

Notes From Workshop #24: Food And Arts: A Marriage In The Public Market

JANUARY 26, 2016

FROM THE WORKSHOP ANNOUNCEMENT:

What kinds of installations, performances, and interactive engagement will work in the Boston Public Market/The KITCHEN?

What does, or could, a marriage between food and art look like?

Are there ways to incorporate into this new generation of activation other elements within the Trustees' portfolio – which now includes The KITCHEN – of community gardens and open space?

Helping to frame up this brainstorming workshop were: John Vasconcellos, formerly Senior Regional Director, Boston and the Southeast, for The Trustees; Cheryl Cronin, CEO of The Boston Public Market; and Mackenzie Sehlke, Assistant Market Manager, Programming.

This will be the start of a long-term initiative, and we'll be announcing next steps at the workshop itself.

Workshop participant responses/recommendations, by category:

1. Illumination

- Outside: projections/light shows/lasers/lighted sculptures
- Signature art piece: cf. BSA Green Staircase
- Simple, but fun, signage

2. Marketing/communications

- Need to communicate experience to those who may be interested (both in- and out-of-town)
- Consider building's visibility
- Generate attention/curiosity via building mapping, projections, art
- Lighting: opportunity for contemporary projection on exterior

3. Vendor engagement

- Programming: vendors bring live music from their area/farm/town
- Local music/local food
- Screens in market with recipe ideas, based on specific ingredients from vendors
- Branded bags with spaces for vendor-specific info stickers

4. Civic engagement

- Outside "directional" interventions/art that lead people to the BPM/KITCHEN
- Live streaming video of kitchen activities, visible in the market and/or on the street

- Create a “community table,” instead of a buffet experience: people talk about their food experiences/share recipes/knowledge
- Field trips: from schools to market, AND from market to schools, via truck/bus
- Students study grocery/market layout, food production, entrepreneurship, design
- Traveling empty school bus w/pop-up kitchen
- Farm visits: sign up at Market
- Culinary competitions: different age groups
- Interview people: experience in the market; sound bites for media

Develop a BPM/Kitchen app, to include:

Storytelling (about vendors, farms)

Pop-up BPM/Kitchen-branded stall(s) to be placed in different communities

Community Garden “State Fair” – e.g., which garden has the best tomato?

Connect Market to:

Local gardens

Economic diversity

Cultural diversity

5. Partnerships: “home-made food,” “home-made art”

Bring artists/artisans into Kitchen to demonstrate

- Metal fabrication
- Woodworking
- Letterpress printing

Find out what surrounding groups/businesses/organizations do/need, and find a connection via the content of the Market/Kitchen.

Promote homesteading programming:

- Canning, cheese-making, kombucha-making, candle-making, etc.
- Give space over to craft market once/month or so, focused on food-farm-related items
- Work with region-wide waterfront fish businesses, including fishermen/women

6. Food-as-art

- Vegetable art
- Latte art
- Competitions for all ages to make food art

7. Venue

- Extend market and kitchen images/atmosphere/character into (throughout) other parts of the building
- Kitchen doesn’t look inviting from street; looks like private space: make it look exciting
- Both BPM and Kitchen need to be or feel “messier”
- Make the street entrance the primary entrance

Activate the public/private perimeter – i.e., the outside edges around the building

- Flowers, stands with produce, street performers, painted murals on sidewalks

Add art in hallway + lighting + vendor programming and art in hallway: call it *Nourish*

- Art installation in hallway, changeable, a la Dewey Square
- Overall, plan for/implement ongoing series of temporary installations throughout the two spaces