

Work created by: UMD Art, Architecture, & Landscape Architecture students enrolled in "Making Place." Supported by: The City of College Park; The UMD Partnership for Action Learning for Sustainability; & The UMD Academy of Innovation & Entrepreneurship.

**MAKING PLACE WORK:
PUBLIC ART & DESIGN ON THE BORDER
OPENING: MAY 11, 6:30, SOUTHGATE PARK
MAY 11-16, 2015**

Prof. Ronit Eisenbach, rze@umd.edu

Prof. John Ruppert, ruppertj@umd.edu

Prof. Gerrit Knaap, gknaap@umd.edu

Student Presenter: Prakruti Hoskere, prakruti.hoskere@gmail.com

<https://makingplaceumd.wordpress.com/>



- Creative Placemaking: Art + Place?
- Course Vision + Structure
 - Interviews, Inspirations & Observations
 - Guerrilla Art aka “A Breeze of Art”
 - Making Place
- Moving Forward?
 - Opportunities, challenges and constraints
 - Building upon observations and desire
 - Maintaining the spirit of collaboration between city and students
 - Leveraging Development & Investment to increase Art in community

To build a context and expand our knowledge our class had many visitors. These included, public artists and designers, policy makers, city and government officials. Among our visitors was:

Jason Schupbach
Director of Design Programs +
Visual Arts Division Team Leader
National Endowment of the Arts



To build a context for you about our work we would like to share some of his slides. They have a green background.

**What do the ARTS have to
do with PLACE?**

**Why is this relevant to a
conversation about
“sustainable”
communities?**

What Millennials Want—And Why Cities Are Right to Pay Them So Much Attention

ANTHONY FLINT MAY 05, 2014 102 COMMENTS



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The Soul of the Community Survey

**A three-year survey supported by the Knight
Foundation and conducted by Gallup
posed the questions:**

**Why do you love living where
you live?**

<http://knightfoundation.org/sotc/>

The Soul of the Community Survey

A three-year survey supported by the Knight Foundation and conducted by Gallup posed the questions:

What attaches people to the places they live?

<http://knightfoundation.org/sotc/>

The Soul of the Community Survey

A three-year survey supported by the Knight Foundation and conducted by Gallup posed the questions:

Which domains are most related to community attachment?

<http://knightfoundation.org/sotc/>

These are NOT among the top three:

Jobs

Transit

Safety

Environment

Schools

Businesses

The top 3 reasons why people want to live in a place are:

SOCIAL OFFERINGS

SOCIAL OFFERINGS

OPENNESS

SOCIAL OFFERINGS
OPENNESS
AESTHETICS

Everyone talks about the list on the left. Arts are on the side.

Jobs

Transit

Safety

Environment

Schools

Businesses

Arts

Given research, it is now clear that art should be part of dialogue

Jobs

Transit

Safety

Arts

Environment

Schools

Businesses

CREATIVE PLACEMAKING

In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and design activities.

- Markusen, A. & Gawda, A (2010) Creative Placemaking

NEA's Our Town Grant Program and ArtPlace America Grants support this work.

“MAKING PLACE” COURSE VISION

“Making Place” will be a mini Creative Place-Making effort in College Park.

Through interviews, observations and spatial analysis participants will identify obstacles and opportunities to improving the character and experience of the city.

Students will offer a taste of how College Park streets, public spaces, and campus edges could be transformed through the playful addition of ephemeral art that brings a sense of delight, wonder and the possibility of a reimagined and vibrant college town.

“MAKING PLACE” STRUCTURE

Taught by faculty from three different disciplines, Ronit Eisenbach Architecture, John Ruppert Sculpture, & Gerrit Knaap Urban Planning & Economics and the Director, National Center for Smart Growth

Who: Undergrad and Grad students of Art, Architecture & Landscape Architecture

Supported by two new UMD initiatives: Academy for Innovation & Entrepreneurship and the Partnership for Action Learning in Sustainability (PALS) & the City of College Park

“MAKING PLACE” STRUCTURE

Phase 1:

Immersion & Skillbuilding: Assigned reading in relevant disciplines, seek and examine precedents, lectures and feedback from UMD and CP stakeholders, Terry Schum and Bill Gardiner, Eric Olson, UMD Development team, as well as Public artists, Architects, policy makers and experts working in this arena.

