



Missions | Visions

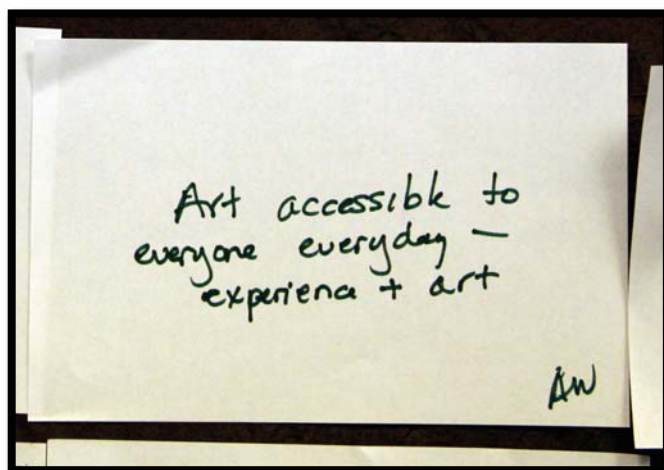
ARTWalk 2
Knowledge Exchange #1

Held at Memorial Art Gallery
July 16, 2009 • 7:00 – 9:00 pm

Event Design, Facilitation and Report by
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Knowledge Exchange Agenda

Intro by ARTWalk and the City of Rochester

Speakers

After each speaker, comments were summarized and put on a sticky board for their review/comments/additions/subtractions.

Open conversation

Participants

Helen Hogan, Southeast Area Coalition

Barb Quinn, Cobblestone School

Carol Yost, Memorial Art Gallery

Tate Shaw, Visual Studies Workshop

Marlene Seidman, Visual Studies Workshop

Susie Fame, Village Gate, Neighborhood of the Arts Business Association

Pamela Kramer, Neighborhood of the Art business owner

Jeffrey Mehr, Neighborhood of the Art business owner

Garrett Rubin, Neighborhood of the Art business employee

Sandra Whitney, Rochester Housing Authority

Barbara Fox, Bridging Neighborhoods

Joe Flaherty, Writers & Gooks

Jackie Katz, Sector 7 Representative

Steve Beauvais, New York State Department of Transportation

Marjorie Searl, Memorial Art Gallery

Jennifer Higgins, United Way

Evan Lowenstein, Neighborhood of the Art resident and volunteer

Kate Bennett, Rochester Museum and Science Center

Executive Summary

This Knowledge Exchange event was designed to provide a forum for the significant cultural organizations in the ARTWalk2 project area to share their missions and their vision for the ARTWalk 2 project:

- with each other,
- with the ARTWalk 2 project design team,
- in an informal format,
- at this point in the design process.

This event was a dynamic listening session for the ARTWalk 2 project design team. Participants included members of the ARTWalk 2 NOTA Stakeholder Group.

Concerns from multiple participants:

- How will the artwork and area are to be maintained?
- How can the neighborhood be more effectively marketed?
Suggested slogan: Come Back to the Neighborhood. Come Back to the Arts.

Ideas emphasized by multiple participants included:

- Create a regional/national/international destination and get the most bang for our buck.
- Create a unified experience, with a seamless flow.
- Create an accessible experience: child-, pedestrian- and family-friendly and pay attention to the role of scale.
- Use the opportunity to highlight the educational, cultural, historical and architectural richness of the area.
- Provide a platform for diverse cultural groups and art forms to have a larger presence in the community.
- Involve children and the community in creating ARTWalk.
- Build Green and with reduced maintenance in mind.
- Make sure that ARTWalk is not just for NOTA but is inclusive: multi-cultural, multi-ethnic, multi-discipline. "SHARE." "Build and unify the city."

The information gathered at the Knowledge Exchange #1 reinforces and is consistent with other public participation to date, including the Core Principles for AW2 developed by stakeholder consensus, the Genesee School Recommendations, the MAG Plaza Design Workshop, ARTWalk 2 Concept Design, Interactive Design Workshop #1 (art opportunities and priorities) and Interactive Design Workshop #2 (sidewalks).

Comments from Speakers

Sector 7

- Very aware of how sensitive people are to their environment; for example, the impact of big signs. There needs to be an awareness of scale in the design process if we want this to be a pedestrian friendly environment.

Writers & Books (28 years)

Mission/History:

- Reading and writing a lifelong process for all ages
- W&B reaches more people than any other writing group in the country, per capita (25,000/year).

