

Public Art Ecosystems:

Artpreneurs in the Development Community

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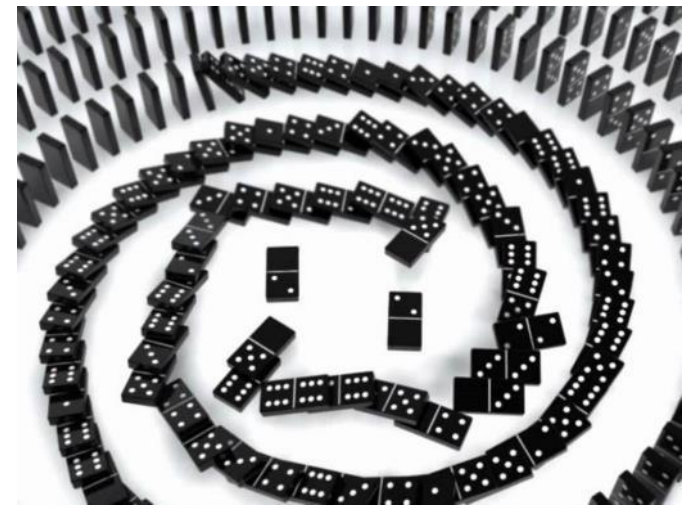
Learning Objectives

1. Explore the concept of a public art ecosystem.
2. Understand the historical value of public art in communities
3. Define the community
4. Discuss opportunities & challenges
5. Define the next generation of Artpreneurs
6. Summarize the impact of strong public art ecosystems



ECO Public Art SYSTEMS

An interconnected network; one element or entity that feeds into the next and each component is dependent on the entire system.



ECOSYSTEMS



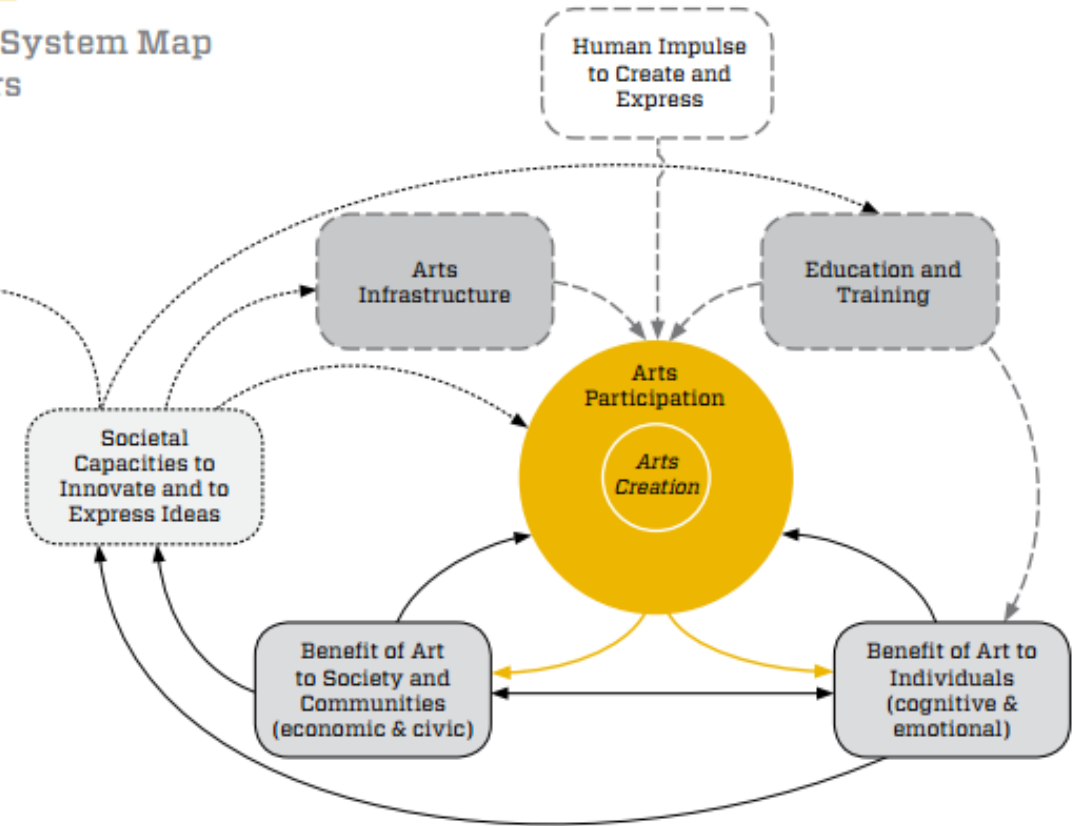
ILLUSTRATION 2

How Art Works System Map with Multipliers

- Markets and Subsidies
- Politics
- Technology
- Demographics and Cultural Traditions
- Space and Time

