



Art and the Art of Placemaking
Thursday, April 27, 2017 – 6:30 P.M.

Recap of Art and the Art of Placemaking

a panel discussion featuring Kathy Aoki head of the art department at Santa Clara University, Kerry Adams-Hapner the Director of the Office of Cultural Affairs for San Jose, and Marie Applegate a local artist, moderated by Jill Meyers Executive Director of the Triton Museum

Key points of the presentation:

- Interactive public art, broadcasting a message, connecting people with each other in space are the main principles of the art and the art of placemaking.
- It is important to create an opportunity and platform for local groups and individuals to come, create and make places together.
- Create a sense of ownership and participation by inviting people to help and participate in making places and arts to made them feel like a community
- A great city is a city of vibrant great places.
- Some of the neighborhood placemaking assets and tools are the following: events and festivals, public art, nonprofit art organizations, creative entrepreneurs, commercial creative businesses, cultural districts, urban design and economic development and incentives.
- Public arts and technology should come together especially in this region. Some of the new ways and projects to manifest the relation of public arts and technology in San Jose are: Sensing You, Sensing Water, Musical Swings, Voxel Cloud at the Pierce and Urban Rooms.
- Creative placemaking is about making communities successful for day to day and not just for special events.
- Placemaking is about fostering a love of a place by transforming neighborhoods both socially and physically. Public art are at the hearth of the placemaking strategies would foster communities and create places where you can go, connect, participate, create, inspire and experience.
- Temporary art projects can also play an important role in activating and creating vibrant places in the city.
- It is essential to understand what the community wants at the beginning of the process of creating a public art in the neighborhoods.
- Establish a planning policy for incorporating public arts in private and public development projects within the City of Santa Clara.
- Choosing the right site for public arts is really important. Looking for places where you can see a sense of opportunity to incorporate public arts to the new development, library, community center or public realm.