

AIA Rochester

A001

ROC2015- Out of the Gallery and Onto the Streets: Community-Based Art Initiatives

Maarten Jacobs, Director, Near Westside Initiative, Syracuse
Sarah C. Rutherford Artist, co-founder THE YARDS Collaborative Art Space
Erika Ruegamer, Co-founder, Director - One Dance Company
Erich S. Lehman, WALL\THERAPY, 1975 Gallery

April 17, 2015



Credit(s) earned on completion of this course will be reported to **AIA CES** for AIA members.

Certificates of Completion for both AIA members and non-AIA members are available upon request.

This course is registered with **AIA CES** for continuing professional education. As such, it does not include content that may be deemed or construed to be an approval or endorsement by the AIA of any material of construction or any method or manner of handling, using, distributing, or dealing in any material or product.

Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.

Course Description

This session will showcase four different groups and initiatives that are using the arts to effect positive change in their communities.

The Syracuse Art, Literacy, Technology (SALT) District of the Near Westside is directed by the **Near Westside Initiative Inc.** (NWSI), a not-for-profit organization that leverages the resources of Syracuse University, the state, the city, private foundations, businesses, not-for-profit corporations, and neighborhood residents to achieve its goals.

WALL\THERAPY is a public community-level intervention using mural art as a vehicle to address our collective need for inspiration. During this week-long festival, street artists (“therapists”) from across the globe paint (“rehabilitated”) walls throughout the city.

Founded in 2011 by Lea Rizzo and Sarah C. Rutherford, **The Yards** is a collaborative art space in the heart of the historic Rochester Public Market. Namesake of the trains that still rumble past,

One Dance Company is a group of dancers who create temporary worlds within empty spaces or already existing environments. Our specialty is collaborating with local musicians and artists to awaken and inspire the overlooked and underused places in Rochester, New York.

Learning Objectives

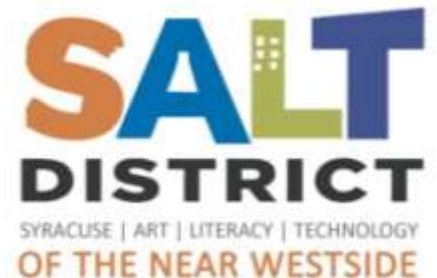
At the end of the this course, participants will be able to:

