

INTEGRATING ART INTO THE BUILT ENVIRONMENT: DESIGN EXCELLENCE IN PUBLIC PLACES

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Rosalyn Elder, Chair, BSA Public Art Initiative

Christina Lanzl, Chair, BSA Placemaking Network

A. Typology of Art in Public Places

- Discrete object
- Integration of public art and architecture
- Master planning
- Urban design/placemaking
- Temporary installations/sculpture
- Arts and community development program

Art in public places is accessible to the public, it typically reflects an awareness of its site, both physically and socially, and, most importantly, art in public places involves community process in its creation.

B. Significance of Art in Public Places in Massachusetts

Presentation of select projects by state agencies/authorities, municipalities, institutions, and from the private sector.

Design excellence

- Contributes to the enhancement of a cityscape, creates a sense of place, or improves the design qualities of public infrastructure
- Enlivens public space by creating a sense of serendipity and discovery

Fosters civic participation and community support of our public spaces

- Promotes local urban and economic development by creating opportunities
- Gives a sense of community identity through unique functional elements

Enriches our cultural legacy

- Makes sense of communities by creating landmarks, directional elements, and defining neighborhoods and districts
- Fosters collective memory and gives meaning to place by recalling local and regional history.
- Gives visual expression to local cultural identity

C. Massachusetts Workforce Statistics

- Among all 50 states, Massachusetts ranks #1 in the number of architects as a percentage of the total workforce, #2 in the number of designers, and #4 in the number of artists.
- Nonprofit cultural organizations employ 37,000 workers.

- 57,000 Massachusetts workers are employed in artistic occupations or 3.3% of workforce.
- Tourism is the state's third-largest industry. It supports 124,800 jobs, generates \$11 billion in direct spending, and it adds an additional \$751 million to state and local taxes (data: Massachusetts Cultural Council).

D. Funding Models

Capital improvements/percent for art

- In 2001, there were over 350 federal, state, and municipal programs in the country with a capital investment of over \$200 million. By 2007 that number had increased to over 500 nationally with a proportional increase in the capital investment.
- The Percent for Art programs in New England states as of 2008:
 - Connecticut, 1978
 - Maine, 1979
 - New Hampshire, 1979
 - Rhode Island, 1987
 - Vermont, 1988.

Private

- initiatives
- foundations

E. Best Practices Summary

Process and Implementation

- GSA Design Excellence model
 - Integration of architecture and art is standard. The program operates through GSA's Public Buildings Service (PBS). GSA's PBS directs the federal government's multibillion-dollar building program, which includes construction, renovation, alteration, and repair of federal office buildings, courthouses, and other facilities. Devotes ½ of 1% of ECC.
- Integrated design process
 - Guidelines established by Americans for the Arts and its Public Art Network.
- Community participation
 - Community participation and/or public process models are in place at all levels of state and city administration.

Recommended Reading

Brenda Brown and Mary Rubin. Public Art Funding, Americans for the Arts Monograph, 2000. 12 pp. http://www.artsusa.org/pdf/networks/pan/brown_rubin_funding.pdf