIVE PLACEMAKING

- Pop- Ups
- Paint
- Up-cycle
- Electronic Applications
- Community Mapping & Navigation
- Community Platforms

Austin Food Trucks 2012
Photo credit Estacia Huddleston
Placemaking with Pop-ups

- Building Better Blocks
- Pavement to Plazas
- Streets For People

Idea is prototyping urban interventions. Artists often lead this process.
Powell St Promenade- A Pedestrian Sidewalk extension in San Francisco, photo credit: Estacia Huddleston
Lighter, Quicker, Cheaper- Short term action for long term change. Not designed to be a solution, but a response to lack of place. (Mike Lydon) Testing prototypes
Photo sourced from http://betterblock.org/
Little Libraries support neighborliness and literacy. Small Scale intervention.

Pop-ups can happen at any scale...

Photo sourced from: http://littlefreelibrary.org/gallery-of-little-free-libraries/

More examples:

http://www.interboropartners.net/2013/rest-stop/
Placemaking with Paint

- Transformative paint at scale
- Lighter, quicker, cheaper

Tudo de cor para você, Santa Marta, Rio de Janeiro (photo source: favelapainting.com)
Haas & Hahn
http://www.phillypainting.org/
“This project is initiated by the City of Philadelphia Mural Arts Program, who employed Dutch artists Haas & Hahn through a residency program to realize a series of giant art interventions in different locations in the city, together with members of a community in North Philadelphia.”
City Repair: Intersection Repair

*Intersection Repair* is the citizen-led conversion of an urban street intersection into public square.

Photo sourced from Cityrepair.org
Creating a Vision of place.
Photo sourced from Monacaron.com
Upcycling re-purposes material into new, better things. One of the things these strategies have in common is the creative re-use of resources in the community.

Garth Britzman
Photos sourced from: http://www.behance.net/gallery/%28POP%29culture/3874285
CMG Landscape architects

Frau Gerold's Garden

Zurich Pop-up combines art, play, gardening, shopping and food using shipping containers.

Photo sourced from: http://www.spiegel.de/fotostrecke/photo-gallery-zurich-s-hipster-heaven-fotostrecke-100085-5.html
Abandoned house transformed into 100 person public space and performance space.

**Matthew Mazzotta**

participatory public interventions that aim at bringing criticality and a sense of openness to the places we live.
Placemaking with Water

- Noel Harding - Elevated Wetlands
- Michael Bernstein - Ten Yards
- MARS Architects - The Water Bench
- Depave
- Stacey Levy

Photo sourced from: http://www.land-lab.com/elevated_wetlands.html
Depave

Depave promotes the removal of unnecessary pavement from urban areas to create community green spaces and mitigate stormwater runoff.

Photo sourced from
https://picasaweb.google.com/DepavePDX/DepavePortlandCommunityCollege#5893068726488314098
Stacey Levy  Dendric Decay Garden

The destructive power of plant roots is harnessed to create different ways to breakdown the remnant industrial hardscape of the park.

http://stacylevy.com/installations/dendritic_decay_garden.php
Electronic Applications for Placemaking

- Digital platforms for idea sharing/doing
- Open-source planning
- Crowdfunding implementation
“Candy Chang is an artist who reimagines public spaces for introspection.” Low tech interventions to high tech connection.
“Making cities more emotional”
Grew from Chang’s work...Lo tech and high tech solutions.

“What is Neighborland?”
Neighborland is a new way for residents to collaborate with local organizations to take action on important issues. It’s free for residents to share their ideas and insights with organizations. Join the more than 350,000 people and 100 organizations working to make their cities and neighborhoods in the U.S. better”
**Crowd-resourcing tools**

- ioby
- Citizinvestor
- Neighbor.ly

"ioby is a crowd-resourcing platform for people who want to make positive change in their own neighborhoods." [http://ioby.org/](http://ioby.org/)

Photo sourced from: [https://ioby.org/project/hampline](https://ioby.org/project/hampline)


Placemaking with Mapping & Community Navigation

- Hyper-mapping
- Wayfinding
- Community created tours

This kind of placemaking can be done low tech and high tech, often the intitution provides the high tech access.

Community Wayfinding in Tucson neighborhood utilized local artists to create navigation point in underutilized roundabout.

Photo credit: Estacia Huddleston
• **Mobile Hi Fi**: “historical excavation through time travel, experienced through the perspectives of immigrants from different time periods. Using GPS-enabled Nokia tablets, users can access audio, photos and maps that comprise these Immigrant’s Guides while walking around the neighborhood.”

• **Ghost Metropolis**: 21st Century Atlas: “is a global history of Los Angeles since earliest human habitation, written in narrative, non-academic prose, presented in print form as a hybrid of textual, cartographic, and photographic representation, in print, online ([HyperCities](http://hypercities.com)), and public art formats.”

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**Hypercities**

A collaborative research and educational platform for traveling back in time to explore the historical layers of city spaces in an interactive, hypermedia environment.

http://hypercities.com/ “HyperCities is a collaborative research and educational platform for traveling back in time to explore the historical layers of city spaces in an interactive, hypermedia environment.”

Photo sourced from: http://hypercities.com/pdub/pdub-past/
Wayfinding is an emerging and often citizen led city intervention that adds to place. Wayfinding can take many forms. Citizens, cities and municipalities can customize their own wayfinding system with online tools. Signs are printed and shipped to your door. http://walkyourcity.org/. Walk Raleigh orgin

Creative Santa Fe
“Artist Nina Honiball spent the first few months of 2009 working with the community in Bromley by Bow, in a project that aimed to encourage and enable people to work together to make a visible difference in their environment. **Makeshift** is the result of this project - connecting ideas about public art and interventions, participation and community building, and narrative theory. By providing a new way for local people to meet, interact, and think about their environment, Makeshift offers a novel approach to involving the community in decisions that will affect their neighbourhood.” http://www.bbbc.org.uk/news.php/189/makeshift-project
“The idea that flows from the human spirit is absolutely unlimited. All you have to do is tap into that well. I don't like to use the word efficiency. It's creativity.

It's a belief that every person counts.”  
Jack Welch
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Littleglobe Productions
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Email Michael Pride- NEA Cite Our Town-funding support provided by...
Financial Support Provided by:

THE NATIONAL ENDOWMENT FOR THE ARTS
Our Town Grant, 2013
&
THE MCCUNE CHARITABLE FOUNDATION

Thank you