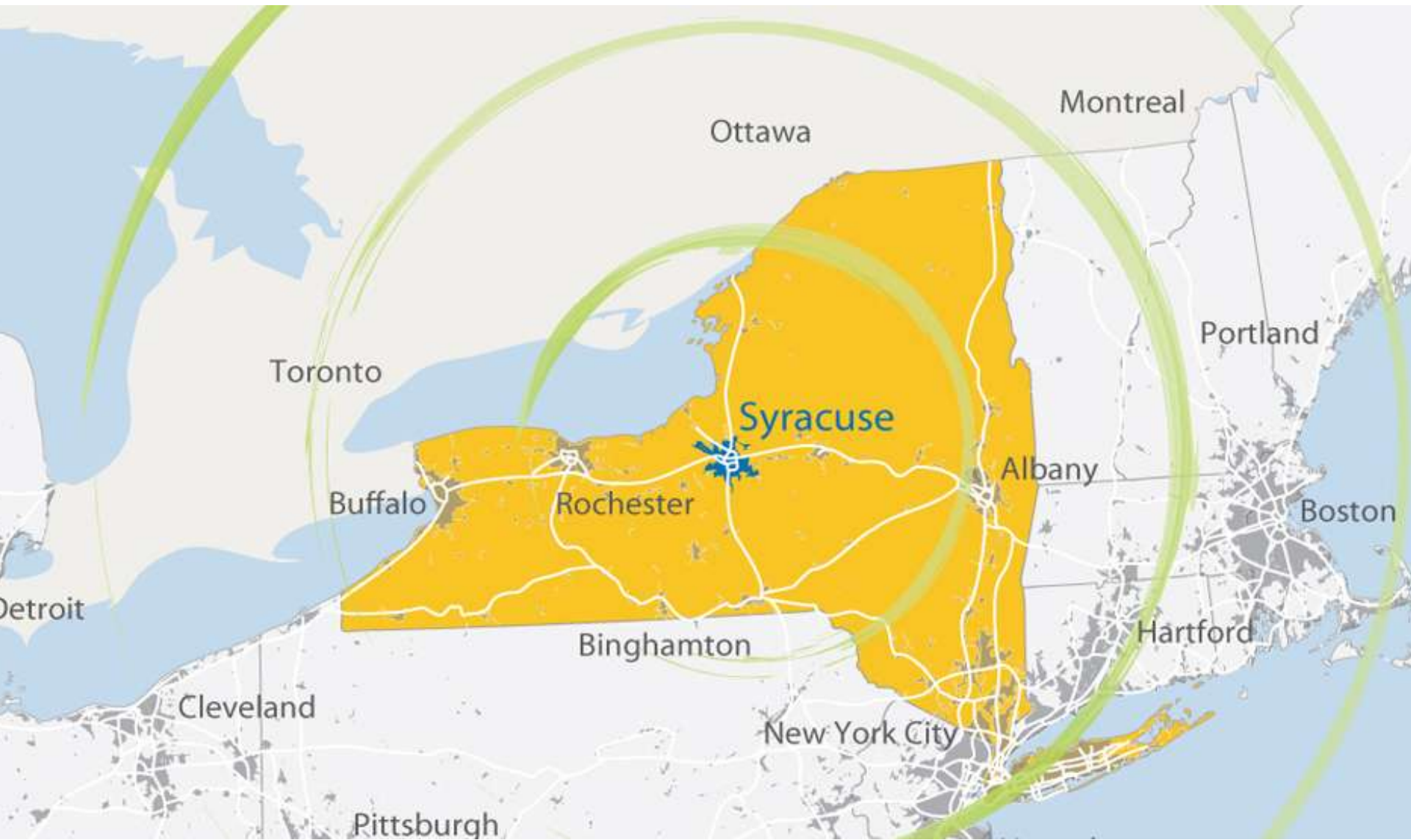
1. Participants will be able to employ new and creative tactics to advocate for the benefits of historic preservation and community building.
2. Participants will be able to forge community allies by exposing community members to emotional experiences, converting them into advocates for historic places with personal meaning.
3. Participants will be able to collaborate with new partners and allies to create events and experiences that build public support for preservation projects.
4. When working with clients on public improvement projects, participants will be able to suggest innovative and creative interventions that both involve the public and contribute to a unique community character and personality.



Creative Placemaking

Using the arts to effect
positive change in the
Near Westside of Syracuse





THE
SALT
DISTRICT
 of the Near
 Westside



Combining the power of **art**, **technology** and **innovation**, with neighborhood values and culture to revitalize Syracuse's Near Westside