AW2 Vision:

- Infrastructure for the neighborhood to use to create large community events to draw people, especially in the evenings, to generate lots of activities in all medias. Should be a regional/national draw – 25-50,000 people at a time.
- An example where this has worked quite well: Water Fire in Providence, RI, had artists working with the engineers. Developed floating fires on the river way. Was supposed to be a one-time thing; now it happens 2X/month & 50,000 people come per time from all over.

Evan Lowenstein/AW Volunteer/Landmark Society/NOTA

AW2 Vision:

- Don't gentrify. Hard to keep mixed income with improvements. And intentional response should be part of the vision of AW.

Cobblestone School (25 years)

AW2 Vision:

- Kid-friendly sculpture
- Stay green
- Provide safe environment
- Traffic flow for safety on Prince, during and after the project execution
- Wants their students out as much as possible

MAG (100 years in 2013)

Mission/History:

- (from Emily Sibley Watson, founder, in 1915) Connect the community with art.
- Family Days 4X/year, very diverse audience
- 12-17,000 school kids per year, every 6th grader has a chance to come
- Creative Workshop serves the region

Vision for AW2:

- Deepen the engagement of the community with all the arts, including visual arts.
- Connecting people more readily in the built environment, a more fluid membrane between U of R/MAG and the neighborhood.
- AW sidewalk legs are like a mobius strip (e.g., Escher) with “no beginning and no end.” Open MAG grounds and connect them to ARTWalk.

- As the sidewalk goes from the intersection of North Goodman Street and University Avenue north to Village Gate, provide a visual experience/cue that draws people north and lessen the illusion of distance.
- Encourage an appreciation for the architectural history of the area
- Highlight the 3 corners area – these are other jewels to explore
- Encourage people to think of the **entire neighborhood** as a destination, a boundary free zone.
- Walkable
- International Draw

Future goals:

- Permeate the fence along the back of the MAG property – it’s a real barrier to the community; 17 acres of green space.

Kinnections (25 years)

Mission:

- Courses, Clinical Work, Creativity
- International reputation, fairly unknown in Rochester
- If you can walk, you can dance; if you can talk, you can sing!

AW2 Vision:

- More inclusive, more diversity
- Encompass all arts (dance, theater, spoken word, etc.)
- Provide places along the sidewalk that are natural opportunities for the expressive arts.

RMSC (40 years)

Mission/History:

- Broad community interest in and understanding of the impact of science and technology on our lives — past, present and future.
- Since 1940 on East Avenue; started on Edgerton park
- Since 1968: Strassenberg Planetarium
- Love partnering: BOCES, Water Education Collaborative, GCCS all on campus
- Hands on education
- Hoping new master planning provides more of a connector between RMSC and the Planetarium

AW2 Vision:

- RMSC as a key anchor with science-based art that has appeal for visitors driving or walking
- Improve intersection safety at East Avenue and North Goodman Street
- No light pollution – a dark night sky – have lights go down onto the sidewalks and not up into the sky

SEAC (40 years)

Mission: Partner with SE neighbors for strong, healthy neighborhood.

AW2 Vision:

- Economic growth
- Community is built from the community
- Ideas from AW spread to other areas in the community

City of Rochester (175 years)

Mission:

- Best mid-sized city in America in which to live, raise a family, visit and grow a business.
Safe neighborhoods, vibrant economy, educational excellence and customer service.

AW2 Vision:

- Make something that everyone is proud of using Federal stimulus funding.
- AW will support City's mission.

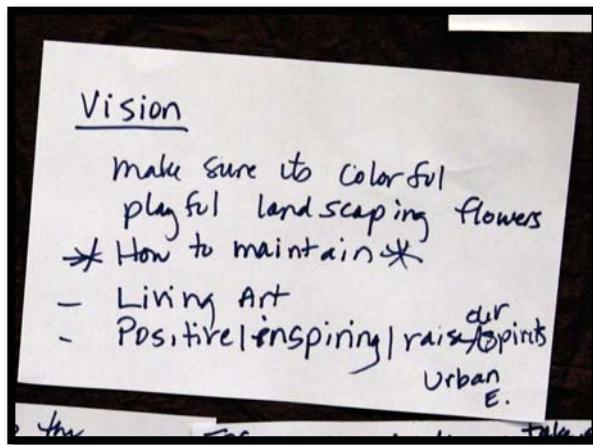
Urban Essentials (8 years)

Mission:

- Responds to community needs when and where she sees them.
- Wants to make a difference.
- Boards of W&B, BN, SEAC, AW, SOTA

