

Creative Placemaking: A (very) Little Context

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PLACE

- Place = space + “something” (Menin)
- “Place is a space imbued with meaning”
(attributed to Walter Benjamin)

PLACE-making

- Urban planning
- Public art
- Community cultural development



Creative Placemaking and Public Policy

- Our Town program of the National Endowment for the Arts
- ArtPlace America



3 Complementary Definitions

1. NEA: Creative placemaking projects strategically link communities and local governments with artists, designers, and arts organizations to improve quality of life, create a sense of place, and revitalize local economies.

3 Complementary Definitions

2. ArtPlace America: projects in which art plays an intentional and integrated role in place-based community planning and development. This brings artists, arts organizations, and artistic activity into the suite of placemaking strategies pioneered by Jane Jacobs and her colleagues, who believed that community development must be locally informed, human-centric, and holistic.

3 Complementary Definitions

3. Kresge Foundation: the deliberate integration of arts and culture in revitalization work



Creative Placemaking

- ...sometimes/often means creative placeKEEPING
- ...seeks to build stronger communities by networking the nonprofit and for-profit arts and culture sectors with residents, business interests, and local governments
- ...can lead to *endogenous* growth and stability
- ...has political and social implications
- ...is a collaborative endeavor