Phase 2:

Local Interviews, on-site observation, Reflection, Analysis

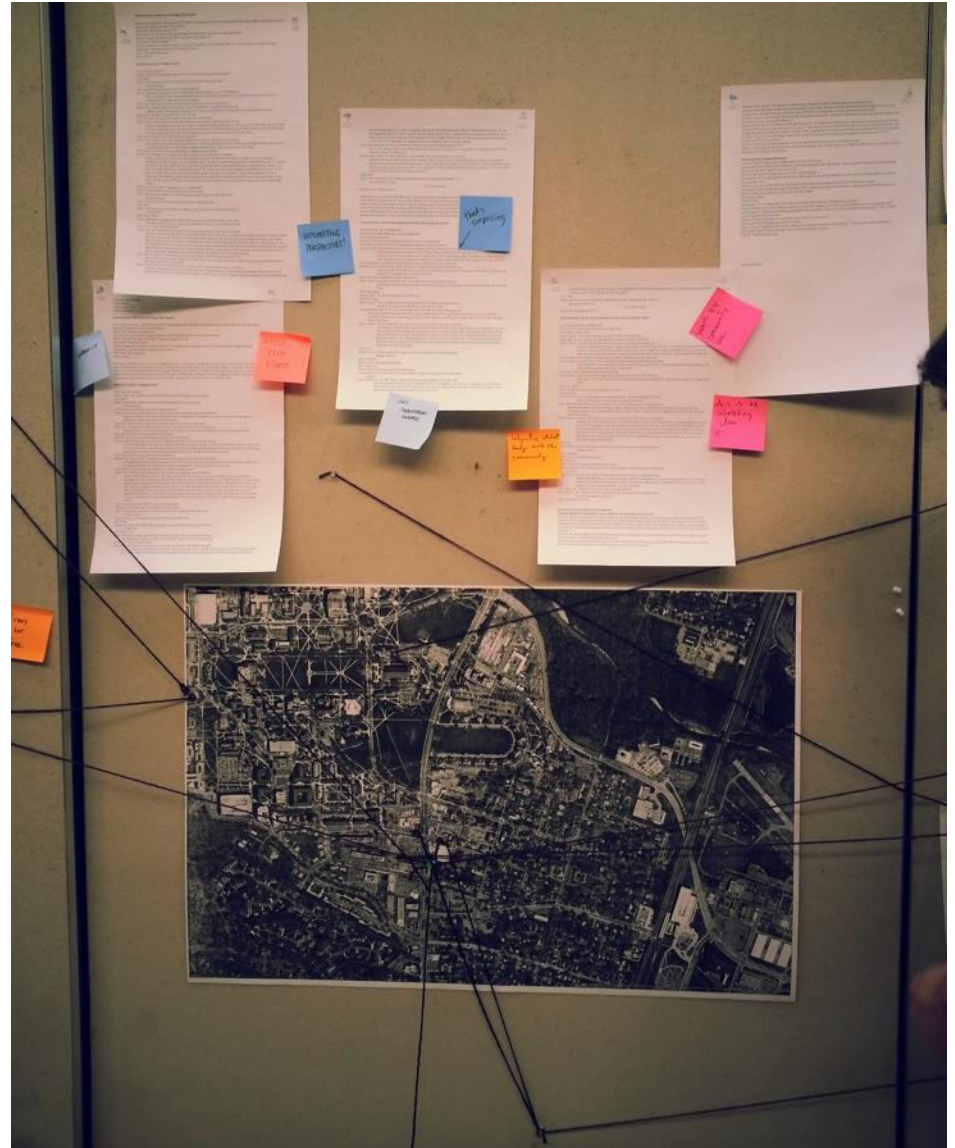
Phase 3:

Envision, Test, Reflect, Design, Build in Place, Observe

Phase 4:

Public Presentation, Reflection, Imagine

INTERVIEWS & OBSERVATIONS

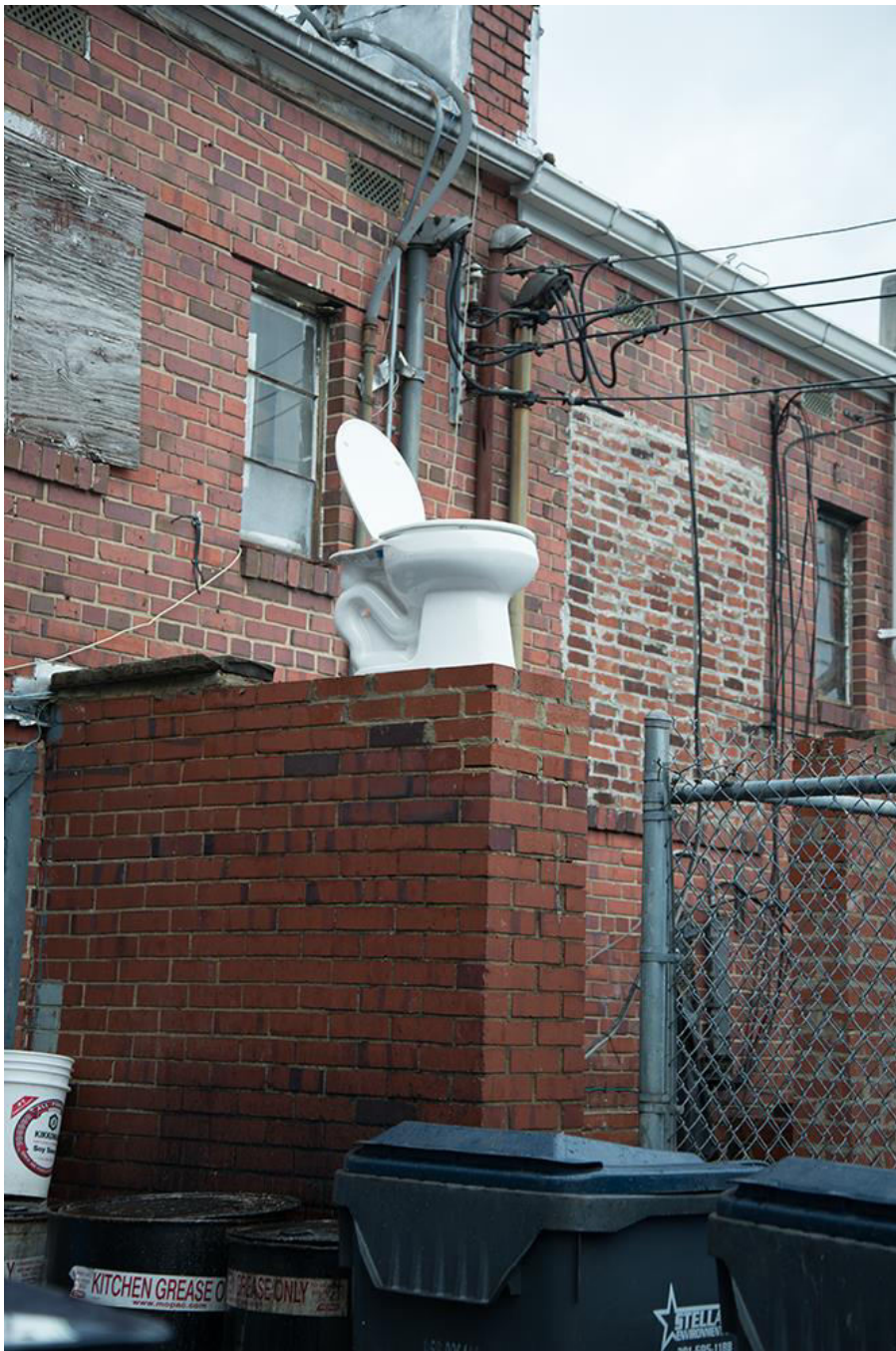


Student Interviews with College Park Residents were transcribed and geo-located

“GUERRILLA ART”



