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Introduction
Many traditional planning and development efforts have fallen short of delivering equitable, healthy, sustainable outcomes in communities. In response, artists and arts organizations across the United States are developing the kinds of human-centered, contextual, adaptive solutions that can strengthen their communities from within.

This exhibition highlights 10 creative placemaking projects from across the country, each supported by ArtPlace America, each addressing a community need, and each working within a traditional community planning and development sector:

- Agriculture & Food  
- Economic Development  
- Education & Youth  
- Environment & Energy  
- Health  
- Housing  
- Immigration  
- Public Safety  
- Transportation  
- Workforce Development

Creative placemaking happens when artists and arts organizations join their neighbors in shaping their community's future — working together to produce beneficial, place-based outcomes. Inspire your community to join the national conversation about creative local solutions.

**What’s Included In This Exhibition?**

Two versions of the exhibition are available to your institution — Flagship and Pop-up. The Flagship version is the full exhibition featuring 10 large banners, which can be hung from the ceiling. The Pop-up version is a flexible format exhibition featuring 12 posters that can be printed and installed on walls in smaller galleries and non-traditional spaces.
About the Organizers

This exhibition is organized by ArtPlace America and was first presented at the Kibel Gallery at the University of Maryland.

Curator: Adam Erickson, ArtPlace America
Exhibition Design: Manuel Miranda Practice

ArtPlace America (ArtPlace) is a 10-year collaboration among a number of foundations, federal agencies, and financial institutions. Beginning work as an organization in 2011, and finishing in 2020, its mission is to position arts and culture as a core sector of community planning and development.

Manuel Miranda Practice (MMP) uses graphic design to make places and content visible, legible, and navigable to people. MMP is based in the Lower East Side of New York City.
Flagship Exhibition
Flagship Exhibition Summary

Estimated cost: $3,800–$10,300, plus labor

Includes:

- 10 Project banners, available for download
- Print-ready digital files for local production for:
  - Exhibition titling and introduction, Sectors matrix, Graphic quotes, Programs titling, and various captions
- Guidelines for installation

What You’ll Need to Provide:

- Minimum exhibition space of 900 square feet
- In-house exhibition management and installation team, or budget to hire an outside installation team with basic experience in and tools for A/V and object installation and mounting
- Budget to hire local printers for diecut and printed vinyl production and installation (estimated cost: $3,500)
- Basic cubes or stools for seating
- Monitors for video
- Wall paint (estimated cost: $150)
### Double-Sided Banners

**Description**

Banners contain the main content of the show, the description of the ten sectors and the ten featured projects for each sector. These should hang from the ceiling, and create the centerpiece of the exhibition, and attract people with its scale, materiality, and color.

**Specs**

- Dye Sublimated Heavy Knit Fabric
- 2 Prints each banner / Front & Back - Heavy Knit 4480
- Opaque Blocker
- 2” Pole pockets Top / Bottom
- ¼” Wood Dowels with Eye Hook Caps on top

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The **ECONOMIC DEVELOPMENT** community development sector is comprised of individuals, organizations, and policymakers who are working to increase economic opportunity, stability, and financing availability for low-income individuals, families, and communities. Such economic development endeavors seek to equalize the inequitable economic playing field through community control of labor (e.g., worker cooperatives), fair labor policies (e.g., community benefit agreements), and small business development (e.g., low-interest bank or municipal loan programs), among other methods. Increasingly, this sector is taking a “triple bottom line” approach; one that follows community-driven practices that prioritize long-term positive outcomes for “people, planet, and profit.”
Exhibition Titling

**Description**
The exhibition titling is meant to signal to visitors the location of the entrance of the exhibition. This should be placed just outside of the gallery in which the exhibition is occurring, either at or near to the entrance of that gallery.

**Spec**
Die-cut white vinyl

View file: 1010_Flagship_ExhibitionTitling

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10 SECTORS 10 SOLUTIONS

Artists and Community Change
**Intro and Overview Text**

**Description**
The intro and overview text describe the exhibition and what visitors will be seeing in the exhibition. In addition, it presents information on the authors of the exhibition. The intro text should be placed inside of the gallery and ideally close to the entrance.

**Spec**
Die-cut white or black vinyl, depending on Surface

View files: 1010_Flagship_IntroandOverview
**Quotes**

The quotes allow for a quick read of the effects arts, community, and creative placemaking have on people who participated in the featured projects. They also give a more directly human aspect related to the themes of the exhibition by attaching names and words to create placemaking projects. These should be grouped, but do not have to be right next to the banners.

**Spec**

Vinyl Color: Avery Warm Red

Die Cut Vinyl 1st Surface

View files: 1010_Flagship_Quotes
Map, Matrix, and Captions

Description
The map and matrix show the locations of the projects featured in the exhibition as well as the sectors and artistic disciplines engaged. Each of these comes with its own label. These should be in an area close to the banners, but they do not have to be at the entrance or close to the intro text.

