



**CULTURAL/
ARTS**

5/13/21

Community Resilience: Covid-19 Impacts and Re-partnering Arts + Culture with Main Street

CivicMoxie, Metropolitan Area Planning Council, Favermann Design

Agenda

- Arts + Culture and Main Street: 5 Thoughts to Move us Forward
- Susan Silberberg - CivicMoxie
 - Eradicating Silos + Building Long-lasting Coalitions: Fall River
 - Thinking Big + Supporting Arts, Culture, and Creative Industries: Newcastle, Australia
- Jennifer Erickson - MAPC
 - Revive Outdoor Arts + Culture
 - Contracting with Artists
- Mark Favermann – Favermann Design
 - Iluminación Lawrence: Seeing Lawrence in Different Light
 - Chelmsford, MA: Street Furniture as Functional Public Art

#1

- 220,000 – 400,000 ticket sales annually
- 2100 + ticket sales per week for cinema
- Economic impact up to \$9m annually or more for downtown and region from a theatre
- **Those ticket sales are people....who eat, drink, stroll, and shop**

The Relationship between Arts and Culture and Main Street is Strong and Mutually Beneficial...Protect it and Grow it

A survey of cinema and theatre ticket sales and economic impact from some LRRP downtowns....



Source: John Phelan <https://commons.wikimedia.org/wiki/User:Faoilin42>

#2

Arts +Culture is nimble and adaptable...just what we need right now

We will continue to require flexibility as we chart new territory and see what comes next.

- Adaptation of municipal systems to create fertile ground for all
- Low-risk pilots – no one will lose their job
- Ask the questions – how does this benefit arts + culture stakeholders AND other local businesses (don't assume)
- Questioning and peeling back regulations, restrictions, barriers to innovation and adaptability



Source: Robin Bell <http://bellvisuals.com>

Arts +Culture Provides Pathways to Align Multiple Interests...and that opens Multiple Opportunities and Funding Sources

#3

- Public health
- Mental health
- Physical health
- Environmental issues
- Mentorship and jobs opportunities
- Economic development
- Inequality and injustice
- Education
- Beauty

Breaking down silos creates so many possibilities.



Source: CivicMoxie, LLC

#4

- Devote the time and resources to do it
- Share across interests (cultural destinations, business email lists, customer information)
- Use data for advocacy, funding and policy changes and enhancements
- Good news begets good news

Data Collection is a Powerful Tool...and Data can Inform Main Street Marketing + Support Strategies

Joining forces on data collection can help everyone.



PUBLIC ART VISUAL PREFERENCE SURVEY

From the examples below, please select **three (3)** forms of art that you would prefer to see in a visual examples of how different formats of public artwork have been integrated into public space.



TRUMAN WATERFRONT PARK ARTS & CULTURE VISITOR SURVEY



1. Why are you visiting Key West?

- | | |
|--|---|
| <input type="checkbox"/> Friends here | <input type="checkbox"/> Natural Beauty |
| <input type="checkbox"/> Family here | <input type="checkbox"/> Recreational activities |
| <input type="checkbox"/> Business | <input type="checkbox"/> Arts and Culture (anything in particular?) |
| <input type="checkbox"/> Beaches | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Restaurants and entertainment | |

2. Tell us if you visit Truman Waterfront Park:

- Yes, I use the Park
- No, but I plan to visit
- No, and I have no plans to visit
- I am not familiar with the Park
- Not sure

3. What events in Truman Waterfront Park would you be likely to attend as a visitor? (select up to 3)

- | | |
|---|---|
| <input type="checkbox"/> Music festivals / Concerts | <input type="checkbox"/> Community-hosted events (cookouts, bloc parties, etc.) |
| <input type="checkbox"/> Theater / Dance Performances | <input type="checkbox"/> Movie screenings |
| <input type="checkbox"/> Children's Programming | <input type="checkbox"/> Food and Drink events |
| <input type="checkbox"/> Artist talks / Cultural speaker series | <input type="checkbox"/> Other: _____ |

4. What is one thing you think a waterfront park should have to be successful?

5. What is one word you would use to describe Key West?

Demographic Questions

6. Where are you visiting from?

- Zip Code _____
- Country _____

7. Select your age group:

- | | |
|--|--|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 35 - 44 years old |
| <input type="checkbox"/> 18 - 24 years old | <input type="checkbox"/> 45 - 54 years old |
| <input type="checkbox"/> 25 - 34 years old | <input type="checkbox"/> 55 - 64 years old |
| | <input type="checkbox"/> 65 years or older |

8. Visual Preference - which of these arts and cultural features/events on the sheet would you most like to see in the Park? (choose a maximum of 3)

A B C D E F G H I J K L

#5

Arts + Culture represents Pent-up Demand – Take Advantage!

Connecting, laughing together, celebrating, reflecting....we are ready for all of these things.

- We will need multiple opportunities for arts, culture, entertainment
- Convening spaces/work and sale spaces for home creative workers
- Enjoying community



Source: Wikimania2009 Beatrice Murch, CC BY 2.0 <<https://creativecommons.org/licenses/by/2.0/>>, via Wikimedia Commons



Source: FRACC

Susan Silberberg
Principal

Community Resiliency through Arts + Culture: Collaborations and Connectivity

CivicMoxie

Project #1: Winterbridge



Source: Jonathan Berk



Winterbridge

Eradicating Silos + Building Long-lasting Coalitions

Origin

- Collaborative effort growing out of MassDevelopment TDI project and involving other FRACC members

Location

- Downtown Fall River, MA

Budget

- Patronicity - \$27,000 grant
- SSTAR Prevention (photobooth services)

Timeframe

- Planning: 6-8 weeks
Implementation: 6 weekends - winter 2021



Arts, Culture, and Creative Economy Master Plan

The Fall River Arts and Culture
Coalition (FRACC):

- Over 50 members representing arts, business, creative entrepreneurs, community non-profits, public sector, individuals, foundations, education, food establishments



Sponsors

- The Fall River Arts and Culture Coalition
- TDI MassDevelopment
- The City of Fall River
- Fall River Public Schools
- One SouthCoast Chamber
- BayCoast Bank
- Viva Fall River
- We Love Fall River
- Funding for Winter Places design assistance from the Barr Foundation



Providing a warm gathering space for six weekends during winter

Strategies

- Bring the community together – image and connectivity
- Demonstrate the power of collaboration (put the power of FRACC to work)
- Provide community activities and spaces during winter under Covid-19 guidelines
- Community pride – take back the narrative

Gromada Plaza in Downtown Fall River



Features + Implementation

- live painting
- community partners providing grab n go services
- dancing/zumba
- live entertainers (costume characters, singers, and musicians)
- We Love Fall River window display competition



Case Study



Risks



Key Performance Indicators

Case Study

- Breaking down silos, demonstrating value of arts and culture across our lives....

- | | | |
|---|---|------------------------------|
| • One SouthCoast Chamber of Commerce | • The Narrows Center for the Arts | • Little Miss Art |
| • FRACC | • Craftyish | • Custom Threads |
| • MassDevelopment TDI | • Mass in Motion | • Potters Printing |
| • BayCoast Bank | • The Children's Museum of Greater Fall River | • Rockland Trust |
| • We Love Fall River | • SER Jobs for Progress | • Battleship Cove |
| • Fall River Public Schools | • JRI -Justice Resource Institute | • SSTAR Prevention |
| • City of Fall River | • Tony Medeiros Entertainment | • EmVaro Designs |
| | • Youth Build | • People Incorporated |
| | • Fall River Youth Violence Prevention | • YEOP |
| | • Recreation of Greater Fall River | • Children's Advocacy Center |
| | • Fall River Public Library | • YMCA of Fall River |
| | • Camp Bow Wow | • Coastal Food Shed |
| | | • Battleship Cove |

Partners + Resources



GRAB A MARKER
AND WRITE DOWN
YOUR IDEAS HERE!



"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

"When I think about arts, culture, and creativity in Fall River I wish we had _____"

FALL RIVER ARTS & CULTURE SURVEY

The Fall River TDI District is creating an Arts & Culture Master Plan that supports the city's arts, cultural diversity and traditions, vibrant public spaces, and economic vitality. The goal is to understand how residents enjoy arts and culture in the city and region, identify what may be missing, and create a roadmap to move forward to support robust arts and culture in the city.

Please take the **5-minute survey** so we can make sure many voices are heard during this planning process!