AW2 Vision:

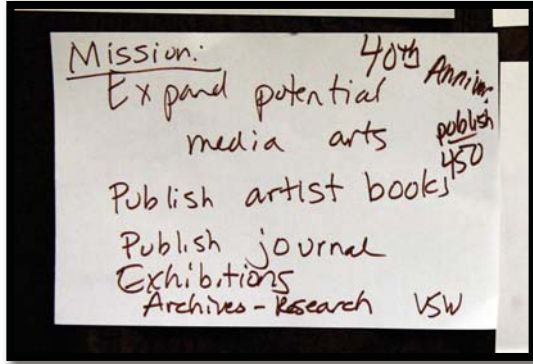
- Gathering Place
- Go-to destination
- Make it greater, think big, work together for the highest good.
- Colorful, playful
- Landscaping
- Positive, inspiring, raise our spirits



Visual Studies Workshop (40 years)

Mission/History:

- Expand the potential of the media arts
- Publish artist books (450 to date)
- Publish a journal
- Exhibitions
- Archives for research
- Community based adult programming – 60 students



AW 2 Vision:

- Public media space with LED screen for moving image, spoken word, media artists
- Develop pool/consortium of advisors to provide in-kind support for any media-based work that happens on AW2
- Develop a list of potential curators/advisors from different kinds of work to have more presence of different media arts

ARTWalk

Mission/History:

- Unique outdoor museum
- Strengthen, connect and unify the community through engagement with the arts

AW2 Vision:

- Continuation of AW1, build on past success
- It is about the process
- Public art is not just material objects but also activities for the community to participate in
- Create a thriving, passionate model
- Economic development
- Compelling outdoor events and cultural programming
- Build community using built environment and community activities
- Make art available to everyone, every day – experience and art

MUCCC

Mission:

- Promote community building through the arts
- Lots of use: teen slam, RENT (FHS), open to be used, open to donations

AW Mission/History

- AW1 meant to build community; 1995 start date
- Not considered a neighborhood at the time; AW tried to make it a neighborhood by being walker friendly.
- Want to connect existing organizations, not compete with them; encourage organizations to open up to the community
- ART is the vehicle to help people connect; the community built it
- AW changed city policy on art in right of way in Rochester
- AW exists in the right of way, although public may not discern the difference between private and public space

- AW1 built community through the arts thru a time-tested process. That model of success helped to get \$ for AW2.
- History of AW1, knowledge to offer to be used on AW2
- Formed NOTA to save Writers & Books
- Relationships built international success of AW

AW2 Vision:

- Build on success of AW1
- AW2 will be different because there are different neighbors
- Community must be in the lead on this project
- It would help AW2 to have substantial credible community presence on the ARTWalk 2 project design team
- Unified experience; blur the lines of ownership
- Understands that actual design of AW2 is just beginning; what has happened before has to do with MAG

*Note: MAG is further along in its design process than AW2 is generally. AW2 completed a concept design phase more than a year ago. That concept was shaped by stakeholder input, approved in stakeholder and public meetings and is what was presented to legislators when the project made funding requests.
Design Development for AW2 began 6/1/09.*

- For AW to take on maintenance of AW2 works, the org must be comfortable with the artwork chosen
- There is a real need for an increase in volunteers to help sustain AW. The design process should yield more volunteers for AW and for the community.
- AW needs to be stronger; the community needs to be stronger

Village Gate (29 years)

Mission/History:

- Gary Stern bought an old print shop, started as a flea market style venue
- 1990 remodeled – 1st floor retail; 2nd floor business
- Owns 6 other buildings at Village Gate +2 more; mixed use commercial, business, retail, artists, residential ... a work in progress, never done
- Patron of the arts
- 120 residential; 25 more to come
- Completely privately funded

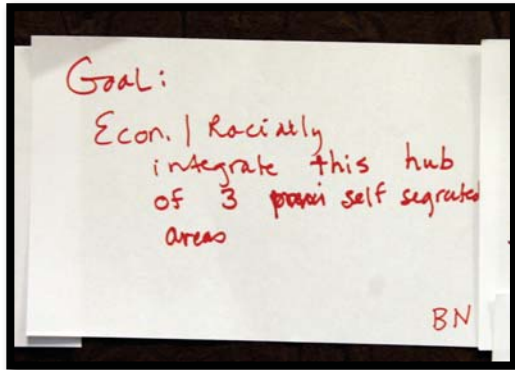
AW2 Vision:

- Art/Sculpture/Wayfinding @ Main & Circle; Pike to sponsor?
- Rochester Works parking lot – 3-4 20' tall sculptures
- Lighting is a huge need – an arm installed off the Cobra poles?
- Mosaic art on lamp posts – continuity with AW1, visual path, have children help
- crosswalks to connect the path: Rochester Works to Anderson Avenue and @ Arts and Cultural Council
- College Ave – vision for the future. It is left out, in bad condition, not enough light but lots of traffic. Needs to be repaved, curbs, artwork
- Bike paths – hard to implement but looking for a solution. Maybe one way on East Avenue, the other way on University Avenue?
- Create a 24-hour community

Bridging Neighborhoods

Mission/Vision

- Main & North Goodman Street – “worst intersection in Western NY”
- 3 wildly divergent sectors come together there – 8 (mixed color, poverty, expensive), 10 (high % of people of color, least educated), and 7 (most affluent, whitest, educated)
- Goal – To economically and racially integrate this hub of 3 self-segregated areas, symbolically bridge neighborhood/build gateway, develop the area of the intersection economically and build trust, redesign traffic, create narrower lanes, make it safer and more pedestrian friendly, draw more businesses



AW2 Vision:

- Any physical & economic improvement in the area will help North Goodman Street & Main
- More people of color present in the planning and development process
- Want AW3 to continue north to Circle Street.

Comments Categorized

<u>Scale</u>	<u>Infrastructure</u>	<u>Diversity</u>	<u>Community based</u>	<u>Accessible Unified Experience</u>	<u>Educate</u>	<u>Regional Destination</u>
Lessen illusion of distance	Provide a forum for all the arts	Avoid gentrification	Build, unify the city	Opening of MAG grounds	Highlight architectural heritage	A place to choreograph large events
Be mindful of how too large a scale in the environment can impact people in a negative way.	Provide electric, speakers, etc., that can be used to create regular, recurring large events.	More inclusive; more diversity; more people of color in the planning and development process	Unifier/strengthener: Come to the neighborhood, come back to the arts.	Connect different legs of AW sidewalk around the hub of the Welcome Plaza	3 corners area as culturally, educationally, historically, architecturally rich area.	International Draw - many magnets here already Create an international destination
Walkable - a pedestrian experience	Provide natural opportunities for the expressive arts.	Needs to work for residents, businesses, visitors	Give each member of NOTA/AW family a greater presence	Kid friendly colorful, playful	Deepen engagement of community with the arts (all the arts!)	Get the most bang for our buck (but don't overdevelop)
A driving and walking experience	Maintainable, Durable. A sustainable maintenance plan.	This is not just for NOTA; it belongs to everyone - SHARE	Needs to work for residents, businesses, visitors	Unifier & strengthener: Come to the neighborhood, come back to the arts.	Unifier & strengthener: Come to the neighborhood, come back to the arts.	Night presence; 24-hour community
Thing BIG	Sound through entire zone?	Multi-cultural Multi-ethnic	Work together for the highest good	Unified experience; blur the lines of ownership		Regional consortium for time-based media
			Made by the community	Gathering place		Go-to destination
			Reach out to other parts of the city	Needs to work for residents, businesses, visitors		Engaging, accessible art - not static
			Build, unify the city	Bike Paths		Economic growth
			Involve kids, give them ownership	Engaging, accessible art - not static		This is not just for NOTA; it belongs to everyone - SHARE

THEMES

Multi Cultural
multi Ethnic

Not Static Art!
encourage all types
of art

Build, unify
the city

Maintenance; ^{durable} Sustainable
maintenance plan
• How to maintain
physical built environment?
• Aw Struggling to maintain
Aw?
• People power / structure
• Can a volunteer grp handle
it.

Create
international
destination

pedestrian friendly

'Complete
Streets'
new leg. initiative

Fluid | Seamless
Flow

How to
market the
area?
Need a marketing

make it

give

community

SEAC.