Spec
Captions: Diecut White Vinyl
Map and Matrix: Printed matte vinyl

View files: 1010_Flagship_MapMatrixandCaptions
Other Captions

Description
These captions are for the area with ArtPlace publications and monitors featuring ArtPlace’s work.

Spec
Captions: Diecut White Vinyl

View files: 1010_Flagship_OtherCaptions
Programs Title

Description
This titling is for the area within the gallery that shows what programs will be happening in relation to the exhibition, whether those programs are sponsored by the gallery or institution, or are happening in the city in which the exhibition is taking place.

Spec
Titling: Diecut White Vinyl
Program Poster: Plotter Print

View files: 1010_Flagship_ProgramsTitle

PROGRAMS
This exhibition is organized by ArtPlace America and co-presented with Public Safety, Transportation, and Workforce Development. Youth, Environment & Energy, Health, Housing, Immigration, Agriculture & Food, Economic Development, Education & Culture, and Arts & Creativity. Each sector addresses a community need, and each is supported by ArtPlace America, which celebrates and advances creative placemaking projects from across the country. These projects are contextual, adaptive solutions that can strengthen communities and help them fall short of delivering equitable, healthy, sustainable outcomes. Many traditional planning and development efforts have rapidly grown in cities, towns, and rural areas to position arts and culture as a core sector of community planning and development. Federal agencies, and financial institutions have demonstrated the effectiveness of collaboration among a number of foundations, including those that create ArtPlace America (ArtPlace) as a demonstration project. ArtPlace aims to position arts and culture as a core sector of community planning and development by exploring how arts and culture have shaped their community's future—working together to produce beneficial, place-based outcomes. This practice is at its best when it is inherent in each of these 10 sectors: Urban-development, Rural-development, Suburban-development, Safety, Transportation, Workforce Development, Education, Economic Development, Health, Environment & Energy, and Youth. ArtPlace has organized much of the work and has demonstrated the effectiveness of creative placemaking practitioners are generating. By exploring how arts and culture have been, might be, and are an ally in helping to reach community development goals, ArtPlace aims to position arts and culture as a core sector of community planning and development. The people and organizations who do this arts & culture work are generating powerful, cross-sector synergies today's creative placemaking practitioners are generating. The arts help people realize 'I can' — they are an antidote for disempowerment. The power of community can put people like me in places that matter. Those of us closest to the problem are also closest to the solution. Artists can be powerful influencers because art can cross boundaries and ideological barriers.
Wall Colors

Description
Painting the walls different colors creates more vibrancy in the space and attracts more people to the exhibition, while also creating more dynamic backdrops for social media. Below are suggested colors to use in the Benjamin Moore paint system.

Spec
Benjamin Moore Paints

790  1398  CP 2079-30

798  CP 2071-30  343

418  1335  CP 2039-20
Flagship Exhibition Sample Layouts

The following pages show various approaches to how the Flagship Exhibition might be laid out.

The examples show variations that include public programming space (which create space for events in the space such as talks, round tables, and other events) and examples without public programming. The amount of public programming that is included is based on the resources of the institution hosting the exhibition, and ArtPlace can help with suggestions for programming.

These layouts are meant to be suggestions, and may change depending on each institution's available space and resources.
Content Space
10 banners related to 10 fields

Overview

Intro Text

Program Space
Space for Public Programming
Monitor/Computer to search ArtPlace website
Field Scans
Other related publications

Monitor for Artplace videos (with caption)

Table/pedestal for field scan booklets (with caption)

Seating:
15-20 18"x18"x18" wooden cubes, painted white. Rearrangeable and loosely laid out.

Sample Layout With Public Programming
Banners are in rows

Map and Matrix

10 sectors banners (4'x8')

Quote posters (3'x4')

Captions
**Overview**

- **Program Space**: 
  - Space for Public Programming
  - Monitor/Computer to search ArtPlace website
  - Field Scans
  - Other related publications

- **Content Space**: 
  - 10 banners related to 10 fields

**Seating**: 
15-20 18"x18"x18" wooden cubes, painted white. Rearrangeable and loosely laid out.

**Other related publications**:

- Quote posters (3’x4’)

**Map and Matrix**:

- Intro Text and Overview
- Map and Matrix
- 10 sectors banners (4’x8’)
- Captions

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Banners are scattered

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Monitor for Artplace videos (with caption)

Table/pedestal for field scan booklets (with caption)
Without Public Programming

Banners are in rows
Without Public Programming

Banners are in rows
Without Public Programming

Banners are scattered
Flagship Exhibition Sample Photos
View of all exhibition elements