SHARE YOUR THOUGHTS

bit.ly/36AoZ6g



@vivafallriver



facebook.com/VivaFallRiver



facebook.com/VivaFallRiver



@vivafallriver

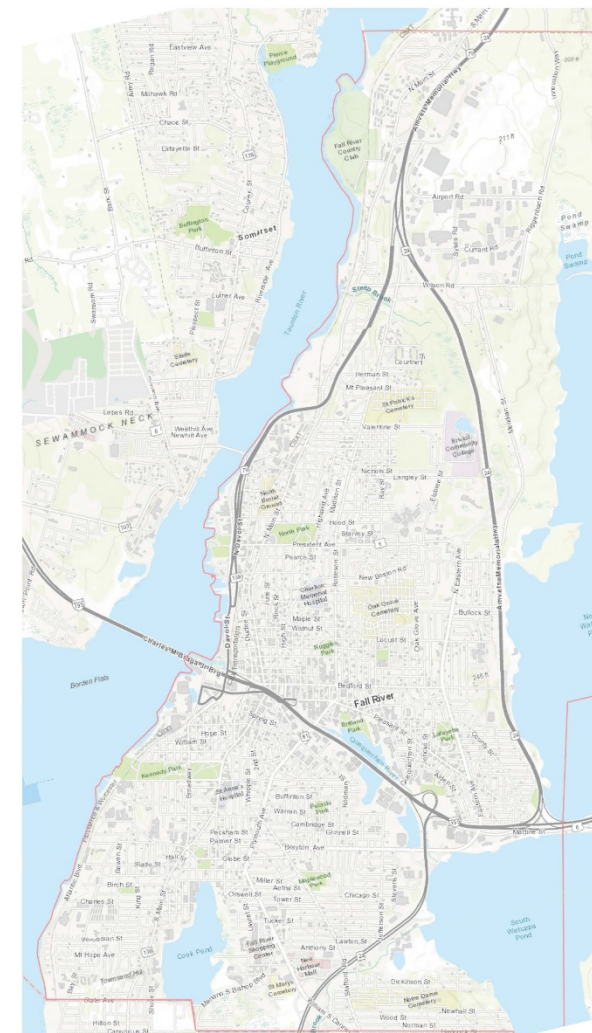
To add important places, organizations, and art to the Fall River Map, go to: bit.ly/36AoZ6g



WHAT IS A SPACE OR PLACE THAT YOU
WANT TO MAKE BETTER?

¿QUAL ESPACIO O LUGAR QUIERES
MEJORAR?

Mark on
the Map or
Write your
Favorite
Here:



Marca en
el mapa.
Escribe tu
Favorito
Aquí:



facebook.com/VivaFallRiver

To add important places, organizations, and art to the Fall River Map, go to: bit.ly/36AoZ6g



@vivafallriver

CivicMoxie

Case Study


- Building Momentum from one initiative and putting the power of FRACC to work



Source: Colin Furze



COVID-19 Impact



Renew Newcastle



Renew Newcastle

Thinking Big + Supporting Arts, Culture, and Creative Industries

Origin

- 2008 Former arts + events coordinator looking for ways to fill empty storefronts, recognize new creative industries

Location

- Newcastle, Australia – post industrial city 100 miles north of Sydney
- Population 150k

Budget

- 2015-2016: \$208,000
- Salaries, contractors, insurance, repairs/maint, admin and marketing

Timeframe

- Near to Long-term (at time of cost-benefit analysis, project was 7 years since inception)



Source: Renew Newcastle





Strategies

- Recognize mostly hidden creative work and industries with major export power
- Renew by shifting from one industry (defunct) to another
- Provide a density of uses and energy to draw entrepreneurs and customers – cluster theory
- Reduce hurdles for temporary occupancy of storefronts and buildings

A storefront program at a massive scale

Attracting “work at home” creatives to downtown

Etsy

Renew Newcastle

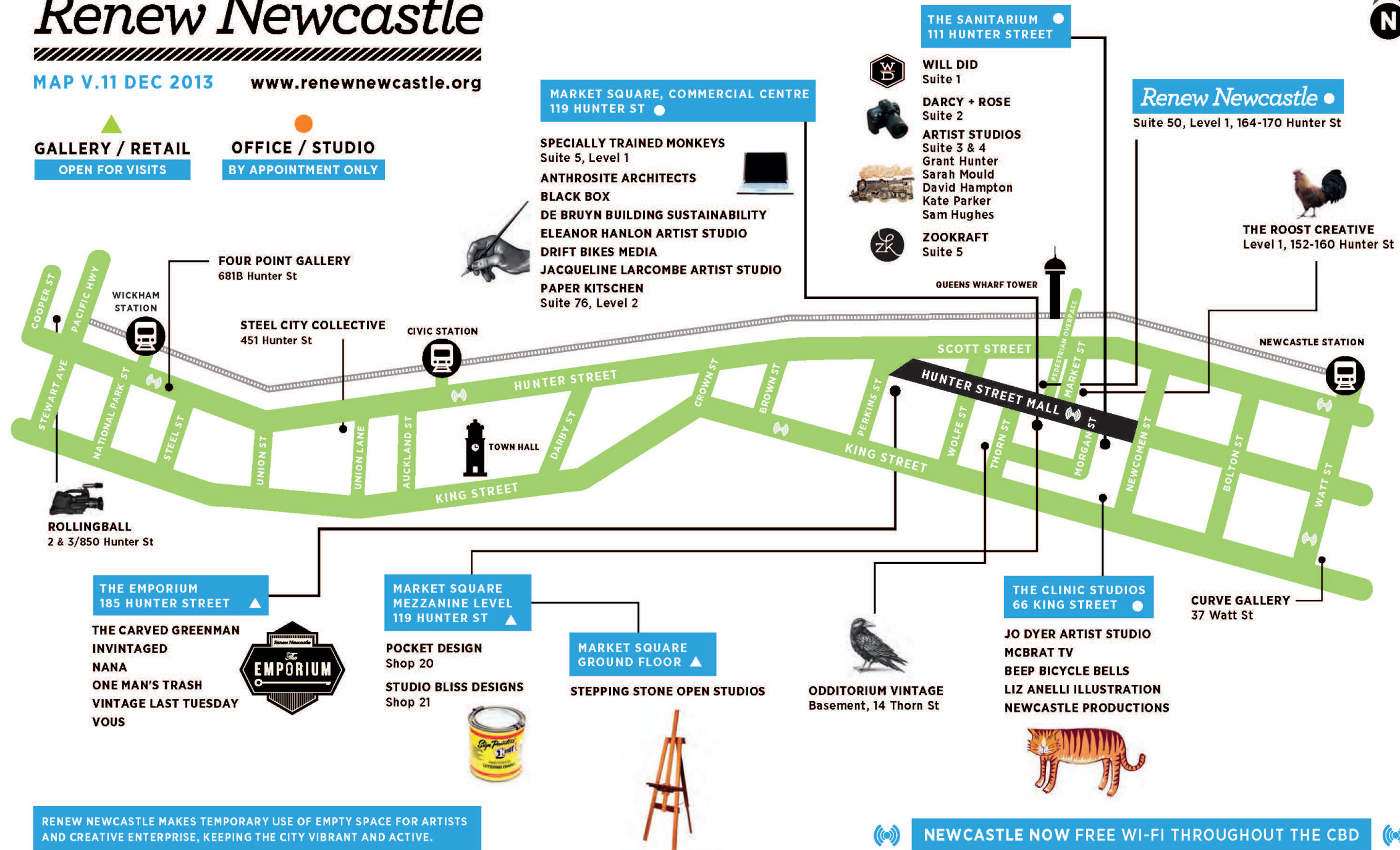
MAP V.11 DEC 2013

www.renewnewcastle.org



GALLERY / RETAIL
OPEN FOR VISITS

OFFICE / STUDIO
BY APPOINTMENT ONLY



Proudly supported by



Features + Implementation

- Survey local restaurants, artisans, makers, creatives (look on Etsy)
- Who would benefit from temporary brick and mortar location downtown.
- Assess ownership for all vacant storefronts
- Approach owners of vacant properties
- Renew manages relationship with property owners and works with City to create a short-term agreement that avoids changing zoning.
- Renew carries insurance for all temporary projects
- Renew hosts events to garner attention