Holistic Approach to Community Revitalization



Commercial



Neighborhood Leadership



Engaged Scholarship



Residential



Workforce Development



Community Health

Creative Placemaking

Art Engaging & Igniting Change







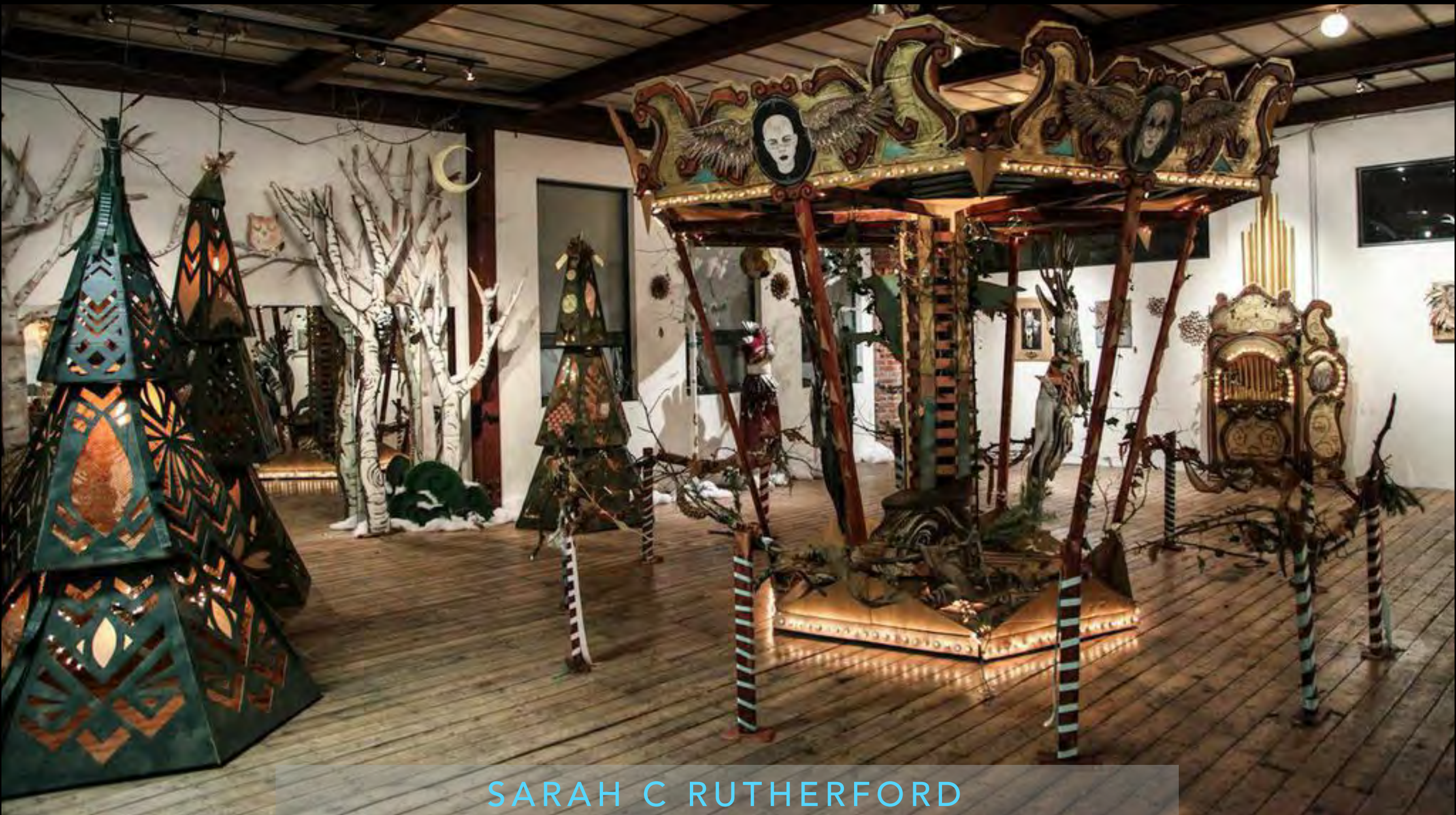








THE CONTINUED IMPACT OF TEMPORARY COLLABORATIVE ART INSTALLATIONS



SARAH C RUTHERFORD
ARTIST & CO-FOUNDER:
THE YARDS COLLABORATIVE ART SPACE

SWEET MEAT CO

ROCHESTER BASED ART
COLLECTIVE COMPRISED OF
ST. MONCI
SARAH C. RUTHERFORD
MR. PRVRT
ERICH LEHMAN
LEA RIZZO



BEFORE

POP UP SHOWS HAVE
CAPACITY TO
VISUALLY
DEMONSTRATE
POTENTIAL OF A RAW
SPACE AND ALLOW
FOR EXPERIENCE
WITH MINIMAL RISK.



