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 SYSTEMS

Public Art

An interconnected network; one element or entity that feeds into the next and each component is dependent on the entire system.
ILLUSTRATION 2

How Art Works System Map with Multipliers

- Meritocracy & Subsidies
- Politics
- Technology
- Demographics & Cultural Traditions
- Space & Time

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

Human Impulse to Create and Express

Arts Infrastructure

Education and Training

Arts Participation

Societal Capacities to Innovate and to Express Ideas

Benefit of Art to Society and Communities (economic & civic)

Benefit of Art to Individuals (cognitive & emotional)
1. Understand the historical value of public 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.
Creating the community’s vision...

Founding Principles
Master Plan
LAKE ANNE VILLAGE CENTER

The Underpass (1965), Gonzalo Fonseca

The Underpass (detail) (1965), Gonzalo Fonseca

Plaza Fountain (1965), James Rossant

The Pyramid (1965), James Rossant

Photos: Charlotte Geary
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
Community Investment...
3. Discuss Opportunities & Challenges.
The Challenges

The world at our Fingertips

Fear of missing out
## The Challenges

**THE CREATIVE PROCESS**

![Creative Process Diagram](https://thevirtualinstructor.com)

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### Industrial Land Development Process

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The Challenges
The Challenges

Traditional Cities and Towns

Cities with unique culture

Your Work Force
(especially young creative class)
The Challenges

Why do people attend THE ARTS?

**MOTIVATIONS**

- **73%** To Socialize with friends or family
- **64%** To Learn new things
- **63%** To Experience high-quality art
- **51%** To Support the community

**BARRIERS**

- **47%** Time
- **38%** Cost
- **37%** Access
- **22%** No One To Go With

**Lifestyles of Arts-Goers**

- **50%** Adults attend the arts with friends
- **68%** 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

**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

**ATTITUDE**

- How one views one's own social status affects attendance.
- First-generation immigrants are more likely than the average arts-goer to attend on their own.

**ATTITUDE**

- Despite similar incomes, only 40% of Americans identify with working-class attended, 67% of middle-class did.

I ideas to reach the missing audience

- Couple low-cost admission with learning-focused programs
- 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!

Source: When Going chilly, National Endowment for the Arts
Life cycles of ecosystems
Life cycles of ecosystems

Dense tree stands rob lower plants of sunlight. Many die and pile up as deadwood and litter. Fires here burn hotter and are more dangerous.

Fire Cycle

As the forest grows, it provides a home and food for changing kinds of wildlife.

As the forest gets older, food for wildlife is reduced.

New growth produces a variety of food.

Fire starts again by lightning or man.

No Fire

Life cycles of ecosystems
The Opportunities

**FIVE TYPES OF POLLINATORS**

- Butterflies
- Bees
- Beetles
- Birds
- Bats

![Diagram showing the development of a forest over time from exposed rocks, lichens and mosses, annual weeds, perennial weeds and grasses, shrubs, aspen, cherry, and young pine forest, to beech and maple broadleaf forest.](image-url)
The Opportunities
The Opportunities
The Opportunities - Transportation
The Opportunities - Transportation
4. Define the next generation of Artpreneurs.

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?