

Public Art in The ARtery

by Daniela Zaragoza & Cristina Solá Sanz

CELEBRATE LOCAL HISTORY · FOSTER COMMUNITY INVOLVEMENT · NURTURE LOCAL CULTURE

MISSION STATEMENT

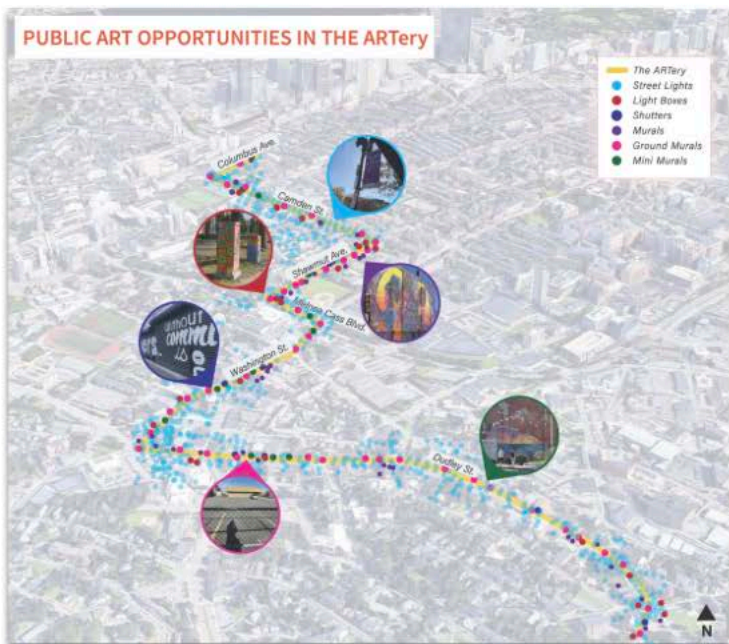
Highlighting the identity of District 7 by implementing public art strategies that promote the historical and cultural character of the neighborhood through the engagement of local artists, neighbors, institutions and businesses. We'll use public art to stitch together the public realm that enable placekeeping and give the community the control.

GOALS

- PROTECT, PRESERVE AND PRODUCE** through art
- ENABLE PLACEKEEPING**
- PROMOTE CIVIC ENGAGEMENT** increase access to opportunity for locally neighbors to get involved in the neighborhood's future, while also generating inclusive economic growth opportunities.
- CULTIVATE A SENSE OF BELONGING** highlighting historical and cultural memory and identity.
- AVOID & PREVENT ART-WASHING** unlike projects by developers and outsider artists with no consideration of local identity.

EXISTING POLICIES & PROGRAMS

- ARTIST RESOURCES**- enable local artists to share their art in public spaces
- BOSTON ARTISTS IN RESIDENCE (AIR)**- collaboration between local artists and city departments in projects that promote social conversations.
- BOSTON CULTURAL COUNCIL**- grant awards to help artists and organizations
- PAINT BOX**- yearly selection of local artists to paint an electric box with original art
- PUBLIC ART PROJECTS**- commissions temporary and permanent public art projects that engage communities and are led by local artists or community members
- TRANSFORMATIVE PUBLIC ART PROGRAM**- yearly commissions of temporary art projects and murals
- CITY WIDE ELECTRICAL STREET LIGHTS**- details on advertisement and public work.

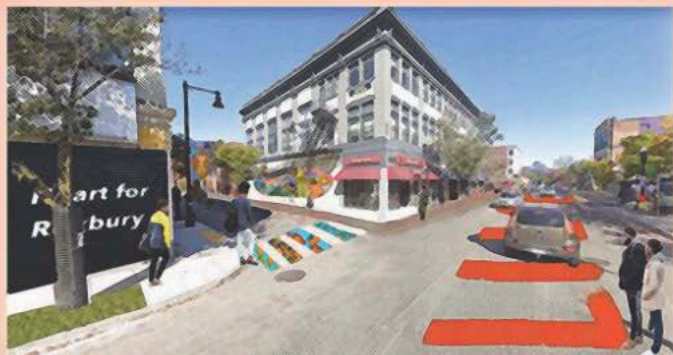


PROPOSED TYPOLOGIES:

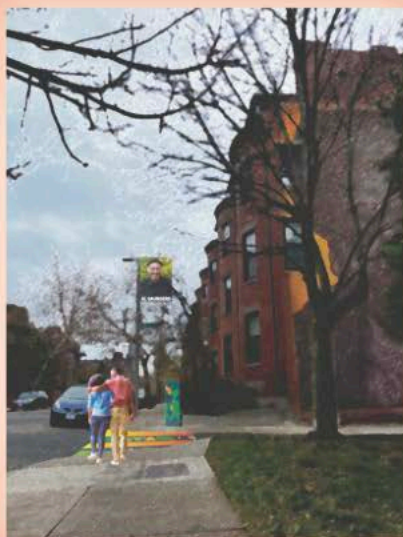


The map reflects locations along a portion of the corridor where the chosen typologies are present, signaling places of opportunity for the integration of the proposed public art. The locations are based on a walking tour as well as data from the City of Boston online resources.

FUTURE POSSIBILITIES...



Washington St.



Northampton St.