"System Multipliers" hit the system in complex and subtle ways to influence system dynamics over time

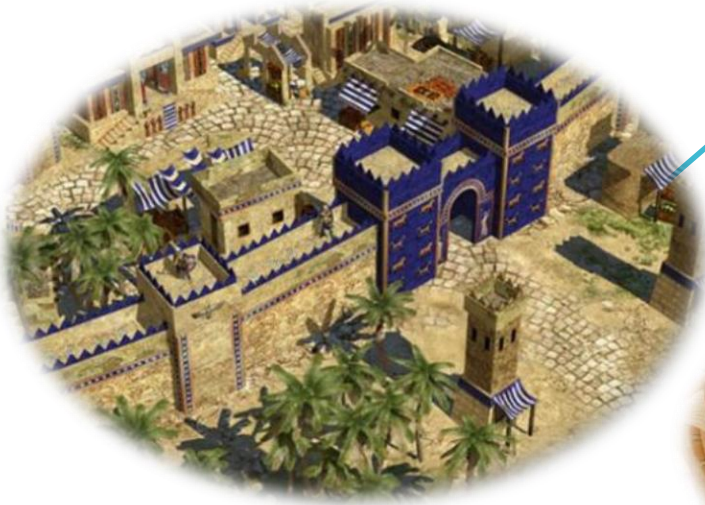
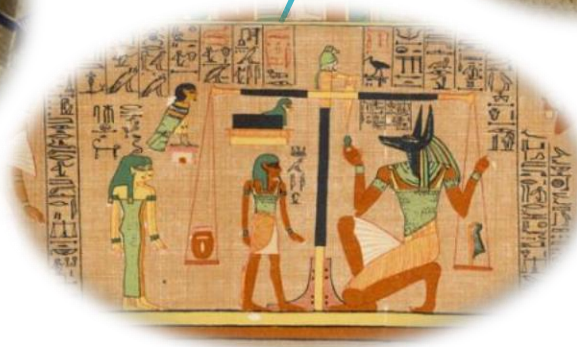
- Inputs
- Art
- Quality-of-Life Outcomes
- Broader Societal Impact

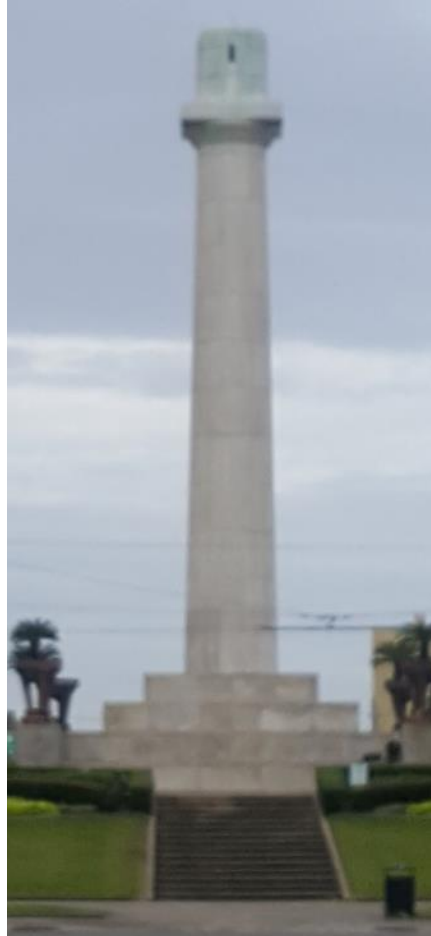


ART

1. Understand the historical value of public art.

The Evolution of Art





Art & Culture



art that is in the public realm, regardless of whether it is situated on public or private property or whether it has been purchased with public or private money.

~ some artist named Tate

When did ART become Public?



What is Public Art?

