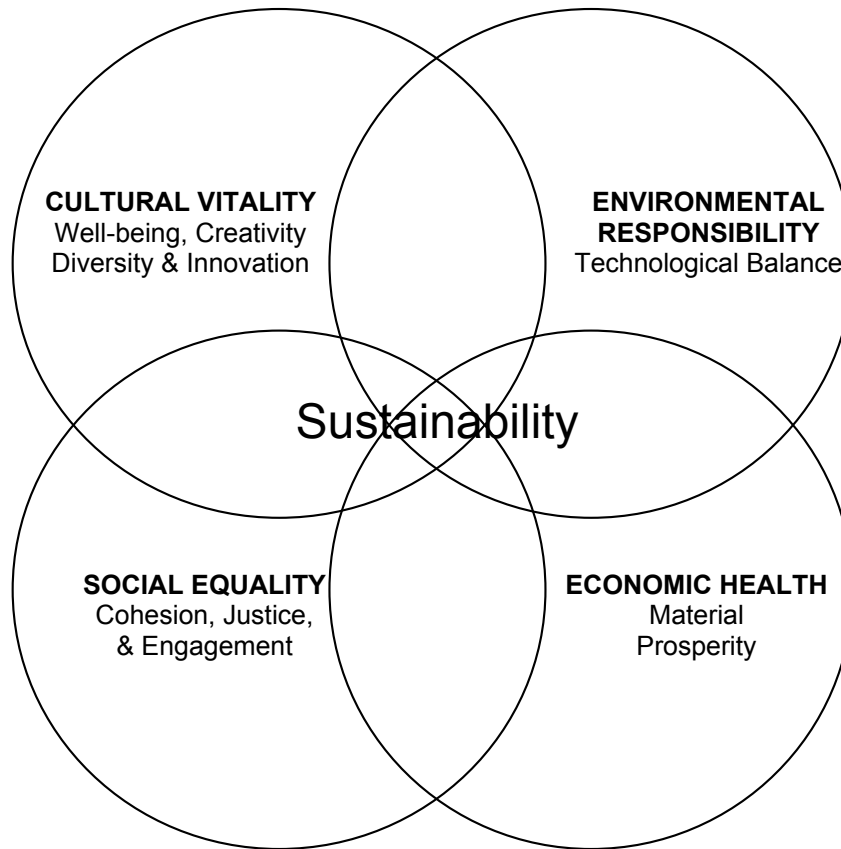


INNOVATION TOOLKIT FOR SUSTAINABLE CITIES
ARTISTS FOR SUSTAINABILITY

Frances Whitehead

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



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.

What Artists can offer to the Fourth Pillar Model:

- *Deep Cultural Literacy (values literacy)*
- *Traditional role of making visible the invisible*
- *The best in - process problem solvers*
- *Innovation and re-valuation of cultural norms is TOP criterion for 100 years*
- *Artists do not think outside the box. There is no box*

INNOVATION TOOLKIT FOR SUSTAINABLE CITIES

Proposal:

Understanding the necessary role of Culture in achieving Sustainability, we propose to develop a pilot program for the integration of artists into Chicago planning, public and private, at multiple levels. Pushing forward the most innovative models for such integrative approaches from around the world, we aim to develop programs in these key areas:

1.Planning

- **Artists for Sustainability - Using the cultural knowledge of artists for innovation**
 - *Embed artists* on client side in planning at multiple levels using 4th pillar model
 - Long Term /Master planning in City Sectors- reenvision perf. Standards (level#1)
 - Project planning at Parks, Libraries, waste treatment, and special projects(#2)
 - Create pre-approved list of DOE Artists and require (or give procurement points to consultants) that consultants responding to DOE, Parks and other key agencies utilize them in their process. (Level#3)
 - *Artists initiate demonstration projects* as overlays, adjacencies and connectors.
 - Establish *artist led teams to envision* usages for highly problematic sites or systems
 - Ex- *Sea Level-Rise in South Florida*
 - Establish *Artist in Residence Programs* with key industry to understand the cultural, historical and future role and how sustainable efforts might be enhanced through innovative approaches.

2.Infrastructure

- **Expressive Potential of Infrastructure**
 - Deploy emerging models of public infrastructure as cultural expression + Enviro Ed
 - Strategies to reveal and give visual expression to infrastructure in local and regional concepts
 - Beyond decoration towards integration- Artists work with Engineers on Infrastructure Projects
 - Ex- See Calgary RFQ for use of Agenda 21 and Canada's New Deal models

3.Recreation- Community Engagement

- **“Living Lab” concept for Parks - Make Sustainability tangible + accessible to the public**
 - One special park or whole system “overlay” concept
 - Reveal natural systems in local and regional context w/ Art+Sci+EE systemic amenity design
 - Neighborhood Integration: connects communities physically and socially through programs focused on environment, culture, and history
 - Supports the concept of stewardship of our land by revealing urban ecology.
 - Incorporate ongoing measurements and monitoring of key sustainability metrics and provide mechanisms for change.