AFTER

RELATIONSHIP OF TRUST
IS CRUCIAL BETWEEN
OWNER, ARTISTS AND
COMMUNITY. THIS CAN
LEAD TO MUTUALLY
BENEFICIAL OUTCOMES.





THE YARDS COLLABORATIVE ART SPACE

- Art space centered around shared experience and fostering a sense of place through collaboration.
- Past events include pop up dinners , art installations, poetry readings, musical and dance performances , craft shows, art residencies and more.





SPLIT BETWEEN TWO
LOCATIONS, EVENT
ENCOURAGED VIEWERS
TO HAVE A GREATER
EXPERIENCE OF THE
DOWNTOWN

40 ARTISTS
INVOLVED



BOYS VS GIRLS

THE YARDS COLLABORATIVE ART SPACE & 1975 GALLERY

ROCHESTER PUBLIC MARKET

- Before THE YARDS, the public market was primarily open during the day.
- Cure restaurant opened in 2013 and we have collaborated on a number of events.
- Part of forward momentum of The Public Market as a whole.



THE SPECTRAL CARNIVAL AT ST. JOSEPH'S PARK

- October 25 & 26th 2014
- 400 attendees over two day event
- Event coordinated by THE YARDS and included 50+ artists, musicians, one dance co. & volunteers
- Our goal: to bring attention to an under-utilized historic gem located in the heart of Rochester's inner city and to create a magical experience.
- Event made possible through support of landmark society and their willingness to trust in our vision.







ATTHEYARDS@GMAIL.COM

WWW.ATTHEYARDS.COM
[@ATTHEYARDS](https://www.instagram.com/ATTHEYARDS)

WWW.SWEETMEATCO.BLOGSPOT.COM



S.C.RUTHERFORD@GMAIL.COM

one dance co.

movements in time and space, place, order, and occurrence





THE EXPERIENCE

There is no better indicator of the spiritual health of our city, its neighborhoods, and the larger region than the state of the arts. The arts deepen our understanding of the human spirit, extend our capacity to comprehend the lives of others, allow us to imagine a more just and humane world. Through their diversity of feeling, their variety of form, their multiplicity of inspiration, the arts make our culture richer and more reflective.

Jonathan Fanton

President, MacArthur Foundation





TRUSTING THE PROCESS

The findings from Arts & Economic Prosperity III send a clear and welcome message: leaders who care about community and economic development can feel good about choosing to invest in the arts.

Robert L. Lynch

President and CEO, Americans for the Arts



THE JUMP START







WALL THERAPY



RHAPSODY

WALL\THERAPY

A PUBLIC COMMUNITY-LEVEL
INTERVENTION USING
MURAL ART AS A VEHICLE
TO ADDRESS OUR
COLLECTIVE NEED FOR
INSPIRATION.

ABOUT THE PROJECT

- **Started 2011 – “Visual Intervention”**
- **Core team of about 10 volunteers.**
- **Expanded team of 50+ volunteers.**
- **Over \$65,600 raised through crowdfunding.**
- **Over 100 murals throughout Rochester.**
- **Over 55 Local, National, and International Muralists.**
- **Approximately 2500 cans of spraypaint and 300 gallons of bucket paint so far.**