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SEAC

Themes Identified in Plenary Session

- Pedestrian Friendly, slow traffic
- Make it kid-friendly, colorful, playful, safe
- Involve kids/give them ownership

- Artistic experience; Not static art – encourage all kinds of art
- Fluid/Seamless Flow
- Needs to work for residents/businesses/visitors
- Give each member of NOTA/AW Family a greater presence

- “Complete streets” concept for sharing the road with vehicles and bikes
- Environmental concerns/Green
- Build with maintenance in mind

- Make an effort to reach out to other areas of the city
- This is not just for NOTA; it belongs to everyone. SHARE.
- Multi-cultural; multi-ethnic
- Build, unify the city

- Create an international destination
- Get the most bang for the buck; concentrate resources; don’t over-develop the area

Bigger Questions

- Maintenance: durable art, a sustainable maintenance plan
 - How to maintain the physical built environment
 - ARTWalk Organization is struggling to maintain ARTWalk 1
 - People power and structure are both needed
 - Can a volunteer group handle it?
- How do we market the area? Need a marketing plan.
- If ARTWalk 2 included infrastructure to support events, who would program and market them? Is this in place? If not, are the resources available (human and capital) to put it into place within the next 3 years?

Design Ideas from Participant Comments

- Green – environmental focus
- Be sensitive to issues of scale
- Avoid light pollution (Lights should shine down, not up into sky)
- Draw visitors from one area to another through excellent design
- Safety:
 - North Goodman Street & East Avenue
 - For students
- Flow, Seamless, Fluid movement – entire neighborhood as a place to explore; unified aesthetic; unified experience; blur the lines of ownership, connect
- Lessen illusion of distance
- Create natural opportunities for expressive arts – including media arts
- Compelling outdoor events and programming will be key
- Landscaping
- Colorful, playful
- Positive, inspiring
- Mosaic light poles
- Crosswalks to complete the path — AA and ACC
- Slow traffic
- Artistic experience
- Inclusive and kid-friendly
- Screen Rochester Works parking lot (tall sculptures?)
- Bike paths
- Create a 24-hour community

Advice on Goals and Process:

- Don't gentrify – foster and protect diversity, inclusion
- More people of color in the development process for AW2
- Community is built from community
- Think BIG – go for highest good
- Develop consortium of curators & advisors
- Think about the children – make it kid-friendly
- For AW to take on maintenance of AW2 works, the org must be comfortable with the artwork chosen
- Substantial credible community presence on the ARTWalk 2 project design team
- Design process should yield volunteers for AW

Where ARTWalk Should Go Next

- College Ave
 - Next portion for improvement
 - Permeate MAG fence
 - Improve street/sidewalks
 - Left out; needs lights, repaving, curbs
- North to Circle Street



Alignment with Previous Public Participation & Research

Core Principles for AW2 developed by stakeholder consensus:

1. Uniformly high quality of art & design, timeless
2. Participatory, engaging, interactive for all
3. Strengthens community, celebrates diversity
4. Strongly rooted in history, sense of place
5. Broad appeal, magnet for all ages, backgrounds
6. Durable & low maintenance
7. Cohesive approach — linked visually/thematically
8. Respects neighborhood, context-specific art

The information gathered in the Knowledge Exchange (KE) is consistent with these principles. It underlined the desire for the project to reflect all of them.

Genesee Community Charter School Student Recommendations

1. Children should have opportunity to enjoy art as much as adults
 - a. Children love interactive art
 - b. They request play equipment as art (*Speilschiff*)
 - c. Children love to see ordinary things become extraordinary
 - d. Children love lights as art –bright, colorful, cheerful in winter
 - e. Children love to run and play – maybe a maze at MAG?
2. Public art needs to be well-planned and maintained
3. RMSC: oversized object, science-related artwork
4. MAG: sound art, water feature, unstructured play area
5. Make AW2 “a magical place filled with masterpieces.”
6. Don’t limit public art to just ARTWalk

The information gathered in the KE is consistent with these principles. It underlined the desire for the project to especially reflect principles 1a, 2 and 5 listed above.

MAG Plaza Design Workshop

Most important goals/purposes/functions for this space

Connecting People to People & People to Place	Making the MAG Grounds a Wing of the Museum	Creating an Engaging Destination
Big connecting theme that residents and anchor institutions can “own,” possibly connected to the neighborhood, repetitive elements	Artwork should be the most dynamic, highest quality, most astounding	Make this a “must see” – “must experience” destination that is available for activity 24/7/365 with a conscious 4-season day/night design

MAG Plaza Design Workshop (continued)
Most important goals/purposes/functions for this space