4.Climate Monitoring/Indicator

- **The Phenologic Garden - City as a Laboratory for Adaptation to Climate Change**
 - Climate Monitoring Initiative for South Florida
 - Local Parks District hosts indicator species stations for observation
 - Provides stations for all 3 levels of protocols (see NPN guidelines)
 - Schools as EE awareness
 - Citizen scientists bridge EE, Recreation, assist real science
 - Academic research(grad students , faculty +citisci)
 - “Trans-Teams” design the Pheno gardens - Artist + Scientist + Horticulturist
 - Unites EnvironEd + Recreation+ Real Science Monitoring+Art/culture
 - Cutting edge cultural practice + Cutting edge biometeorology/adaptation study
 - Transferable model to share with other cities for climate monitoring

5.Cultural Planning for Adaptation

- **New paradigm for cultural planning and utilization of local creative capital**
 - Culture contributes to adaptation through heritage knowledge transfer
 - Culture Industry is low energy and high economic value
 - Re-valued Place-based culture replaces tourism ‘*Native culture, not culture for the natives*’.
Cultural diversity produces economic diversity and agility for adaptation.

A BLADE OF GRASS- Dialogues on models for Embedding Artists

<http://www.abladeofgrass.org/growing-dialogue/the-embedded-artist-opting-in/>
<http://www.abladeofgrass.org/growing-dialogue/the-embedded-artist-double-agent/>

Embedded Artist Project- City of Chicago 2008-2012
Slow Cleanup- Civic Experiments in Phytoremediation

<http://franceswhitehead.com/what-we-do/slow-clean-up-civic-experiments>

“The Fourth Pillar of Sustainability: Culture’s Essential Role in Public Planning”

By Jon Hawkes for the Cultural Development Network <http://cdn.publisher-site.com/ProductShop>

Artists in Labs- <http://www.artistsinlabs.ch/english/index.htm>

Swiss program teaming artists with scientists, IT Labs and environmental agencies such as WSL The Swiss Federal Institute for Forest, Snow and Landscape Research, Research group Insubric Ecosystems, Bellinzona

PROJECT - engaging artists in the built environment

http://www.publicartonline.org.uk/archive/research/project_evaluation.htm

UK program was a national funding scheme jointly supported by the Commission for Architecture and the Built Environment (CABE) and Arts & Business (A&B) The research focused on the extent to which the mindset and working practice of those involved in each project – architects, planners, developers, urban designers, engineers and artists – changed as a consequence of the experience.

UNESCO Agenda 21+ Agenda21 for Culture - http://www.agenda21culture.net/docu_agenda_en.htm

Aimed at cultural heritage and cultural diversity towards sustainability

Calgary UEP Public Art Plan

http://www.calgary.ca/portal/server.pt/gateway/PTARGS_0_0_780_237_0_43/http%3B/content.calgary.ca/CCA/City+Hall/Business+Units/Recreation/Arts+and+Culture/Public+Art+Program/Initiatives/UEP+Public+Art+Plan.htm

Integrates public art and utility infrastructure to promote understanding and awareness of our surrounding watersheds, while contributing to the ever-growing collection of outstanding public art in Calgary

Living lab concept (conceived for Irvine Ca and never actualized)

<http://www.orangecountygreatpark.org/tourocgp.html>

Conceived as a place where hydrologists, sociologists, artists and others will work together to explore ideas and create new concepts for environmental and social sustainability at the 1,700-acre Great Park in Irvine, California.

Australia CIIC - Queensland, Griffith University project connecting Culture Industry with Climate Change Under development, SAIC potential educational partner, CDCA also a potential partner.

<http://www.enterpriseconnect.gov.au/Innovation/Documents/Background%20Information.pdf>

SUPERORG.net <http://www.superorg.net>

Funded by the Ohio Arts Council and the City of Cleveland Dept of Economic Development, a multi-site collaborative public art and design project focused on the development of sustainable models along the historic Towpath Canal Trail and Greenway. Lead artist Frances Whitehead with Cleveland Metroparks, Spaces Gallery, Cuyahoga Valley Initiative, Cleveland, Ohio, produced site masterplan and cultural adjacencies.

Appalachian Clean Streams Program - NEA Pilot Project 2000 under Design director Mark Robbins- Artist led teams for remediation systems and other built environment projects- combine cultural impacts with other gov’t project goals. Artist Frances Whitehead executed an AMD remediation + cultural and economic development plan for Murray City, Ohio.