Workshop #9: Beyond The One-Shot Deal

FEBRUARY 25, 2014

What are the opportunities for art in new development beyond the "statue in the lobby?" How can those opportunities be realized -- and how are they being realized? Are there economic models that, when applied, allow for a long-term relationship between art and creativity on the one hand and real estate development on the other. Can art be integrated into a development's long-term operation -- whether the development is affordable housing, mixed-income housing, or mixed-use?

The lead "explorers" in this workshop included Mark Matel, Rose Architecture Fellow and Project Manager for the Bartlett Yard affordable housing project; Sebastian Mariscal, principal with Sebastian Mariscal Studio and designer/developer of new mixed-income/mixed-use Parker & Terrace Development in Mission Hill; and artist Cedric Douglas, many of whose works appeared this summer at Bartlett Yard and who is a finalist for a permanent installation at Upham's Corner.

Mariscal:
- Art leaking into the streets
- Decorative arena: typical hotel lobby, separation between human being and the art: how to change this?
- Art as a holistic phenomenon
- Physical integration:
  - Block building as barrier, with little space for art
  - Instead, create spaces for art – blank canvases
  - Invite city to come in
- Social integration
  - Various art forms, interacting with expressions of our time
- Mission Hill:
  - Share values
  - Community courtyards, plus private open green spaces
  - Courtyard as “blank canvas”
- Think of building as continuation of the city
- Allow for unplanned activities
- “Art in an energized place”

Matel:
- “Art as a community development tool”
- “collect the data...build momentum...tell the story”
- Importance of public spaces!!
- Intelligent partnerships
• Set up infrastructure for innovation to happen
• How to link this to revenues for artists
• How to marry art to development/integrating small increments to make scale
  o Incremental charges on top of usual charges:
  o Creating revenue streams through the building itself
  o [Do you run out of locations??]
  o Developer gets foot traffic!!
  o Could it work for an office building?

Douglas:
• Connections between design world and graffiti
• [development that includes a public art gallery]
• Artist’s role in community development