



AMP + VIBE AFFINITY BREAKOUT

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**GAINING FLUENCY IN  
CREATIVE PLACEMAKING  
MESSAGING**

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# Introduction

- Our goal today
- Outline of session
  - Part I: What Is Creative Placemaking?
  - Part II: How to Talk about Creative Placemaking
  - Part III: Exercise



# PART I: What *Is* Creative Placemaking?



Image: Mariano Vivanco, Pierpaolo Piccioli with Auguste Rodin's *The Thinker*, 1903.



# What Does Creative Placemaking Mean *to You?*



Join at [menti.com](https://menti.com) | use code 4771 3944

 Mentimeter

**What word or short  
phrase comes to mind  
when you hear the term  
"Creative Placemaking"?**

Waiting for responses ...



# What Is (Just) Placemaking?

- Placemaking is:
- “...a multifaceted approach to the management of public spaces.”
- ...transforming a public space **into an outdoor living room for the entire community.**”



# Examples of Placemaking



Image: Project for Public Spaces.



# Examples of Placemaking



# Examples of Placemaking



Images: Project for Public Spaces.





# History of Placemaking



Image: Arch Press Archive/RIBA Library



# Enter Creative Placemaking

- Coined by Ann Markusen and Anne Gadwa in a 2010 white-paper.
- Centers the role of the arts and culture in place-making.

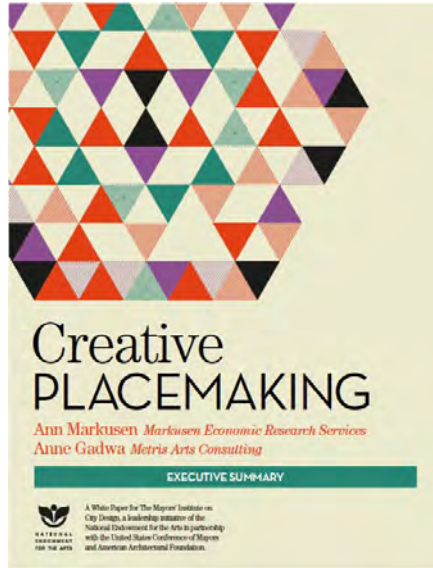


Image: Project for Public Spaces.



# Creative Placemaking Definition

- “In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around **arts and cultural activities.**”



# Creative Placemaking Definition

- Creative placemaking makes a public space into a living room for the community—one where we can inspire and be inspired by art and culture.



# Examples of Creative Placemaking



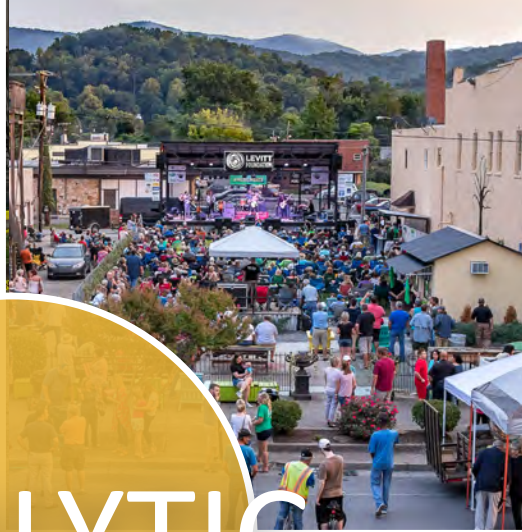
# Examples of Creative Placemaking



# Why Is Creative Placemaking Important?

- Civic engagement
- Activates underused public spaces
- Brings people together
- Arts access
- Seeds creative ecosystems
- Economic impact





CATALYTIC



# Social Capital



# PART II: How to Talk about Creative Placemaking



# Why Framing Your Work as Creative Placemaking Is Helpful

- Aligns your work with an established field
- Builds credibility
- Helps establish impact
- Connects to research
- Helps spark the larger movement



# Suggested Language

- Creative placemaking:
  - builds upon existing assets,
  - integrates the arts into the design, planning, and activation of public spaces,
  - transforms a public space into a living room for the community—one where we can inspire and be inspired by art and culture,
  - is community-driven, cross-cultural, cross-sector, and,
  - Is an established and researched field.



# Suggested Language

- Creative Placemaking can help:
- increase access to the arts,
- increase economic vitality of a community,
- foster greater livability and vibrancy in a community,
- seed creative ecosystems,
- bring people together and,
- build a community's social capital and civic connection.



# Part III: Your Turn!

1. Answer questions on sheet
2. Practice responses with a partner



# Share Out and Discussion/Q&A



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