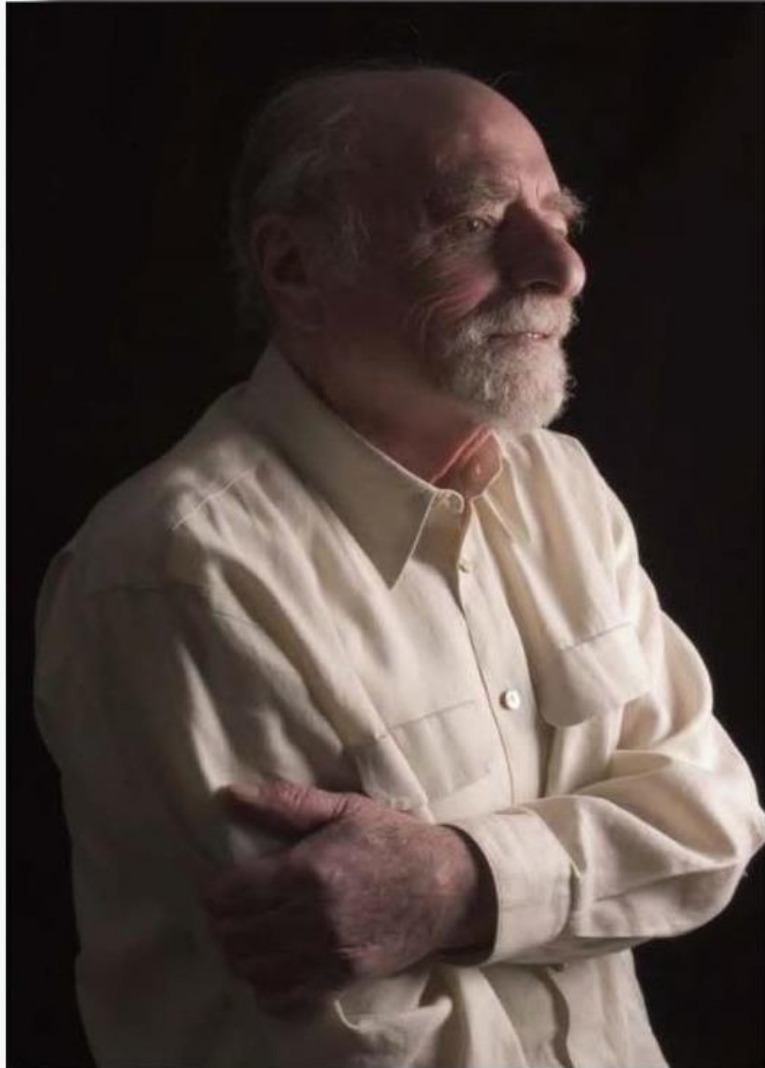
often site-specific, **meaning** it is created in response to the place and community in which it resides.

~ *Americans for the Arts.*

2. Define the Community.

RESTON, VA

Robert E. Simon, Jr. (1914-2015)