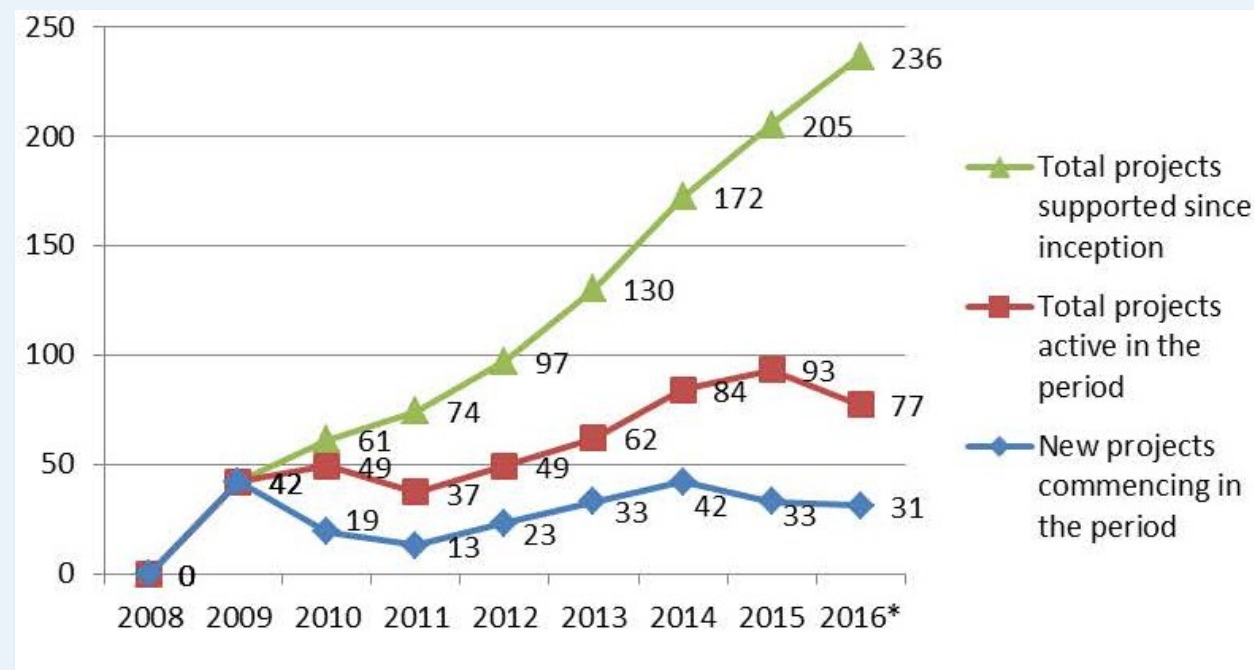


Source: Renew Newcastle

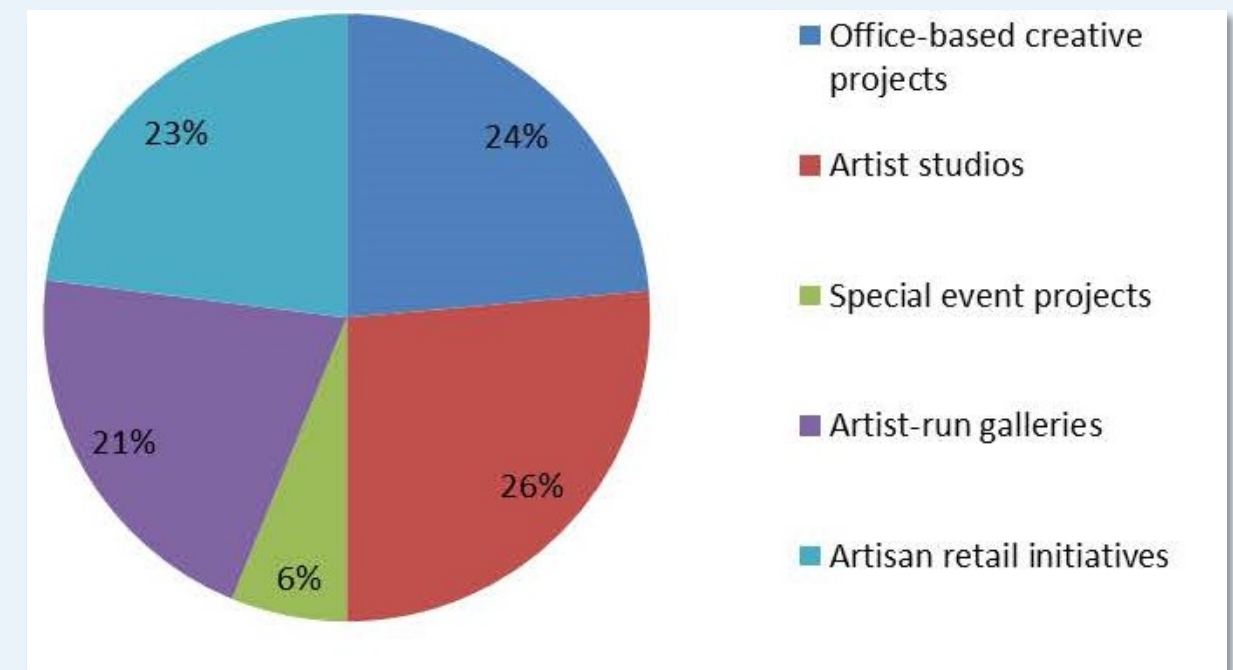


Source: www.edwinarichards.com Instagram: @edwinajillrichards

- Creation of jobs and skills developed
- Conversion to commercial leases
- Volunteer engagement
- Mitigation of blight
- Improved business and community confidence
- Improved regional brand



Source: *An Economic Evaluation of the Renew Newcastle Project, CofFEE, 2016*



Key Performance Indicators

The Benefits

	Estimate
Total Costs	\$208,000
Benefits	
Creation of jobs and skills development	\$2,358,436
Conversion to commercial lease	\$191,828
Volunteer engagement	\$62,763
Mitigation of blight	\$100,698
Improved business and community confidence	\$55,183
Improved regional brand value	\$234,069
Total Benefits	\$3,002,977
PERFORMANCE MEASURES	
Net Benefit	\$2,794,977
Benefit Cost Ratio	14.4



Source: Marcus Westbury. Making Communities. 2017 Placemaking Conference. The University of Oklahoma. <https://www.youtube.com/watch?v=MujSrU4WBxU&t=360s>

Case Study



Risks

Low

- Must reach a critical mass of occupancy to overcome stigma of vacancy and neglect and “reshape the story/image”
- Build political will to enable micro-enterprise and small-scale creative entrepreneurs to operate in temporary spaces.
- Overcome fear of risk from landlords
- City leadership must validate or temporarily authorize short-term use of vacant space (perhaps overcoming zoning ordinances)

Case Study



Partners + Resources



COVID-19 Impact



*Jennifer Erickson,
Director of
Arts + Culture
Metropolitan Area
Planning Council*

**Community Resiliency through Arts +
Culture: Building on Best Practices and
Creating Fertile Ground for Arts + Culture**

Revive Outdoor Arts & Culture

- An effort to support municipalities looking to expand outdoor arts and culture programming during and after the pandemic in the face of resistance from municipal leaders.

Origin

- MAPC Arts & Culture Department with the cities of Beverly and Boston and the towns of Arlington and Franklin

Locations

- Cambridge, MA Starlight Square
- Beverly, MA Hale Farm + Cabot Theater
- Boston, MA Boston Lyric Opera Truck