How can we add a sense of play and retain a sense of the past?



A sense of the unexpected?

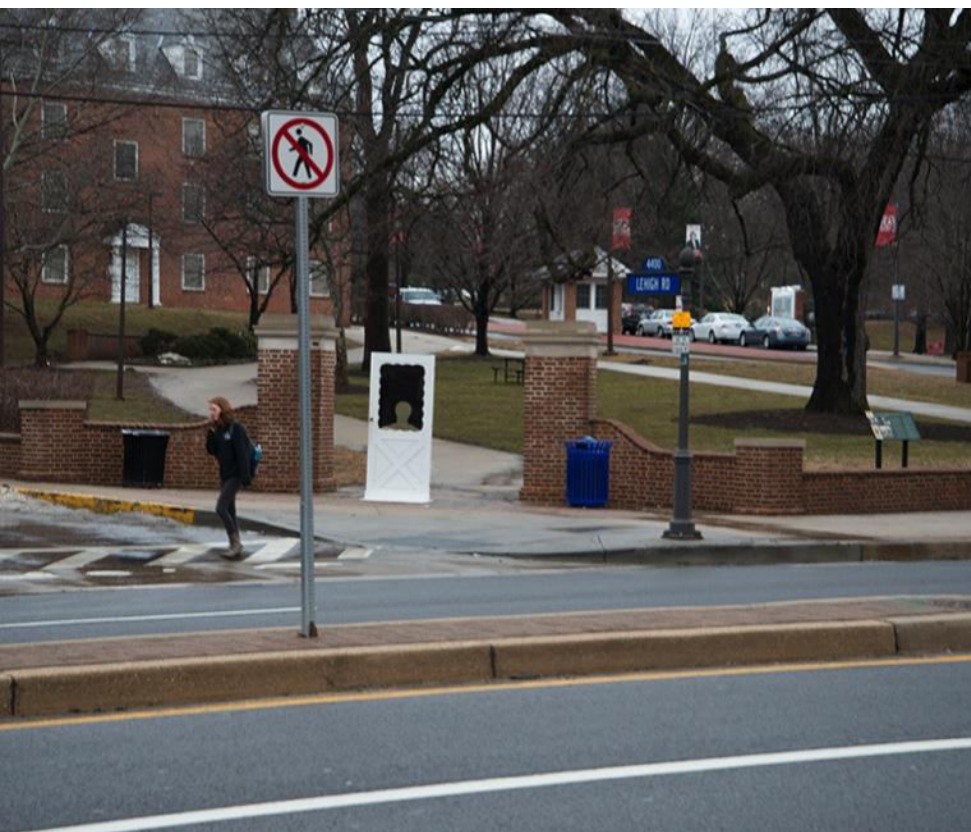


A sense of play and playfulness?



A pause? A connection across Route 1? Build an increased attentiveness to place?





Is the wall a barrier or an invitation? What should the boundary between UMD and City be like? How do we want people to feel?



How can we increase a sense of connectivity and pride in College Park?
How can we build the Identity of College Park?