Founding Principles

Master Plan

*Creating the
community's
vision...*

LAKE ANNE VILLAGE CENTER



The Underpass (1965), Gonzalo Fonseca



The Underpass (detail) (1965), Gonzalo Fonseca

Photos: Charlotte Geary



Plaza Fountain (1965), James Rossant

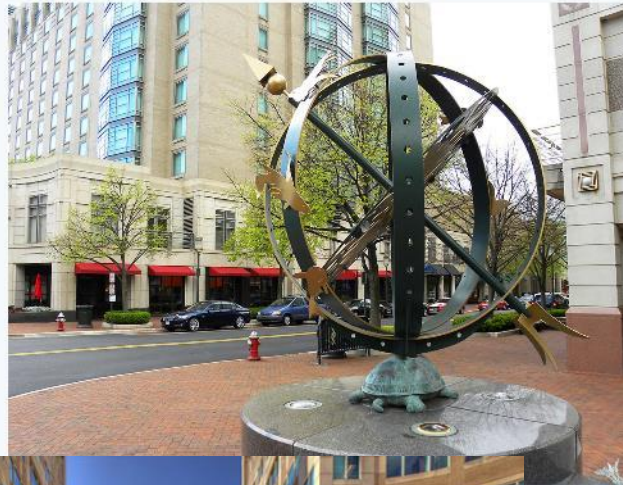


The Pyramid (1965), James Rossant

RESTON TOWN CENTER



Mercury Fountain (1990), Saint Clair Cemin
Photo: Charlotte Geary



Orbs (1990), RTKL, Inc. of Baltimore

PUBLIC ART RESTON



Reston Rondo (2014), Mary Ann Mears



A Bird in the Hand (2015-2017), Patrick Dougherty



Emerge (2010), Valerie Theberge



Simon (2016), South Lakes High School STEAM Team

PUBLIC ART IN RESTON





PUBLIC ART



WORLD-CLASS
WORKFORCE



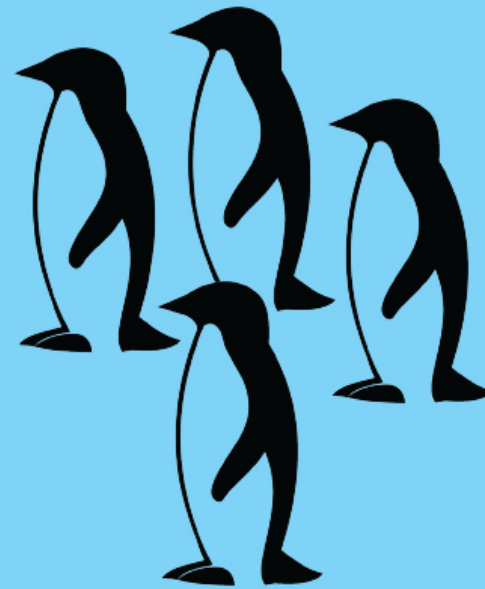
MAX
ROI



Community Investment...

