Incorporating Arts in Urban & Site Design

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Place is to space as person is to body
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

- Quality of life
- Economic opportunity
- Shared leadership
- Freedom and belonging
- Asset-based orientation
- Place-based orientation
Creative spaces

Artistic functions
- Performance
- Exhibition
- Co-creation
- Individual creation

Social functions
- Inspiration/Healing
- Claimstaking
- Navigation
- Safety
Spaces for artistic functions
Performance spaces

- 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
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
Co-creation

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

Top: South Orange (NJ) Village Plaza park; bottom: Harmony Park, Montrose, CO
Individual creation

- 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
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
- Promote effective circulation in and through an area
- Iconic art to create landmarks
- Compositions or serial art objects to create paths
- Examples: Artways

Ogdenmuseum.org
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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