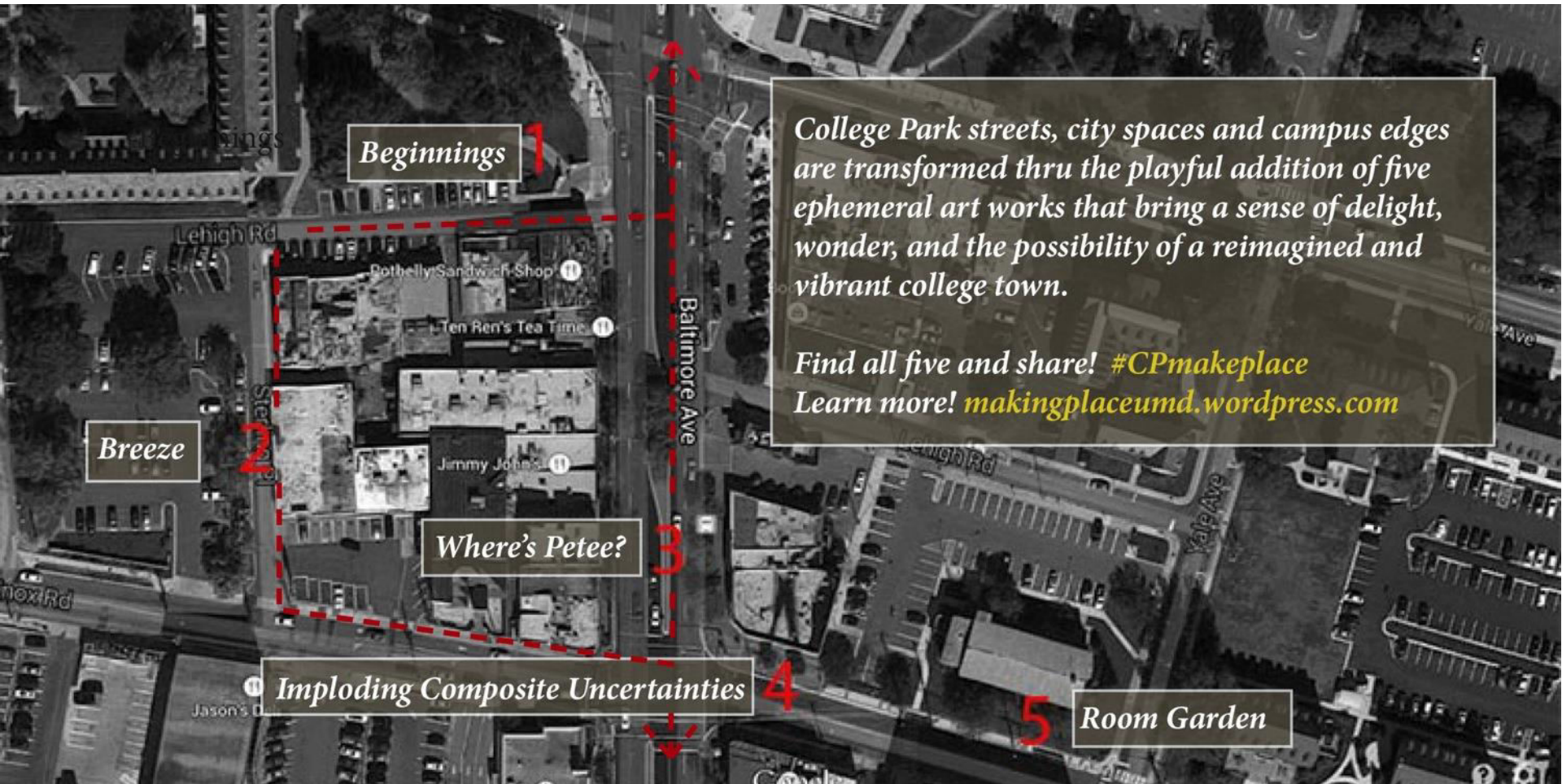


How could we instill a sense of wonder? Beauty?



Create a place to pause?

MAKING PLACE FINAL PROJECTS



Built by teams after distilling individual ideas, these five projects were meant to last for a week, urban acupuncture that would excite, delight and spark dialogue.