3. Discuss Opportunities & Challenges.

The Challenges



FOMO



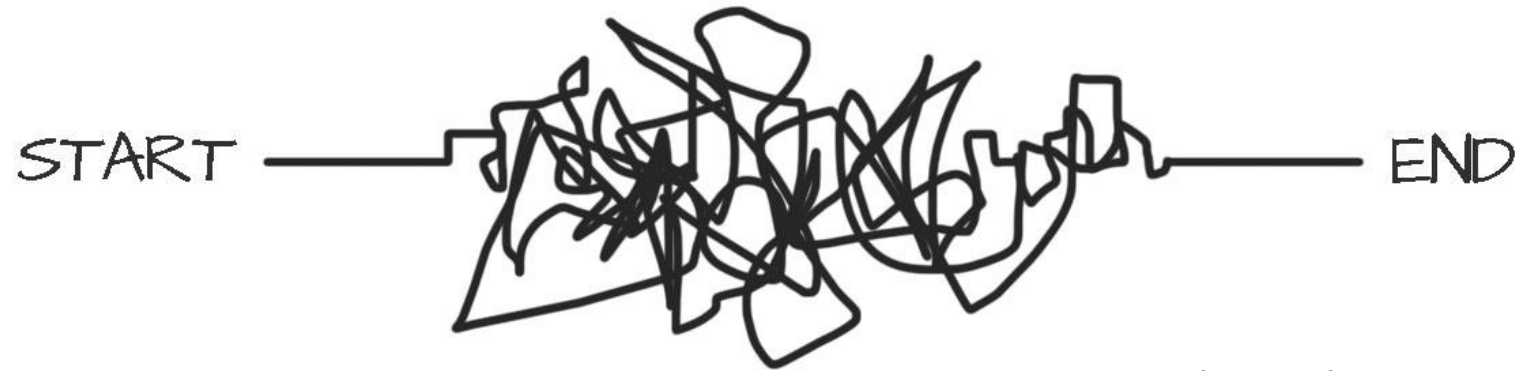
Theodysseyonline.com

The world at our
Fingertips

Fear of missing
out

The Challenges

THE CREATIVE PROCESS

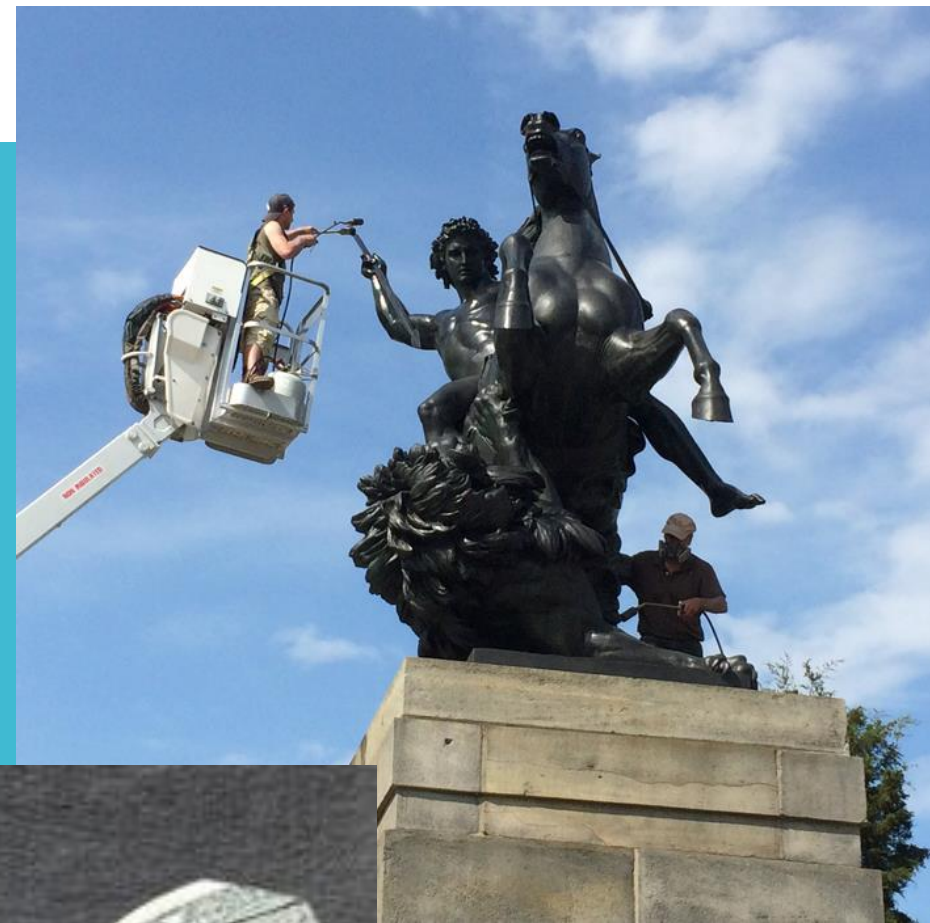


Thevirtualinstructor.com

Industrial Land Development Process



The Challenges



The Challenges



The Challenges

Why do people attend THE ARTS?

ATTITUDE

How one views one's own social status affects attendance.

Lifestyles of Arts-Goers

50% of Adults attend the arts with friends

68% of Parents of children under 6 go to socialize

Young Adults who are full-time students attend most in the 18–34 age group

Retirees go to experience high-quality art

ATTITUDE

Adults with no high school diploma/ lowest income attend the arts to learn (76%).

MOTIVATIONS

73% To Socialize with friends or family

64% To Learn new things

63% To Experience high-quality art

51% To Support the community

ATTITUDE

First-generation immigrants are more likely than the average arts-goer to attend on their own.

Values of Arts Participants

83% Being devoted and loyal

76% Listening to other perspectives

60% Being creative, original

47% Trying new things

28% Enjoying the excitement, adventure, and risk-taking

BARRIERS

47% Time

38% Cost

37% Access

22% No One To Go With

ATTITUDE

Despite similar incomes, only 48% who identified as working class attended; 67% of middle class did.