Connecting People to People & People to Place	Making the MAG Grounds a Wing of the Museum	Creating an Engaging Destination
Connect the 4 corners — Bridge culturally and physically to polar opposites; friendly, inviting; break down barriers, the fence, distance	Create a setting that encourages public appreciation of art. Making art accessible/educating about art. Connecting people to art.	Create a place of arrival, a commons area, a meeting ground, a place where you want to stay, an outdoor classroom, a backdrop for special moments
Identify this place as the epicenter of the arts neighborhood, extending the vibe of the AWI triangle gathering space down the street, embraced by a unified design aesthetic	Draw visitors onto MAG grounds and bring them into museum. Lead into and connect people to MAG. Extend the invitation to explore MAG by bringing MAG out.	Walker friendly, multi-purpose spaces available for residents, retailers, students, parents, etc.: musicians corner, exercise spots, gardens, lunch, with possible use as a performance venue.
Make a place to identify or connect to oneself	Continuity of creative process	Create a draw for the suburbs to come to the city
Connect to common human element in art	SOTA is future of this gallery	Success story (like the East End)
Design around historical context. Rochester's History is represented. Take advantage of what already exists: Tower, History, Background views	Create an organic connection that reflects the personality/quality of the museum. You should feel like you're at a "community treasure house."	Make a physical space where both short-term and long-term exploration is possible.
We need sitting spots.	Won't be dated or outdated	Highly interactive multi-sensory design – not static; a space that changes
Community involvement on a large scale is a key goal. Increase participation in the whole neighborhood.	Opportunities to build excitement about what's happening at MAG	Stimulate the imagination/active component—multi-level exploration
Way finding to other Culturals is essential. Need way finding.	Transitional Art that will enhance the connection to the MAG	A venue for planned and unplanned artistic activities
Encourage the choice to walk rather than drive.		Contributes to well-being: physical, emotional, economic
Sense of pride		Promotes economic development and NOTA

The information gathered in the KE is consistent with these goals. It underlined the desire for the MAG grounds (and the entire project) to Connect People with People, Connect People to Place, and Create an Engaging Destination.

ARTWalk 2 Concept Design

Shaped by stakeholder input, approved in stakeholder and public meetings, presented to legislators when the project made funding requests

1. “Creative Commons” for the region where residents and visitors can have ongoing creative experiences in a welcoming environment.
2. A region-wide destination with a strong focus on both artistic excellence and community engagement.
3. 6 major interactive anchors: Including a time-based media venue (Digital House), Ribbon Wall (sculptural wall for temporary exhibitions to connect VG with intersection), MAG Welcome Plaza with a prominent corner sculpture and another major new piece deeper into the plaza, a science-based plaza/artwork at RMSC.
4. Public plazas created through public/private partnerships
5. Connective public art
6. Distinctive sidewalks
7. Artist-designed streetscape elements, including artist-deigned fencing and screening
8. Wayfinding signage and historical markers
9. Interactive and Co-created work throughout
10. Respectful and reflective of the community: a cultural neighborhood with museums, educational institutions and a living community of artists. For instance, science art near RMSC, world-class art at MAG, strong community participation throughout.
11. Educational components

The information gathered in the KE is consistent with these goals. It underlined the desire for the project to include principles 1, 2, 4, 9, 10 and 11 listed above.

Interactive Design Workshop #1 – Art Options and Priorities

1. 3 Corners Focus (intersection of Prince Street and University Avenue)
2. Design Integrated plaza with seating and a water feature at the University Tower Apartment Plaza
3. Integrated identity for the intersection of North Goodman Street and University Avenue
4. North Goodman Street Street as an interactive “corridor of light,” potentially also including sound, surface art and sculpture.
5. Interactive art throughout the project, especially at SOTA, the University Tower Apartment Plaza and RMSC.
6. Co-created art throughout the project.
7. A place for non-visual arts: movement, sound, spoken word
8. Surface Art, Light Art and Urban Furnishings at MAG.
9. A child-friendly, interactive Design Integrated space with an environmental/science theme and Urban Furnishings for RMSC.
10. Fund fewer artworks at higher levels.

The information gathered in the KE is consistent with these goals. It underlined the desire for the project to include #s 5, 6, 7, 9, 10 and a unified aesthetic throughout, Light Art and improved lighting.

Interactive Design Workshop #2 – Sidewalks

1. Green strategies and elements
2. Interactive & participatory features (light, sound, footprints, games)
3. Artist-designed and improved lighting
4. Text or language-based interventions
5. Connect destinations, use sidewalks for progressions that lead visitors to different sites
6. A less linear, more relaxed or serpentine shape to the sidewalks

The information gathered in the KE is consistent with these goals. It underlined the desire for the project to include themes 1, 2, 3, 4 and 5 listed above.