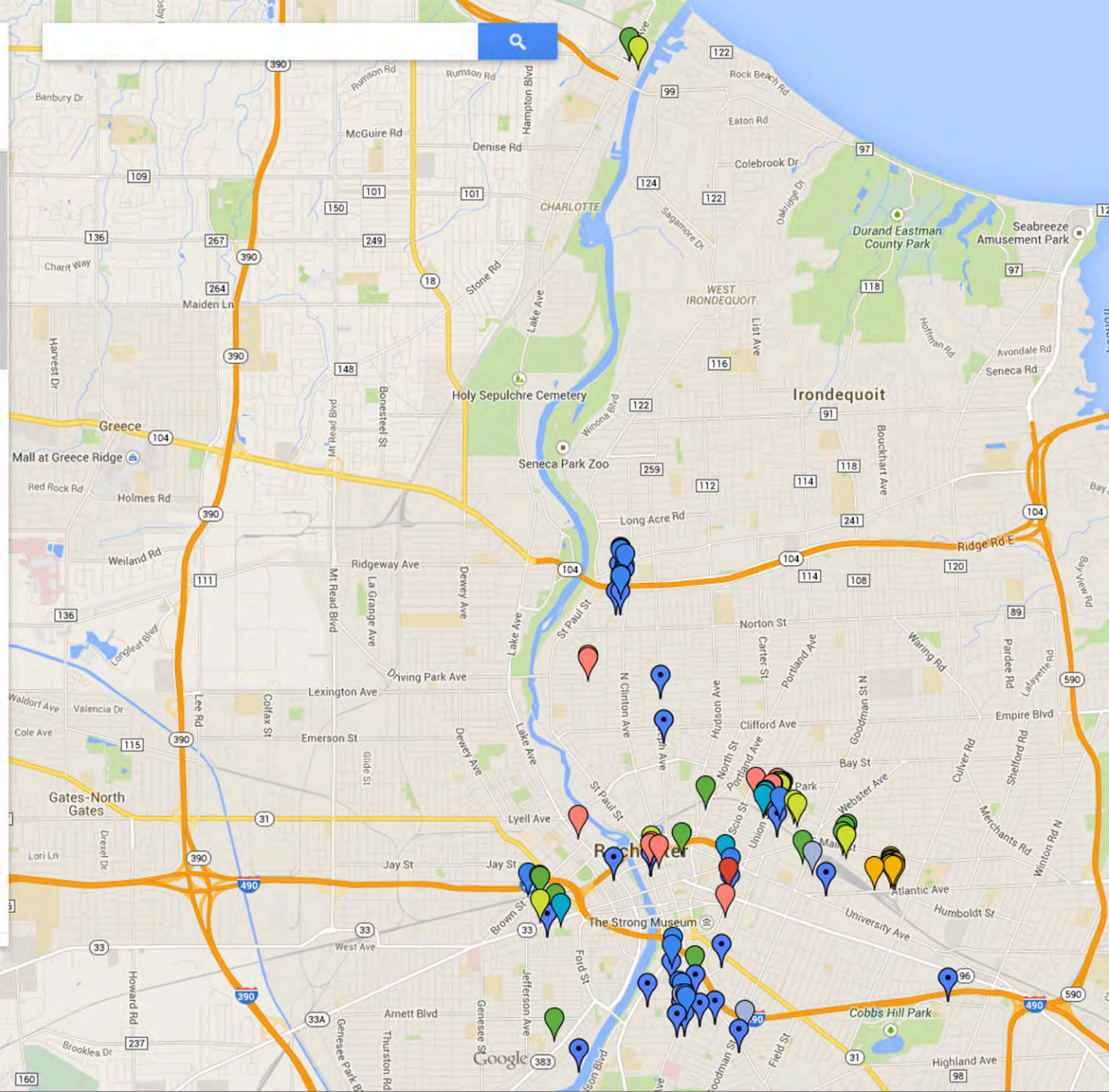
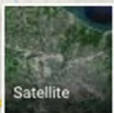
WALL\THERAPY Mural Locations