Budget

- \$36,000 for data collection and planning

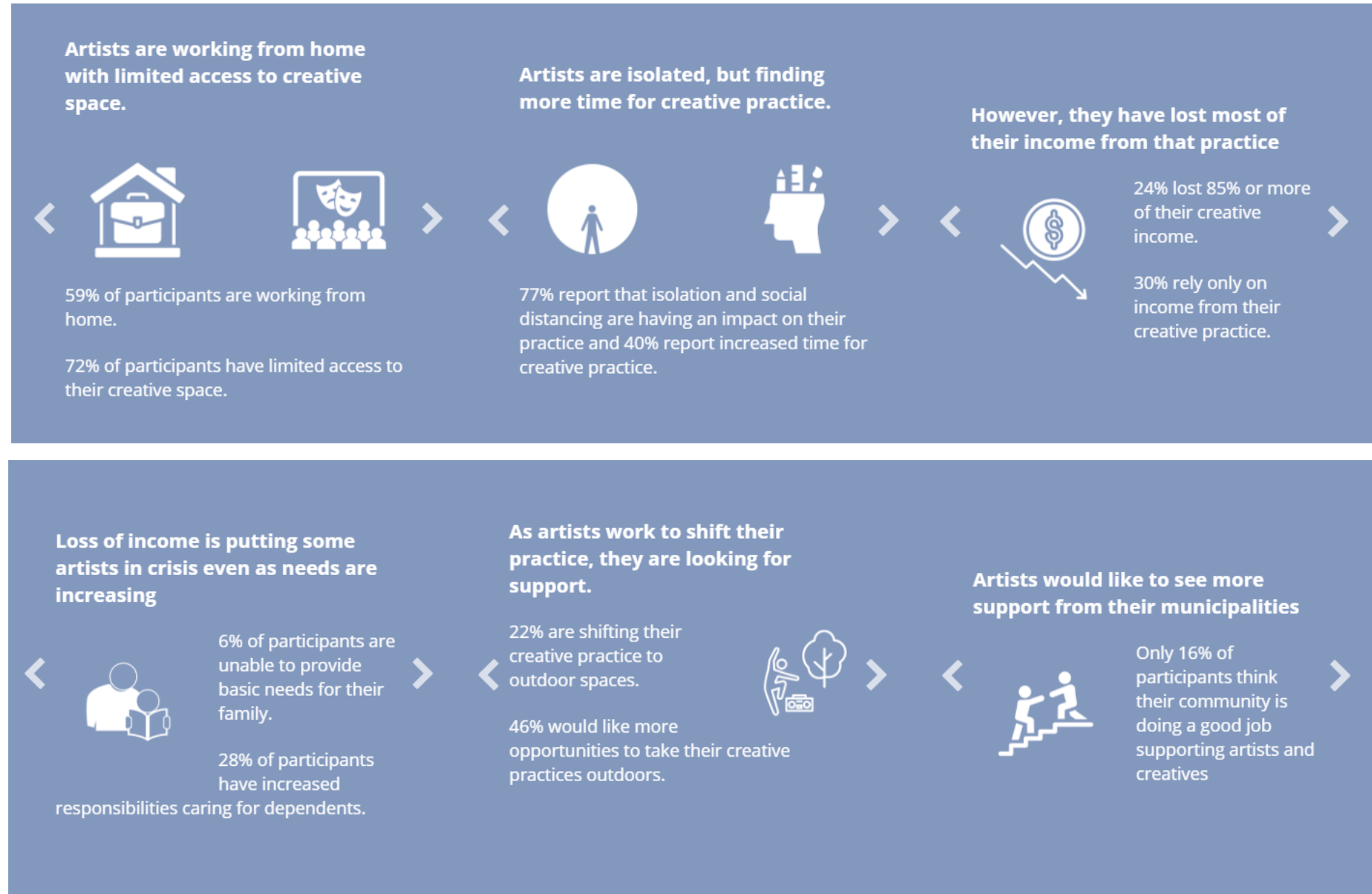
Timeframe

- Data Collection: February – March, 2021
- Planning: March – June, 2021
- Implementation: July – October, 2021



Features + Implementation

- Artist Survey in four communities
 - Impact of Covid
 - Support needed
 - Income/Housing/Demographics
- Case Studies on outdoor programming, interview with:
 - Starlight Square
 - Cabot Porch Sessions
 - Boston Lyric Opera





- Artists' survey sample questions

Approximately how much income did you earn in 2020?

What percentage of your income comes from your creative work?

0 10 20 30 40 50 60 70 80 90 100

Slide the bar to select the percentage!

Comparing 2020 with 2019, what percentage of your creative income has been lost due to the pandemic? (estimated)

0 10 20 30 40 50 60 70 80 90 100

Slide the bar to select the percentage

What support do you need for your creative work to recover?

How well has your city or town supported artists during COVID-19?

Case Study: Boston Lyric Opera Street Stage

Strategies

- Identify outdoor venue locations, including parks, historic sites, vacant storefronts, and parking lots.
- Partner with arts and culture organizations, property owners, and departments of public health
- Share info on how to hold programs safely
- Simplify permitting
- Marketing through partners for greater reach

A partnership between the Boston Lyric Opera and Artists For Humanity created a dynamic, moveable stage, and partnerships with outdoor venues brought opera across Greater Boston with safety protocols developed with the BLO Health Task Force for Opera Artists.



Case Study

The Cabot Theatre Porch Sessions at Hale Farm (food prepared by Root)

Timeline: August – October 2020



Risks

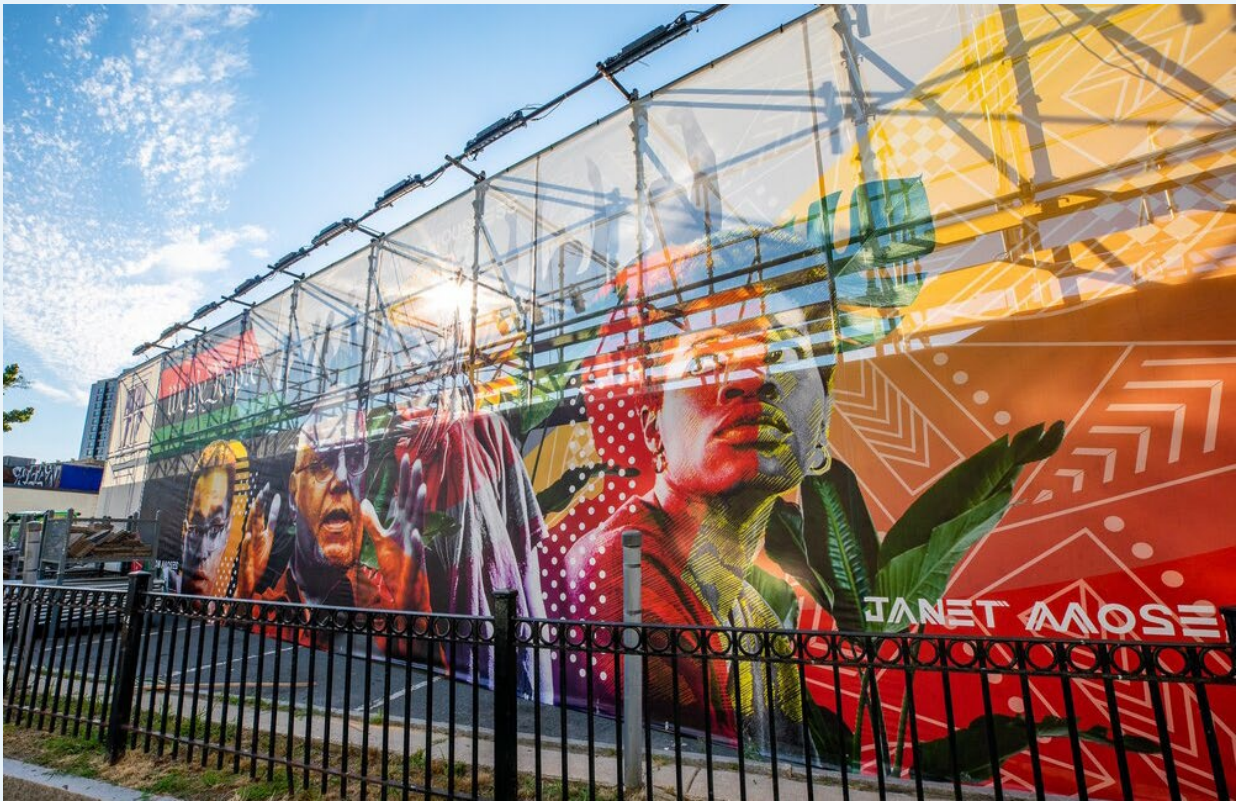


Key Performance Indicators

Case Study

STARLIGHT SQUARE: CAMBRIDGE, MA

Timeline: June 2019 – November 2020 | Budget: \$720,000



Partners + Resources

**POPPORTUNITY
POP-UP SHOPS**

Support Central's newest shops at Starlight Square

SATURDAYS + SUNDAYS
12 - 4PM, WEATHER PERMITTING

 MASKS MANDATORY

FEATURING

Sherman and Cherie's Beezy Bees

House of Art and Craft

Tokens of Light

Black Matters

Burtah Beauty

iLoveFOC

Mahogany Expression

[Rah, 1]

Issa Nail Bar

Lola's Urban Vintage

Beaton Art

Humble Bo

Ninawa Ze

Comfort Ki

COVID-19 Impact

Contracting with Artists: Calls for Art

- Bringing artists into place-based projects can build energy and draw new activity into downtown commercial areas while also advancing social, cultural, and public health objectives.