Banners

Banners, Map, and Matrix

Banners and Quotes
Pop-Up Exhibition
**Pop-up Exhibition**

Estimated cost: $500–$1,800, plus labor

**Includes:**
- Print-ready digital files for local production for:
  - 10 project posters
  - 2 posters with exhibition titling, introduction, overview, map, and sectors matrix
- Guidelines for installation

**What You’ll Need to Provide:**
- *Minimum* exhibition space of 200 square feet, or...
- *Minimum* 32 feet of horizontal adjoining wall space (in a hallway or in a portion of a larger space, such as the corner of a lobby, waiting room, or entrance area), or...
- *Minimum* 16 feet of horizontally continuous wall space for a 2 row, 6 column display of 12 posters
- Exhibition management and installation team, with basic experience in and tools for object installation and mounting
- Access to large format printer (estimated cost of local printing: $500)

**Optional:**
- Wall paint (estimated cost $150)
- Graphic Quotes
Pop-Up Exhibition Posters Overview

10 SECTORS
10 SOLUTIONS
Artists and Community Change

INTRO TEXT AND OVERVIEW

AGRICULTURE & FOOD

ECONOMIC DEVELOPMENT

EDUCATION & YOUTH

ENVIRONMENT & ENERGY

HEALTH

10 SECTORS
10 SOLUTIONS
Artists and Community Change

MAP AND MATRIX

HOUSING

IMMIGRATION

PUBLIC SAFETY

TRANSPORTATION

WORKFORCE DEVELOPMENT

ARTPLACE
10 SECTORS 10 SOLUTIONS
Arts and Community Change

1. AGRICULTURE & FOOD
   - Nihonmachi (Japantown). His Higo 10 years in the life of the community.
   - Crutchfield says, "By working with artists and using creative problem solving, we...

2. ECONOMIC DEVELOPMENT
   - Alameda County Sheriff's Office (ACSO)...
   - 9/11 attacks dealt blows to cross-border countries, the advent of NAFTA and the...

3. HOUSING
   - Ellen Baxter says: "Arts and culture..."
   - Aretha Franklin, the neighborhood has...

4. IMMIGRATION
   - Charles Joe. "I haven't seen anything else..."
   - Arizona's only Mexican-American governor...

5. EDUCATION & YOUTH
   - "We're not making things valuable..."
   - "I don't know how many public agencies..."

6. PUBLIC SAFETY
   - "What do we hope for the future..."
   - "What do the measurements by which economic..."

7. ENVIRONMENT & ENERGY
   - "We're maintaining old buildings..."
   - "The planning team is integrating the..."

8. TRANSPORTATION
   - "We're putting together the plans..."
   - "The Alameda County Sheriff's Office (ACSO)...

9. HEALTH
   - "We're working with artists..."
   - "Alvarado is leading the charge to build on..."

10. RURAL
    - "We're using the arts..."
    - "We're working with artists..."
Sample Layout

Posters are stacked in two rows

Plan view

Elevation

Intro Text/Overview poster (24"x36")
and Map/Matrix poster (24"x36")

10 sectors posters (24"x36")
Sample Layout
Posters are stacked in two rows, with more spacing

Plan view

Elevation

Intro Text/Overview poster (24”x36”) and Map/Matrix poster (24”x36”)
10 sectors posters (24”x36”)

20ft.

( STACKED )

24”

36”
Sample Layout
Posters are laid out on facing walls, as in a hallway

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Intro Text/Overview poster (24"x36")
and Map/Matrix poster (24"x36")

10 sectors posters (24"x36")
Sample Layout
Sample layout in a small gallery or room

Intro Text/Overview poster (24"x36")
and Map/Matrix poster (24"x36")
10 sectors posters (24"x36")
Sample Layout
Sample layout in a larger gallery or room

Intro Text/Overview poster (24"x36")
and Map/Matrix poster (24"x36")

10 sectors posters (24"x36")
Frequently Asked Questions
Q. **What are the typical costs of hosting this exhibition?**

A. The Flagship exhibition estimated cost is $3,800–$10,300. The Pop-up exhibition estimated cost is $500–$1,800. See above for details about each version of the show.

Q. **How long can we have the exhibition?**

A. If you elect to produce new banners (Flagship) or print your own posters (Pop-up), the materials are yours to keep.

Q. **Is anyone available for studio talks, do you have a list of contacts?**

A. Yes! ArtPlace staff, and our network of hundreds of creative placemaking leaders will be available to you. There are likely to be plenty of artists and leaders in your community or region.

Q. **Who installs the exhibition?**

A. We’ll provide the content, and you take care of the local production and installation.
Q. Who might be interested in coming to this exhibition?

A. Creative placemaking is a great way to bring people together from diverse disciplines, sectors, and backgrounds. We encourage public programming associated with the exhibition to include: local residents, artists, arts organizations, planners and developers, local government officials, higher education (students, faculty, and staff), and philanthropists.
Thank you.