WALL\THERAPY mural locations throughout Rochester, NY



☒ WALL\THERAPY 2013-2014 Murals

- Omen - Reclining Woman - WT2014
- Sam Rodriguez - WT2014
- Omen - WT2014
- Jarus - Avery WT2014
- Addison Karl - Luong - WT2014
- John Perry - Armand - WT2014
- Alicé Pasquini - "Along the Way" - ...
- Shawnee Hill - "EveningStar" - WT2...
- Ernest Shaw Jr. - "Jimi" - WT2014
- Alice Mizrahi - "Together We Stan...
- OverUnder - WT2014
- ECB - "Port of Charlotte" WT2014
- Jarus - "The Red Dress" - WT2014
- Caitlin Yarsky - "Andy and the Big D...
- David Walker - WT2014
- Elicser Elliot - "I Got You" - WT2014
- Binho "Binho" piece - WT13
- CHANGE "Flex Your Power" - WT13
- Pose2 is Maxx Moses - WT13
- RANGE - "La Lucha Siempre" WT13
- Lady Pink - WT2013
- SMITH Dragon Mural - WT13
- Know Hope - The Notion of Homel...
- Troy Lovegates - Aug14
- Above - Diamonds - September 2014
- Faring Purth - Anabel - September ...
- Icy and Sot - Boy with Heart - Octo...

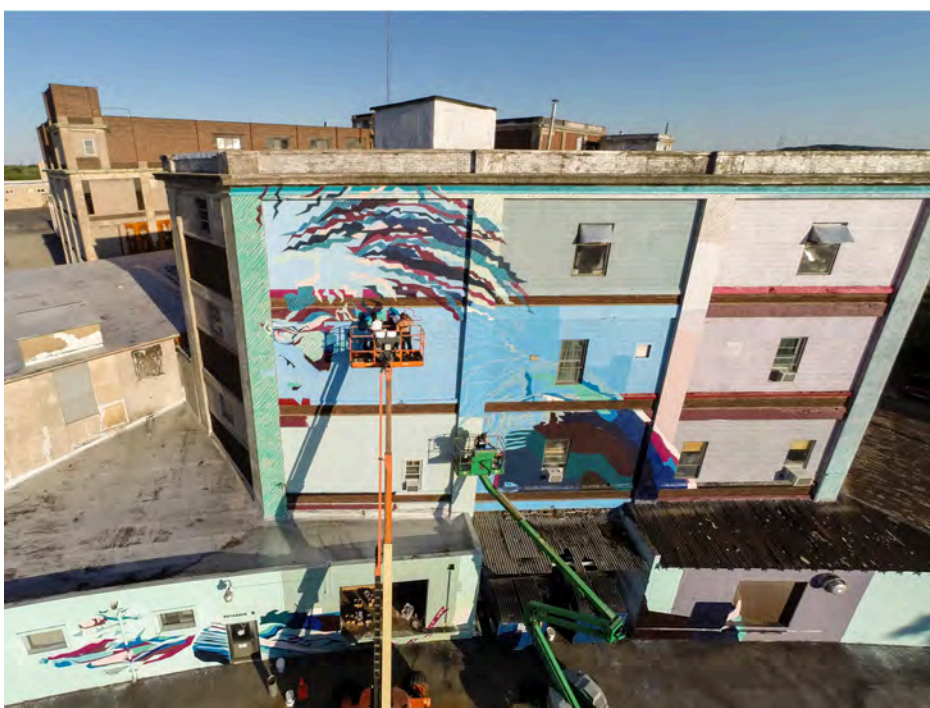


GLOBAL REACH

- **People from 2000+ cities in 104+ countries have visited our site to learn more.**
- **Media coverage has lead to 100+ articles, blogs, and videos about the project, including NPR and Huffington Post.**
- **Partner with the Google Cultural Institute Street Art Project**









IMPACT!

IMProving Access to Care by Teleradiology



Synthesis Collaborative - A 501(c)(3) public charity incorporated in New York State.

WHAT IS THE CONNECTION?

Imagery.

IMPACT - Imagery to heal the body.

WALL\THERAPY - Imagery to heal the soul.

Imagery for Body and Soul.

This concludes The American Institute of Architects
Continuing Education Systems Course

AIA Rochester

Linda Hewitt 585.232.7650



FOR MORE
INFORMATION

www.wall-therapy.com

walltherapyny.culturalspot.org

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www.impactrad.org