Origin

- MAPC Arts and Culture Department with the town of Natick and the city of Lynn
- MAPC working with a coalition of local public health advisors

Locations

- Various city and town centers in Metropolitan Boston

Budget

- Varied - \$20,000 – 150,000

Timeframe

- Program Design: Minimum of 2 months
- Community Engagement: Minimum of 2-4 months
- Design, Construction, and Implementation: Medium and Long Term (3+ months)



Strategies

- Establish funding source
- Identify an artist support liaison
- Build program around values and cultural equity
- Identify priorities and partners
- Use grant agreement process to release Calls for Art
- Respect artists' intellectual property
- Stay flexible and responsive

Natick Center Creative Placemaking Approach: MAPC workshops help community to identify guiding values for activation, audit public space needs, and release Calls for Art



Features + Implementation

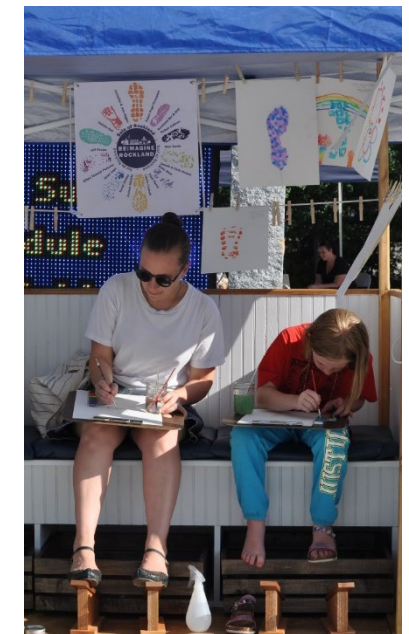
- Advisory and Selection Committees build relationships and buy-in with community partners.
- Creative engagement elements activate downtown spaces, and vacant storefronts.
- Partnering with art departments in public schools provides youth opportunities to practice public art.
- Partnering with public health advisors during the COVID-19 pandemic provides opportunities to create local jobs by commissioning culturally resonant artworks with a social impact



Creative COVID-19 Communications

MAPC's Arts & Culture and Public Health teams are partnering with local artists and designers to produce creative, culturally resonant communications about COVID-19 and vaccinations.

Through this project, we hope to work with artists, designers, and creatives to communicate about the pandemic with BIPOC and underserved communities through graphic design, film, illustration, and other creative products.



Case Study

- Natick Center Creative Placemaking Call for Art



Risks



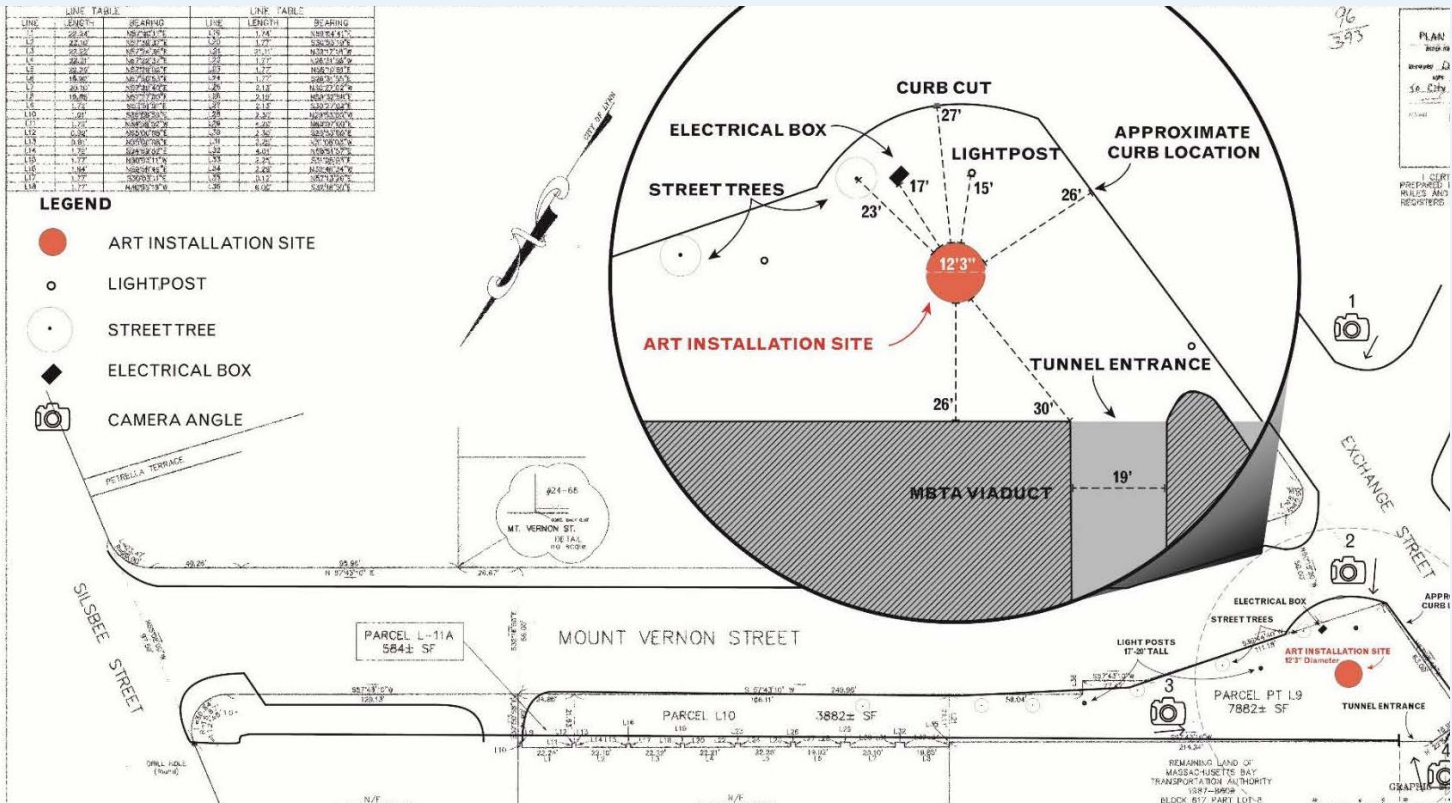
Key Performance Indicators

Case Study

- Lynnstallation
- Began as creative placemaking project with \$10,000 commission; shifted to \$75,000 public art process



Partners + Resources



COVID-19 Impact



Mark Favermann
Principal
Favermann Design

Community Resiliency through Arts +
Culture: Public Art as a Community
Signature

Public Art As A Community Signature



Permanent Public Art

In recent decades, public art has morphed into two rather distinct formats:

- **The first** takes a traditional direction, such as monuments, memorials, and civic statuary. It features conventional representation: the war memorial, symbolic soldiers, likenesses of famous people and historical or metaphorical figures. Added in the 20th Century, abstract and kinetic forms strongly strive for the self-consciously poetic.
- Permanent public art is constructed of durable, easily maintained, and resilient materials meant to withstand the worst effects of nature (wind, rain, snow, extreme heat, etc.) as well as very human desecration and damage.



Ephemeral Public Art

In recent decades, public art has morphed into two rather distinct formats:

- **The second** direction of public art is purposely temporary or ephemeral and is technical and highly interactive (changes due to viewer movement or action) and is often dedicated to reflecting a specific community and its space.
- This approach encompasses a wide range of electronic or digital art, including performance art, digital imaging, video, animation, specialized lighting, projection, augmented reality, virtual reality and sound. At times, several media forms are interwoven together.



Ruthanne Fuller Mayor
Newton Community Pride presents
NEWTON CULTURAL CENTER
A City Hall

Skywrite Newton

WHAT IS IT?
Skywrite Newton is **augmented reality skywriting** viewable in each of the 13 villages of Newton during the month of May. Designed by internationally exhibited multimedia artist Will Pappenheimer, viewers can focus their smart device in the sky above each of the villages to hunt for a Skywrite phrase.

WHEN TO VIEW!
May 5, 2018 – May 31, 2018

HOW TO VIEW:
on your smart device:
• Enable location function
• Download the free Layar app for Apple or Android
• Travel to the center of each the 13 villages of Newton (within 3 blocks of locations listed)
• Launch the Layar app
• Pull down the upper left hand Menu
• Tap "Geo Layers"
• Tap "Search Geo Layers"
• Enter "skywrite"
• Tap the Geo Layer "Skywrite AR" and look upwards in the sky above the village
• Travel to all the locations in Newton; the skywriting is different in every village!
• Tell your friends, take a picture!

HOW TO TAKE A PICTURE:
• Tap upper right square Skywrite icon in Layar
• Tap take photo from dropdown menu
• Press lower circular button, then press Use.
• Save or send photo, then press back.
• Repeat photo process at each of Newton's 13 villages
• Add #SkywriteNewton on Instagram and Twitter

WIN!
• Enter drawing to win a prize! Answer this question - **What do the 13 skywrite phrases have in common?** Email answer to SkywriteNewton@newtoncommunitypride.org by May 31, 2018
• Fill our city's food pantries! For each skywrite "view" a donation will be made to local Newton Food Pantries.
• Visit all 13 sites, learn more about Newton!