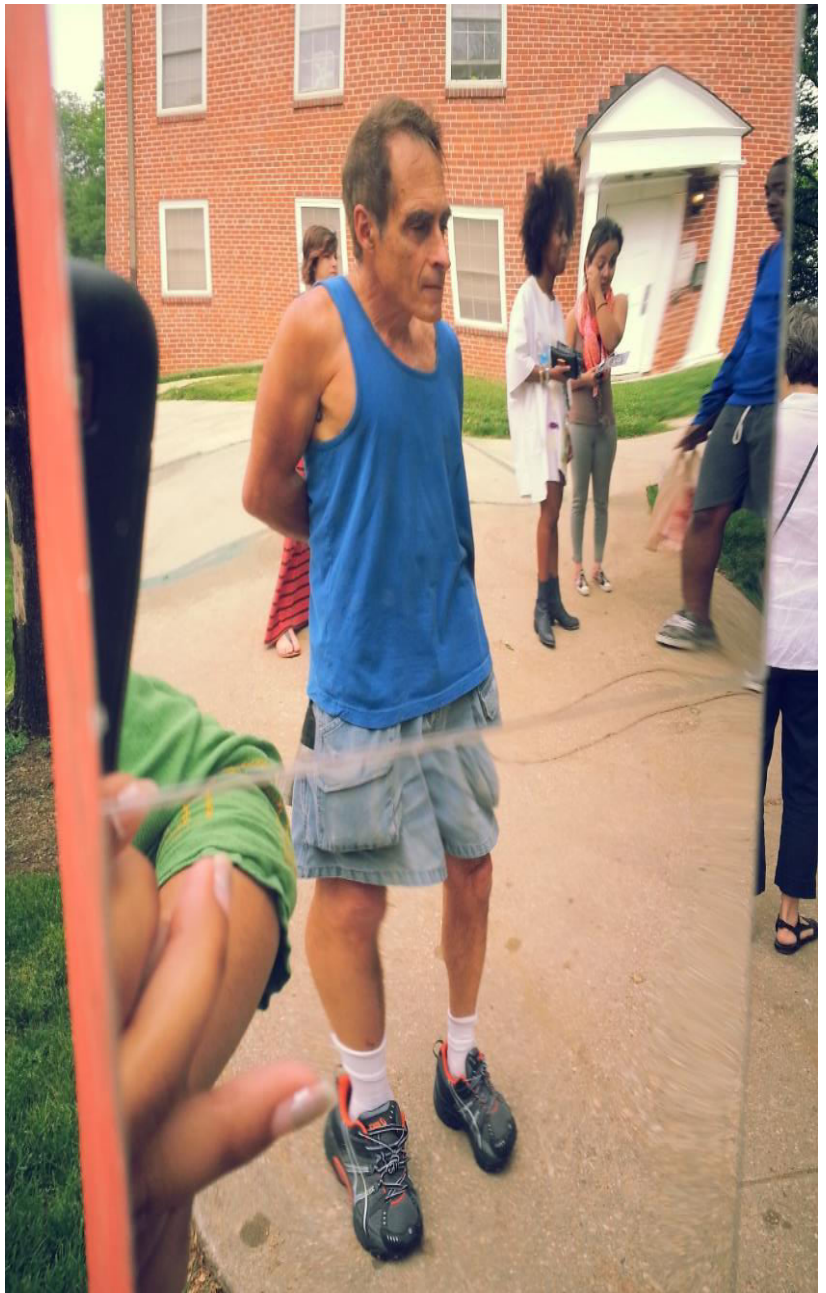
BEGINNINGS

Wadiyah Akbar, Eloy Areu, Jessica Brown, Thomas Geppi, and Varsha Iyengar.

