

A4S

Proposal
Art for Sustainability Overlay
for the
Towpath Trail Extension

Integrated public art contributing to a sustainable Cleveland

Submitted by:
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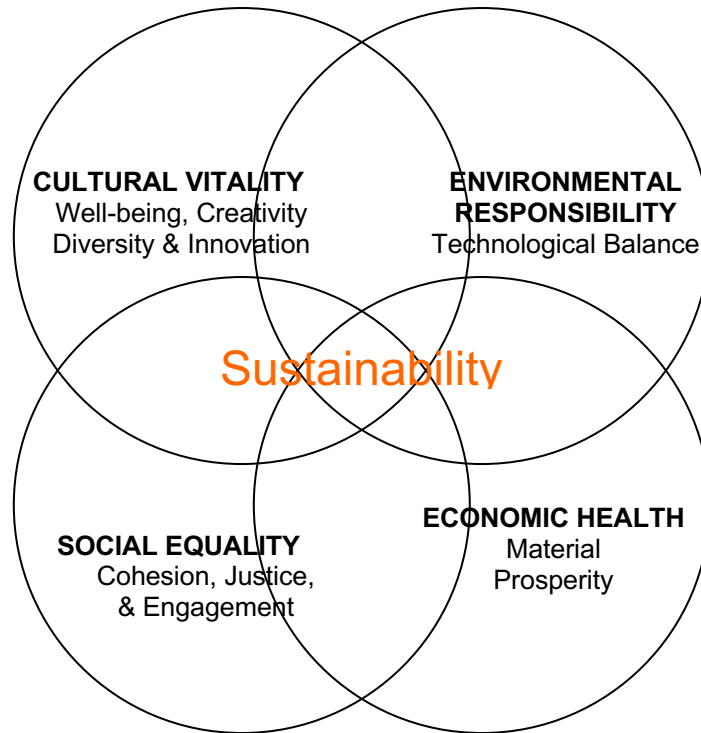
Proposal

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"The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it." **Michelangelo**

Preamble



From **"The Fourth Pillar of Sustainability: Culture's Essential Role in Public Planning"**

By Jon Hawkes for the Cultural Development Network
Published by Common Ground P/L, Melbourne, 2001; ISBN 1 86335 049
<http://cdn.publisher-site.com/ProductShop>

A society's values are the basis upon which all else is built.

*In the 'The Fourth Pillar of Sustainability' Jon Hawkes analyses the function of culture within the emerging new planning paradigms of "creative city" and proposes practical measures for the integration of a cultural perspective into the public sphere. Its key conclusion is that a whole-of-government **cultural framework**, operating in parallel with social, environmental and economic frameworks, is essential for the achievement of a sustainable and healthy society.*

When culture is understood to denote the social *production and transmission of values, meanings and purpose* and when it is recognized that the *expression* of social goals and aspirations is at the heart of the public planning process, the connection between culture and planning becomes clear.

Art 4 Sustainability Overlay

Art 4 Sustainability Advisory Group

SPACES Gallery and Cleveland Public Art* propose to establish an *Art for Sustainability Advisory Group*. Working closely with and reporting to the Towpath Trail Partnership Committee, the A4S Advisory Group will develop a plan for integrating artists and public art components into the TP Trail Extension and strategize the funding of these involvements. The Advisory Group will partner with other relevant parties and organizations as appropriate.

Aims:

1. *Contribute to the optimization of the Towpath Trail Extension as a significant public investment.*
 - *Augment the traditional design process with artistic thinking and encourage innovative approaches to all aspects of urban revitalization.*
 - *Consult and collaborate closely with the Project Partners and consultants to identify opportunities for artists to contribute to the Trail and its adjacencies.*
2. *Enact a trans-disciplinary model for sustainable public planning and public works along the lines of the “creative city” model. (Canada’s New Deal, Toronto’s Creative City, Barcelona’s Agenda 21).*

Principle Tasks:

1. Develop a cultural framework for the TP Trail Extension, based on the “4 Pillars” model that integrates relevant themes and makes them visible to the public, engaging Trail-goers in an expanded cultural experience. Themes include:

- Local/global - (G)local
- Water Management
- Historical interpretation'
- Site Remediation
- Environmental Ed
- Natural Regeneration
- Urban Revitalization
- Co-generation
- Transportation
- Infrastructure
- Innovation
- Industry
- Urban garden, agriculture & forestry

2. Develop an Integrated Public Art Plan:

A. Public Art Program Goals

- Integrate the creative thinking of artists into the planning and development of trail projects at all levels, to add value through innovation and to enliven, enrich, and enhance the quality and sustainability of public works and the public realm;
- The public art project(s) will be conceived and created through a holistic approach that considers all sites involved, their history and their uses, to help create a sense of continuity between the zones of development.
- Provide opportunities to broaden the role of the artist in the community, building capacity for engagement with a variety of audiences and communities.
- Provide a means for citizens and visitors to express, enjoy, experience and understand the cultural diversity, heritage, and possibilities for engagement provided by the public works project.

B. Sites, Opportunities and Partner Identification

- Scout, research, and locate site-specific opportunities for integrated public art projects related to the TP.
- Identify partners and entities for collaboration as relevant. Use these projects as the basis for connecting artistic thinking to the TP Trail Process. Work with neighborhood stakeholders. Example: Cuyahoga River RAP
- Develop demonstration projects that integrate local amenities, opportunities and adjacencies to broaden the public’s engagement with, and stake in, the Trail as a catalytic project with multiple benefits and sustainable place-making capabilities.

- Indicative Projects might include:
 - Design *Flow Forms* in new high performance river sedimentation system.
 - Connect *material science* with any/all infrastructure being built as local cultural heritage embodiment and recycling interpretation/demonstration.
 - Green bulkheads and other aquaculture related improvements as environmental education and local startup business opportunities in conjunction with the Dept of Economic Development and RAP.
 - Food production/consumption/waste recycling system development with E4S and the Washington Park Horticultural Center.
 - Connect to Landfill methane capture (heat) and demonstration infrastructure.
 - Downloadable electronic and new-media Trail interpretation development.
 - Commission Green Roof configurations, solar panel configuration etc, as sculptural installations to incentivize green building techniques.

C. Artist Selection and Qualifications- Artists selected to work on these integrative projects should meet these types of general qualifications, to be specified further by the A4S Advisory Group. Selection processes to be developed with these criteria in mind.

- Demonstrated professional and artistic qualifications and standards of excellence in innovation, creativity and originality.
- Demonstrated ability to work collaboratively with architects, landscape designers and project managers in a design-team context;
- Previous experience as it relates to the project goals, setting, scale and scope;
- Familiarity with public agencies, the public review process and/or previous collaboration with local government as well as arts and environmental groups;
- Demonstrated ability to undertake and successfully execute the work in accordance to the construction schedule, in a professional manner and within the project budget.

D. Develop funding strategies for these projects in consortium with Towpath Trail Partners and other partner organizations as appropriate. Funding possibilities include:

- Ohio Arts Council
- National Endowment for the Arts
- Cuyahoga County ACE Grants
- Foundations (Gund, Joyce, Cleveland Foundation)
- Coastal Ohio - ODNR
- Coastal Management Assistance Grant- USEPA
- American Heritage Rivers
- OECA

Proposing Parties and their roles:

- **SPACES Gallery** initiated the *SuperOrg.net* project (initially titled Urban Alchemy) funded by a Cuyahoga County, Arts Cultural and Economic Development Grant, and an Ohio Arts Council Innovation Grant to address urban revitalization, site reclamation, and community outreach, focused on the Towpath Trail Extension. *Contact persons, Susan Channing, Director, SPACES GALLERY & Sarah Beiderman, Project Coordinator*
- **Cleveland Public Art** joins with SPACES Gallery to co-sponsor this proposal as a partner organization. *Contact person, Greg Peckham, Executive Director CPA.*
- **Frances Whitehead** was selected as Lead Artist for the project through a national peer-review selection process in Fall 2005.
- **Lisa Norton** was commissioned by Whitehead and SPACES Gallery to consult on the project as an Art and Economic Development specialist.