WHERE View Skywrite in all 13 Newton Villages
Auburndale - **Auburndale Community Library**, 375 Auburn Street
Chestnut Hill - **The Street**, 33 Boylston Street
Newton Center - **Johnny's Luncheonette**, 32 Langley Road
Newton Corner - **Underwood Elementary School**, 101 Vernon Street
Newton Highlands - **Hyde Community Center**, 90 Lincoln Street
Newton Lower Falls - **Lower Falls Community Center**, 545 Grove Street
Newton Upper Falls - **Depot Coffee Shoppe**, 1225 Chestnut Street
Newtonville - **Newton Senior Center**, 345 Walnut Street
Norantum - **Coletti-Magni Park**, 386-392 Waterdown Street
Oak Hill - **Shuman Community Center**, 675 Saw Mill Brook Parkway
Thompsonville - **Zervas Elementary School**, 30 Beethoven Ave.
Waban - **Waban Library Center**, 1608 Beacon Street
West Newton - **Village Bank**, 1369 Washington Street

SKYWRITE NEWTON LAUNCH EVENT!
Join us Saturday May 5, 1:00 pm
The Street, 33 Boylston Street, Chestnut Hill

MEET THE ARTIST!
Learn more about Skywrite Newton and Augmented Reality!
Meet the internationally recognized artist
Will Pappenheimer at his artist presentation
Wednesday May 16, 6:30 – 8:30 pm
Newton Free Library, Druker Auditorium
www.bostoncyberarts.org

NEWTON FESTIVAL of the ARTS
SPRING 2018
Platinum Sponsor
Village Bank
www.newtoncommunitypride.org/festival
www.newtonma.gov/culture
www.newtonartscalendar.org
Newton Festival of Arts
Newton Arts Fest
newtonfestivalofthearts
QR code



Illuminación Lawrence

Seeing Lawrence in a Different Light

- This public art installation has brought color, light, sense of place, historical context, community spirit and energy to Downtown Lawrence.

LAWRENCE

MANUFACTURING CO.

DIVISION
OF

AMES

TEXTILE
CORP.

Knit Fabrics

SINCE 1828

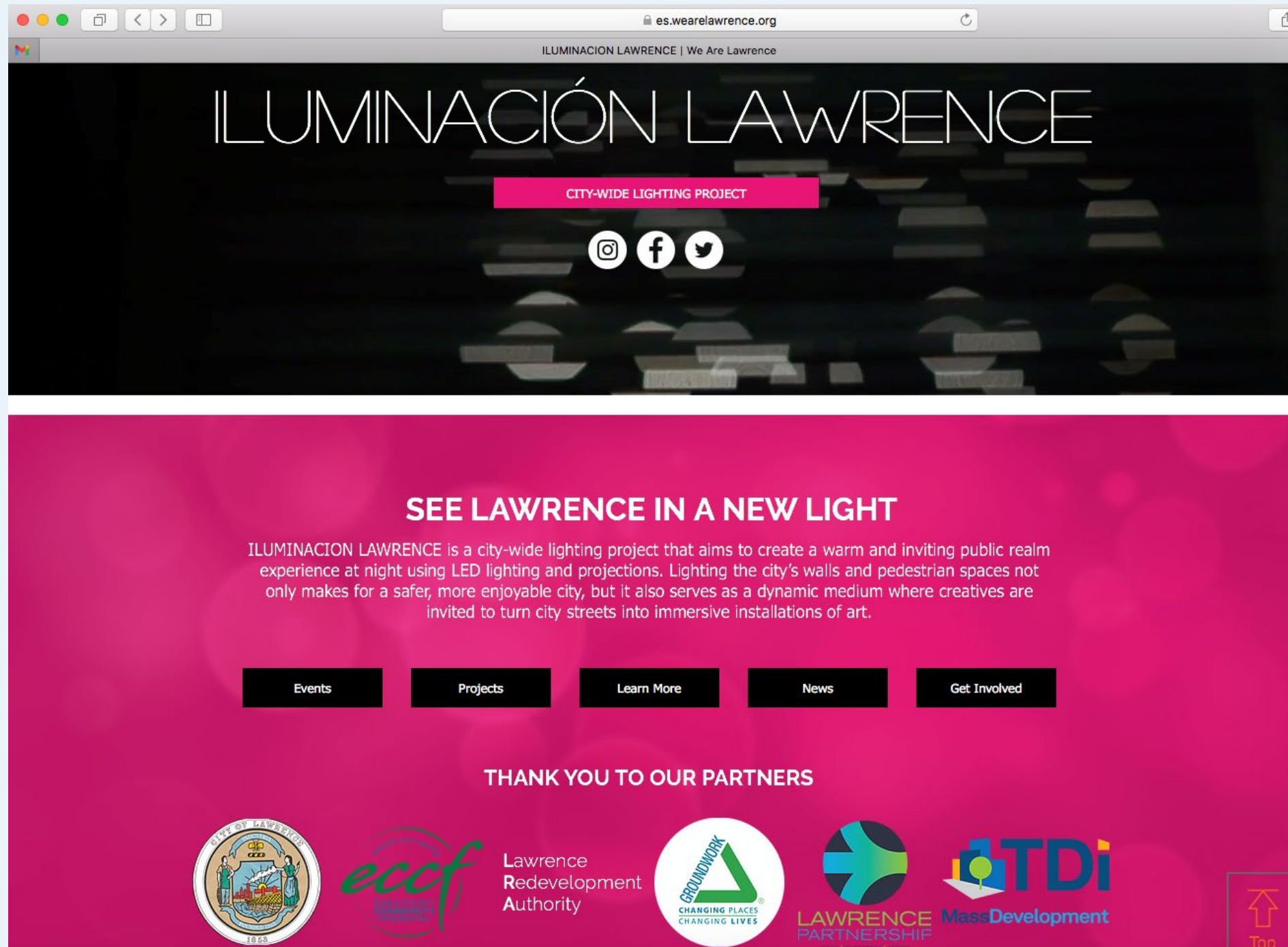
WE TAKE PRIDE IN OUR PRODUCT

Lewis Hind's Early 20th
Century Child Labor
Study



Bread and Roses
Strike of 1912







Iluminación Lawrence | Facebook

City of lights | Merrimack Valley | eagletribune.com

Projects | Iluminación Lawrence | Patronicity






Supported Programs ▾ All Campaigns About Us [Begin a Campaign](#)


[Login or Sign Up](#)

supported by 


Iluminación Lawrence




Permanent, programmable lighting and projections to create immersive, artistic vibrancy and improved pedestrian safety throughout Lawrence.





Light Up Lawrence
from Patronicity






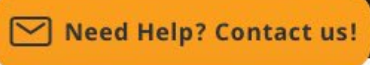
\$30,400
funded of \$30,000 goal


46
patrons

Project Closed

Success!