particularly true for older adults

Ideas to reach the missing audience

Couple **low-cost admission** with learning-focused programming

Increase **community engagement**

Provide **opportunities to socialize** and experience new art forms

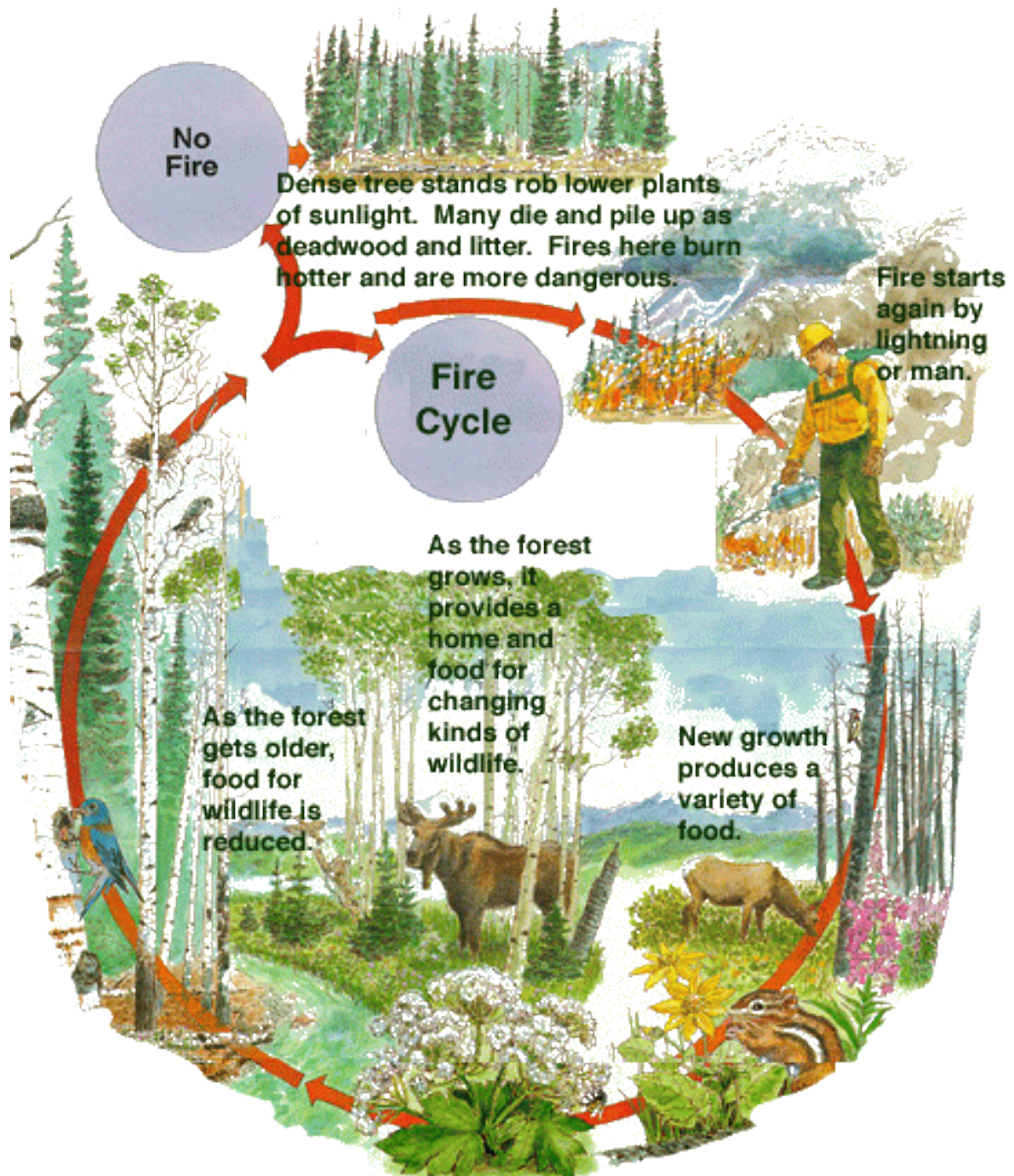
Market to couples deciding on "date night" options

Address the motivations and barriers and change perceptions and behaviors!