The University's iconic brick wall, while an effective marker of the institutions' boundary, also creates a sense of separation between the town and campus. *How can we change this implicit meaning?* **Beginnings** creates a visual marker that invites people coming from town to cross the threshold and creates a more visually engaging experience for those approaching the city from campus. The result is a transformation of a currently uninviting break between the two communities into a temporary, but effective, transition space, one that we hope suggests a reevaluation of the existing boundary and celebrates the potential for porosity and cross-fertilization.



‘BEGINNINGS’



BREEZE

Megan Beveridge, Lauren Lee, and Josh Nelson.

Breeze offers a pathway in which time slows down.

Air movement, whether its source is human or wind, causes the paper to flutter and shift, activates a tinkling presence and creates an unexpected dream-like experience that differs in light and darkness.



WHERE'S PETEE?

Vanessa Liminski

Look carefully and you will find Petee's shadow on the marked route interacting with traffic signs, trash cans, fire extinguishers, transformer boxes and other objects. Petee's presence suggests different types of little stories relating to his surroundings. Perhaps they lead you to consider, "what can I see? whom can I meet? how can I create my own story while walking? where do these stories lead? why? Follow Petee and discover where he is going and what he is doing. Perhaps your walk is more pleasant thru Petee's presence? Where Petee disappears, another artwork appears. Petee will reappear again somewhere nearby to continue his wandering towards the next piece. And on his walk, little adventures happen...





IMPLoding COMPOSITE UNCERTAINTIES

Ayana Cotton, Edward Gough V, and Azadeh Babaei

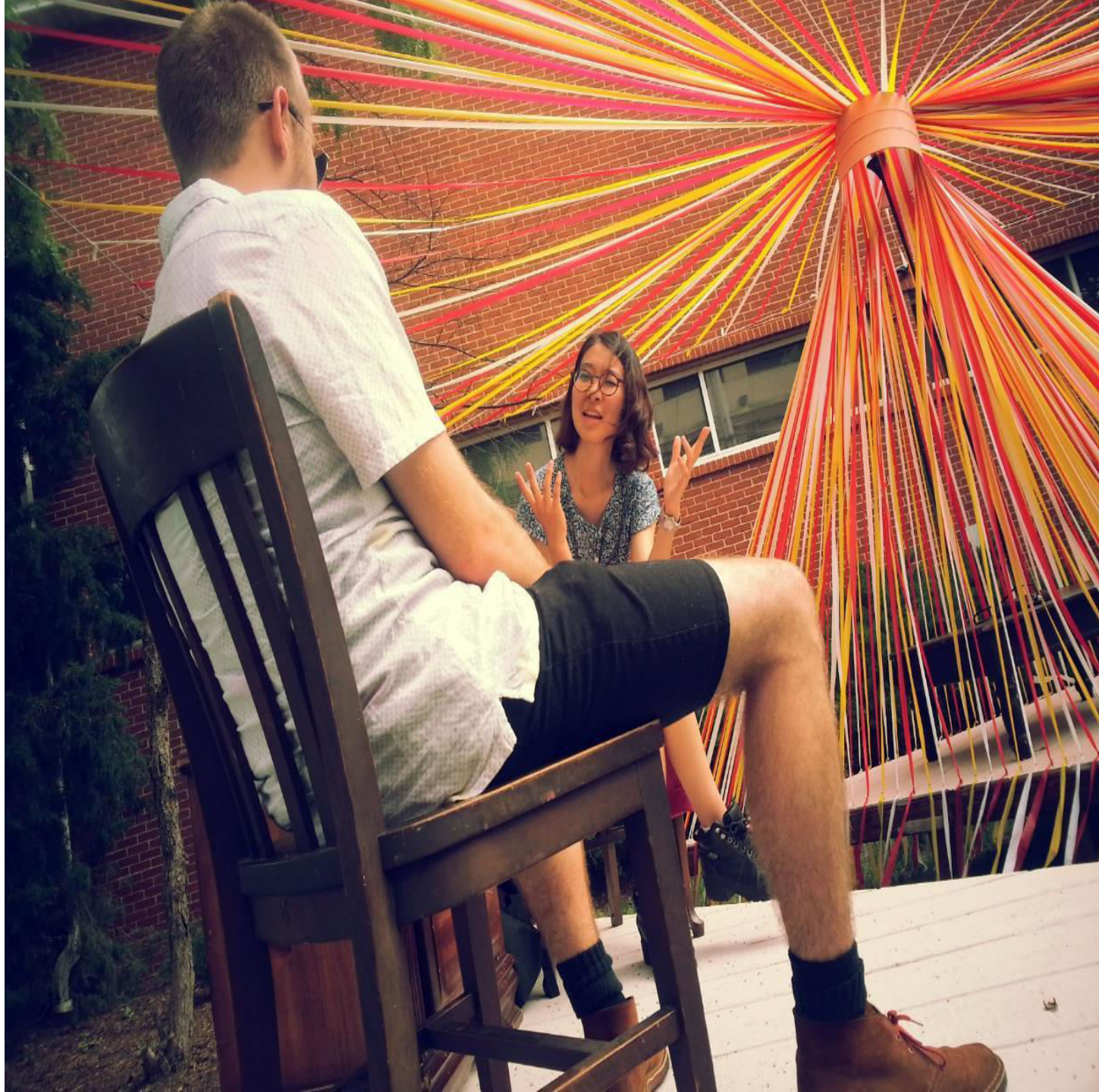
What if an extra-terrestrial object actually crashed and cratered into College Park's surface? Would such an event transform this banal place into one that stimulated a sense of wonder, awe, and insightful skepticism? Would this arrival bridge the campus and the city in unexpected ways? Referencing the language of planetary bodies, stellar formations, and extra-terrestrial life, ICU was launched to promote curiosity, relaxation, and greater discourse about our place within the Universe. Sited between two planters and benches, referencing natural earth processes and human interventions, ICU hints at other structures, processes and life forms within our galaxy.