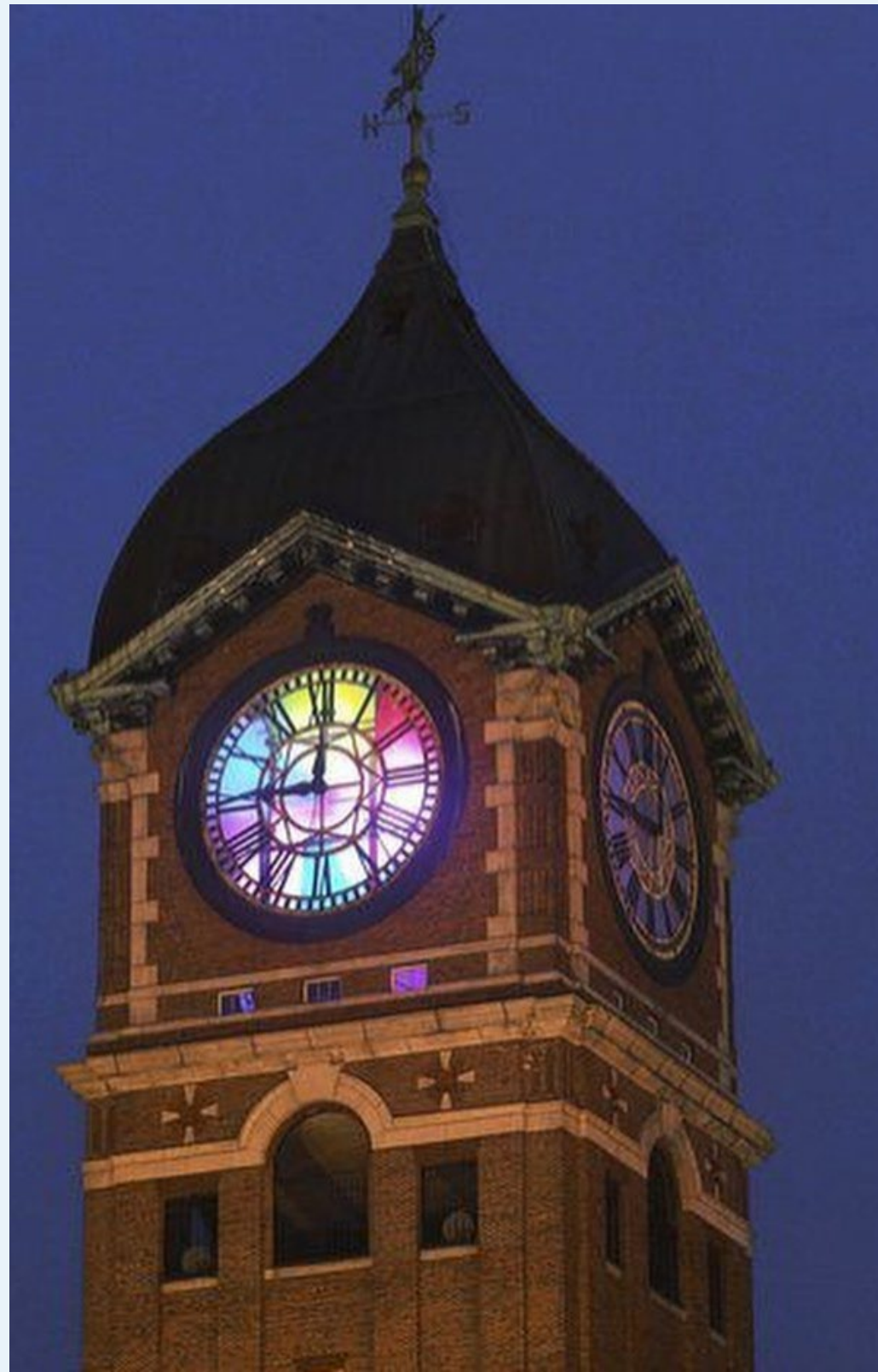
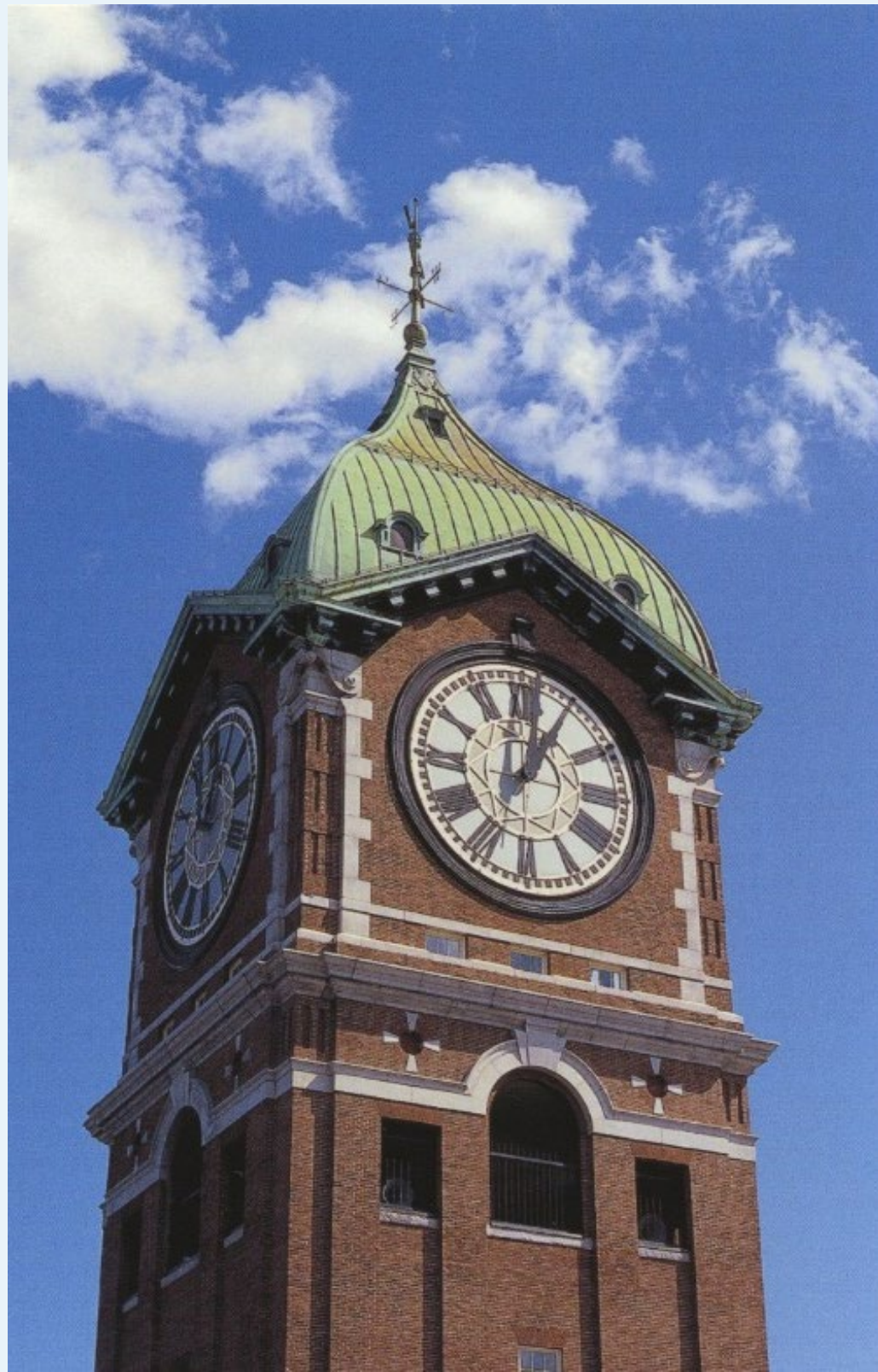
**SUCCESS!**
This campaign reached its goal on Jun 30, 2019 11:45 PM.

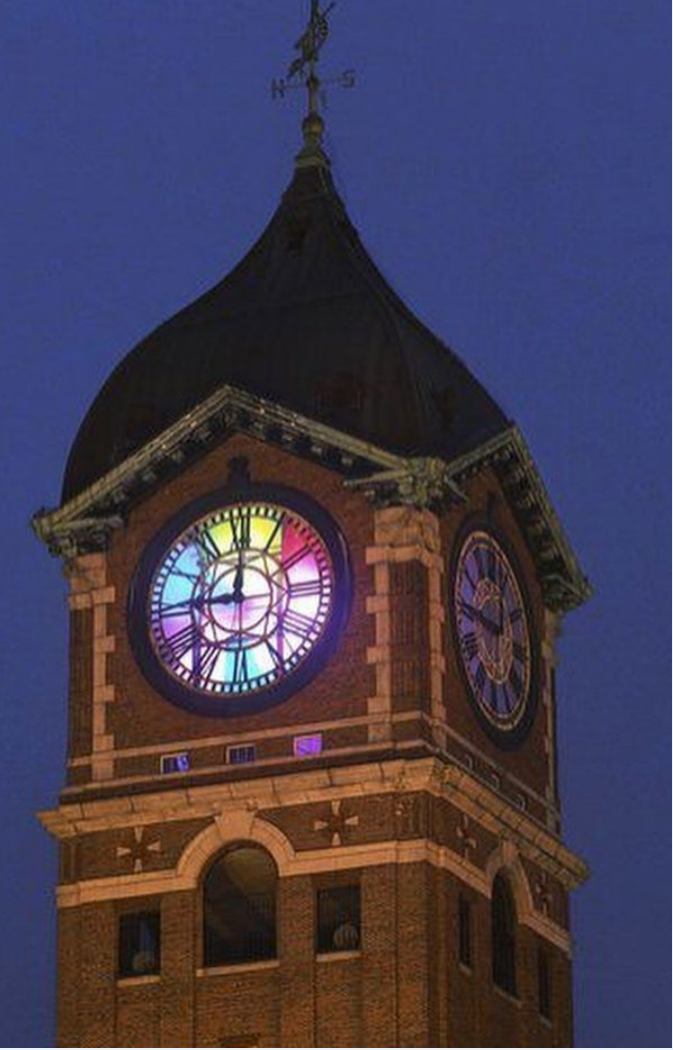




















REVERBERACIÓN





[PREV](#)[NEXT](#)

Hatched

[January/February 2021](#)

A four week illumination and sound installation to provide a family-friendly and physically-distant celebration at the famed Hatch Memorial Shell. “Hatched” cut through the darkness of the winter months, offering a public space for joy and optimism in the New Year. The work was an original 15-minute visual and sound performance led by Boston-based creative Maria Finkelmeier of MF Dynamics and is shaped specifically for the 80-year-old amphitheater itself.