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MURALS



ANTI-DISPLACEMENT TECHNIQUE:

- Inclusive economic growth
- Professional opportunities for local emerging artists
- Civic engagement through placemaking

WHO IS INVOLVED:

- Local Artists
- Adjacent neighbors

LONG-TERM COMMUNITY IMPACT:

- Collaboration between community members
- Celebrating the cultural identity of Roxbury
- Bring sense of identity and hope
- Positive outcome on the well being of community members

IMPLEMENTATION:

Transformation of vacant walls by local artists and neighbors working together addressing social issues and celebrating the cultural heritage through art and creative expression

Timing: 5-10 year duration depending on maintenance

Local artists:

- Community assets: open up the conversation to talk about social issues
- Instrumental catalysts to generate dialog between neighbors and community members
- Work hand-in-hand with neighbors to create a positive impact in their community and lives of other residents.

MINI-MURALS



ANTI-DISPLACEMENT TECHNIQUE:

- art that displays local histories in a small scale
- community involvement through consultation and participation of establishment owners/residents
- economic opportunity and cultural representation for local artists

WHO IS INVOLVED:

- Local Artists
- Community engaged youth programs

LONG-TERM COMMUNITY IMPACT:

- displaying local histories to create spaces of memory and preserve a sense of belonging
- highlight District 7's identity through original art that expresses local culture
- resident collaboration and enlivening of urban fabric

IMPLEMENTATION:

Creation of community member led program to propose designs with historical and cultural focuses that express local identity. Further involvement of businesses and establishments for approval of site and communication regarding how the art will affect their locales.

Timing: Temporary small-scale murals lasting less than 18 months

Local artists:

- Resident-led project promoting community collaboration
- Consultation of neighbors in regards to the art proposal and location

GROUND MURALS



ANTI-DISPLACEMENT TECHNIQUE:

- community involvement of school programs
- creative play space for neighborhood's children
- economic opportunity for local artists

WHO IS INVOLVED:

- Local Artists
- Students & Members of neighborhood schools

LONG-TERM COMMUNITY IMPACT:

- enabling use of vacant lots for child play
- revitalizing streets for the neighborhood through positive messages and original art by local artists

IMPLEMENTATION:

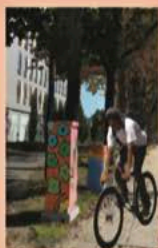
Resident led program in partnership with neighborhood schools to promote safe play environments for kids. Communication with surrounding businesses and locales near the art locations. Painting and design of original street art by local artists. Boston Art Commission available for further funding needs.

Timing: Temporary ground murals lasting less than 18 months. Maintenance and re-design of ground art after given time period.

School Programs:

- Student and youth involvement will promote community participation from a young age and cultivate sense of belonging
- Opportunity for young artists

ELECTRIC BOXES



ANTI-DISPLACEMENT TECHNIQUE:

- Inclusive economic growth
- Sense of identity for youth groups

WHO IS INVOLVED:

- Local Youth
- Public Schools
- Community Centers

LONG-TERM COMMUNITY IMPACT:

- Artists are a reflection of their community
- Promoting youth involvement in the future of their neighborhood
- Revitalizing the urban fabric

IMPLEMENTATION:

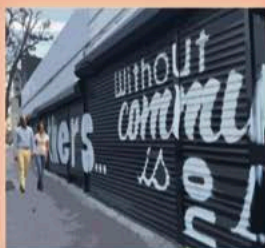
Creating a program for young residents to engage in revitalizing the urban fabric of Roxbury and the South End. Partnering with schools and community centers, young members will be encouraged to share their personal identity through their artistic expression

Timing: Yearly intervention, depending on demand in registration

Local youth:

- Displacement is disruptive for youth and their education. This will allow for young residents to express themselves, and feel identified in their neighborhood
- Monetary incentive will give value to what they do

SHUTTERS



ANTI-DISPLACEMENT TECHNIQUE:

- Implementation of messages that cultivate community identity
- resident involvement in design and execution of shutter art
- economic opportunity and cultural representation for local artists

WHO IS INVOLVED:

- Local Artists
- Community residents

LONG-TERM COMMUNITY IMPACT:

- promoting placekeeping by implementing art to already existing business shutters
- enhancing community identity
- promoting resident collaboration
- artistic opportunity for local artists

IMPLEMENTATION:

Neighborhood youth programs with open neighborhood meetings to propose messages that advance a social cause and will contribute to community unity.

Timing: Temporary small-scale murals lasting less than 18 months. (redesign after mural time period ends)

Neighborhood residents:

- Design proposed by local artists in collaboration with community members
- Business owners' approval and consultation regarding the use of their shutters

LIGHT POSTS



ANTI-DISPLACEMENT TECHNIQUE:

- Historical and cultural celebration
- Small business promotion and preservation
- Professional and educational opportunities for local artists

WHO IS INVOLVED:

- Local Artists
- Bodegas
- Neighborhood Residents

LONG-TERM COMMUNITY IMPACT:

- Learn about the history that has influenced Roxbury and the South End
- Educational opportunities through the Artist-in-Residence Program

IMPLEMENTATION:

Implementing an artist-in-residence program to host cultural and historical heritage workshops in local partnering bodegas to listen and collaborate with residents. Artists will produce posters of the spoken historical figures or events. This provides an opportunity to engage with neighbors, celebrate the identity and preserve the memory of Roxbury and the South End.

Timing: Monthly rotation, following events such as Black History Month

Artist-in-residence program:

- Artists learn how to be leaders in their community, strong advocates and influence policy change
- Host cultural and historical heritage workshops
- Why bodegas?
- Cultural identity & Familiar spaces: places frequented by neighborhood residents