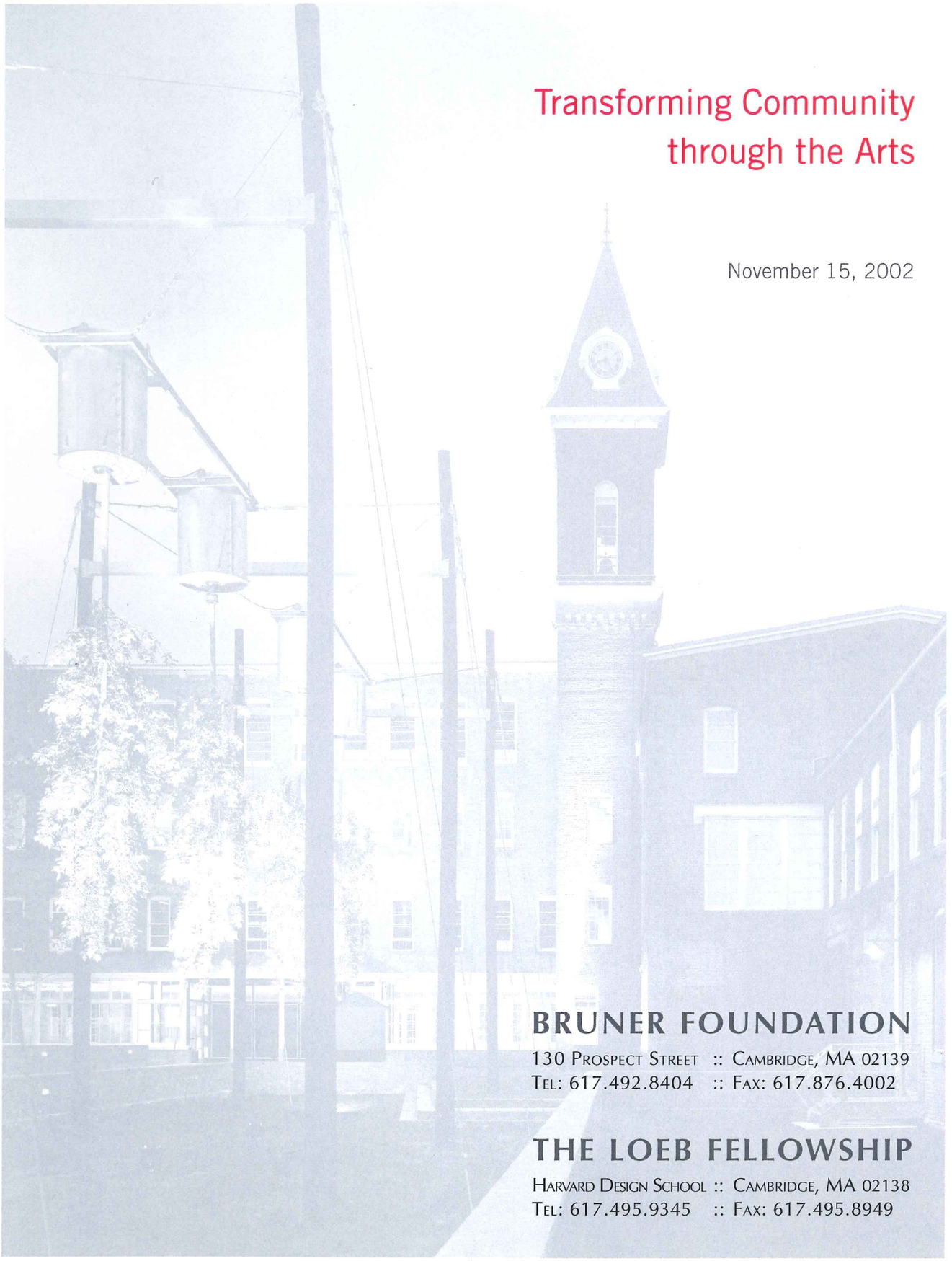

Transforming Community through the Arts

November 15, 2002

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THE LOEB FELLOWSHIP

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RUDY BRUNER AWARD FOR URBAN EXCELLENCE

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Transforming Community Through the Arts

November 15, 2002 Program Schedule

8:30 – 9:00: Registration in Main Lobby (Harvard GSD, 48 Quincy St., Cambridge)
Coffee Reception in Stubbins Room 112, off cafeteria

9:00-9:30: Introduction in Piper Auditorium
Jim Stockard, Curator, Loeb Fellowship Program
Simeon Bruner, Founder, Rudy Bruner Award

9:30-10:15: Overview of Project Row Houses and New Jersey Performing Arts Center

Presentation

- Project Row Houses: Rick Lowe, Founder
- New Jersey Performing Arts Center: Lawrence Goldman, President and CEO

10:15-11:45: Discussion Groups in Portico Rooms at end of hallway
Red – Rm 122, Blue - Rm 123

Discussion

- Rick Lowe, Joe Thompson and Holly Sidford (J. Stockard, Facilitator) Red Group
- Lawrence Goldman and Joshua Green (B. Shibley, Facilitator) Blue Group

Participants are encouraged to use these discussion groups to raise issues relating to art-based placemaking. Presenters will make short presentations in the beginning of the discussion, then serve as resources. Presenters have been asked to consider the following questions as they pertain to their respective projects:

- How has your project impacted your community? Upside? Downside?
- What do you now consider to be the most important successes of your project?
- What are the most important mistakes that have been made and what was learned?

11:45-1:00: LUNCH in Stubbins Room 112
Featured Speaker, Holly Sidford, Senior Associate, The Urban Institute:
"The National Funding Landscape for Art-Based Places"

1:00-1:45: Overview of Manchester Craftsmen's Guild and MASS MoCA
Piper Auditorium

Presentation

- Manchester Craftsmen's Guild: Joshua Green, Director of Arts & Education
- MASS MoCA: Joe Thompson, Director

1:45-3:15: Discussion Groups in Portico Rooms
Red in Room 121, Blue in Room 122

Discussion

- Lawrence Goldman and Joshua Green (B. Shibley, Facilitator) Red Group
- Rick Lowe, Joe Thompson and Holly Sidford (J. Stockard, Facilitator) Blue Group

Participants are encouraged to use these discussion groups to raise issues relating to art-based placemaking. Presenters will make short presentations in the beginning of the discussion, then serve as resources. Presenters have been asked to consider the following questions as they pertain to their respective projects:

- How has your project impacted your community? Upside? Downside?
- What do you now consider to be the most important successes of your project?
- What are the most important mistakes that have been made and what has been learned from them?

3:15-3:45: BREAK – Refreshments in hallway outside Portico Room 122

3:45-4:30: Creative Strategies for Creative Placemaking in Piper Auditorium
The discussion will bring together our five presenters with ALL symposium participants to explore and discuss themes that have arisen during the day. The format of the discussion will grow out of the interests and concerns of participants and presenters alike, and may include such themes as articulating "short-cuts" to creating successful places; common challenges and ways to overcome them; identifying keys to successful placemaking; meeting future challenges, etc.

4:30-5:15: Tools, Output and Follow-Up in Piper Auditorium
A variety of outcomes for this event have been discussed. Among them are: creation of a website with ongoing project and resource information; a resource book with funders, placemakers and other resource material, and other ideas. The final definition of product will grow out of the event, and will be the subject of this discussion.

5:15: Wine Reception at Harvard Faculty Club, 20 Quincy Street
North Dining Room
Use this time to continue the discussion with all of us on an informal basis and to extend your networking with other participants.