Producer and Creative Director:

Maria Finkelmeier, MF Dynamics

Visual Artist: Pamela Hersch, Hersch Visuals

Commissioned and Presented by:

[The Esplanade Association](#)

Project Partners - LuminArtz, Epson, The Massachusetts Department of Conservation and Recreation

photos by: Aram Boghosian

THE AUTO SHOW: AUGMENTED REALITY ON THE GREENWAY

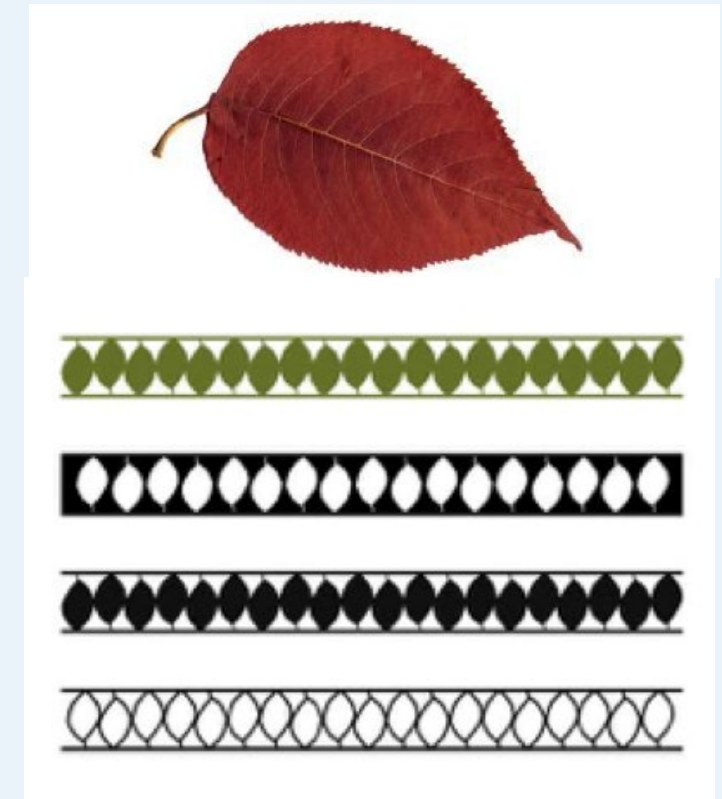


Case Study

Chelmsford's Beech Tree Themed Street Furniture as Functional Public Art



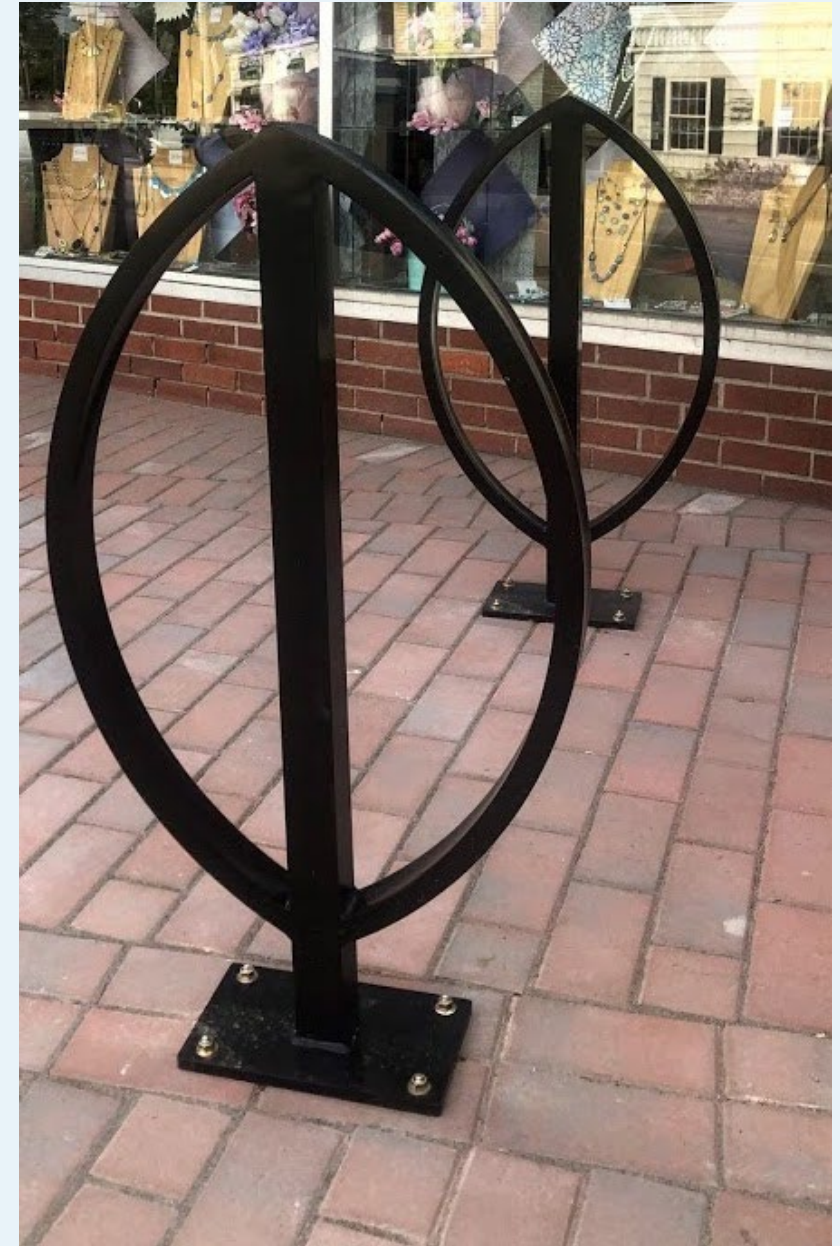
Beech Tree



Sign Bands

Historic Chelmsford Center Village









T-GT

TREE GRATE

STRUCTURE

Overall Dimensions: 48" x 48"

Material: Cast Iron or Aluminum

Powder coated: Black

Paint applied to all sides; must have 10 year guarantee

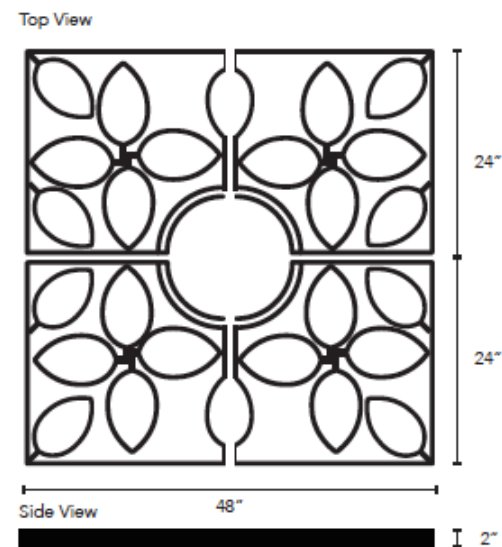
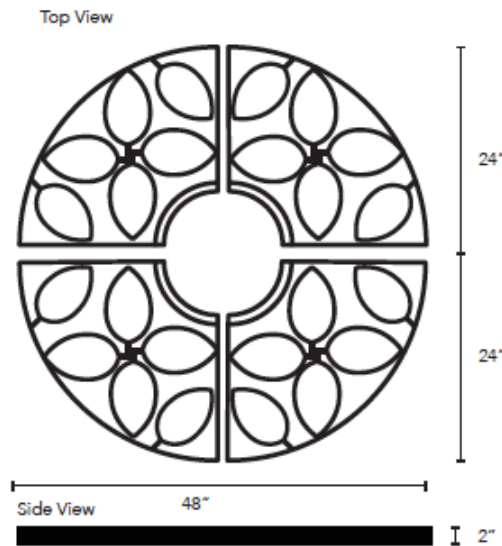
SPECIAL CONDITIONS

of Units _____

Custom Artwork _____

Material _____

Frame Option _____



Case Study

Springfield Benches – Springfield BID Competition



Case Study

The Birds of Audubon Circle



Sponsored by the ACNA and the City of Boston's Browne Fund

Thank You!

- Susan Silberberg, CivicMoxie
 - Susan@civicmoxie.com
- Jennifer Erickson, MAPC
 - JErickson@mapc.org
- Mark Favermann, Favermann Design
 - favermann@gmail.com