ROOM GARDEN

Andrew Burans, Jonathan Gemmell, Prakruti Hoskere, and William Weiler

Room Garden offers a place to rest, enjoy the surroundings and support interaction between the town population and student body. *What kinds of conversation and activities could occur if such a place were provided in this border area?* It was an idea worth testing. And so we created a cohesive, fun environment that takes advantage of an under-utilized green space. Domestic furniture located outside suggests a place of safety beyond one's home. Raised platforms provide a place to sit and converse. A multi-colored canopy shapes space and adds life through color and form. *Just imagine what a safe, quiet, unique place such as this might bring?*



MOVING FORWARD...

- Consider if and how “The Soul of the City” conclusions might apply to College Park.
- Look at NEA Our Town and ArtPlace America Grantees.
- Consider observations and aspirations raised by class and interviewees about desire for art, public space, green space, places of exchange, quiet places, lack of connectivity, lack of support for pedestrian, identity, activity, uniqueness and delight.
- Maintain & Develop the spirit of collaboration between City and students to improve place.

MOVING FORWARD...

- Look to other communities who are employing Arts & Culture to enhance their communities and create shared experiences...Arlington, Takoma Park, Long Branch, DC, Hyattsville, Mt. Ranier, Chestertown, Baltimore... for ideas and funding strategies.
- Consider a Public Art Master Plan
- Seek and be open to the added value that artists and designers can play as partners in the planning process of change.

THANK YOU!!!

Students:

Wadiah Akbar

Eloy Areu

Asadeh Babaei

Megan Beveridge

Jessica Brown

Andrew Burans

Ayana Zaire Cotton

Jonathan Gemmell

Thomas Geppi

Edward Gough

Prakruti Hoskere

Varska Iyengar

Lauren Lee

Vanessa Liminski

Joshua Nelson

William Weiler

Faculty:

Ronit Eisenbach, Architecture

Gerrit Knaap, Urban Planning

John Ruppert, Studio Art

Dane Winkler, Grad Assistant