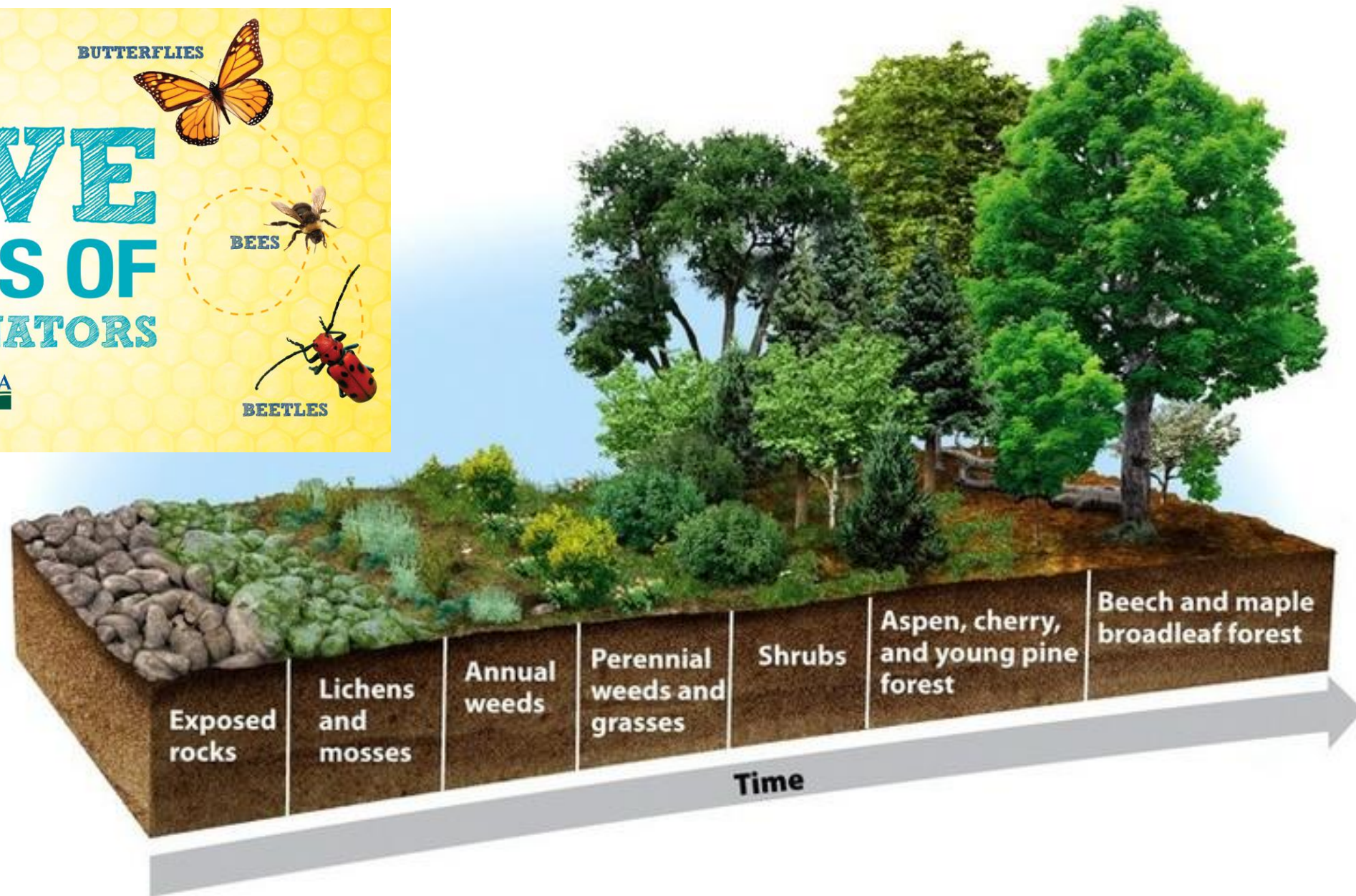
*Life cycles of
ecosystems*



Life cycles of ecosystems



The Opportunities



The Opportunities

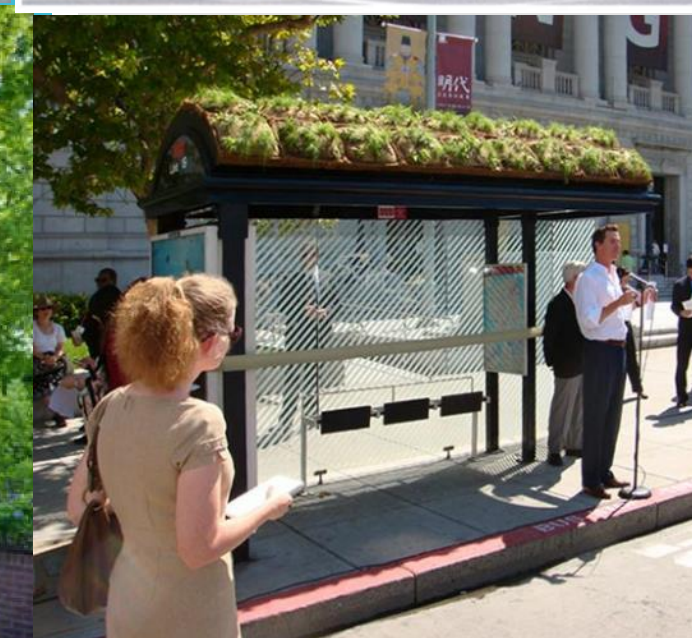


Banksy



Jan Vormann

The Opportunities



The Opportunities -Transportation



The Opportunities -Transportation



4. Define the next generation of Artpreneurs.

Arts
on the
Block

the PROCESS of...

enriching
youth and
communities
through
the power
of art



4. Define the next generation of Artpreneurs (continued...)



the
SKILL





Public Art



Public Art

5. Summarize the impact of strong public art ecosystems.

the End..... Or is it?