

Art vs Design

New Approaches for Better Public
Places

Context



POMO

Context



Public art? Or something created by designers? Does it really matter?

Context



Creative design of ordinary objects, driven by the qualities of places in which they exist

Context



Engaging artists to work with us to help us make creative public places.

- Simone Eisler (a)
- Claire Matthews (l)

Context



Objects in the public realm made by collaborations between artists, designers, timber workers, fabricators.

Made through a collaborative multidisciplinary approach but driven by a design process.

Today's Presentation

1. Describe: *Emerging Field* in Urban Renewal

>Urban art/design
“*Placemaking Design*”

>Unearthing narratives of places and the aspirations of communities, and expressing those narratives and aspirations *creatively* in our urban environments

....*role for art & design....
connection*

2. How? Create Places from “*Narrative of Place*”

>How might we create urban environments that are born from the enduring narratives and unique qualities of our communities & places?

>In other words, how might we create more meaningful & connected public places?

....*bringing more art and more creative design into the public realm*

3. Promote! The Process

>How artists, policy makers/managers, council officers, urban designers can get on board with a *Placemaking Design* process

>Collaborate to create better public places, more creativity into the public realm

...*the methodology adaptable for your next project*

Why?

1. Successful public places are essential for healthy communities (social, economic, cultural)
2. Art & creative expression is important to our public places (economically, socially, culturally)
3. Artists & (some) designers are often trying to do the same thing but through different methodologies
4. Knowledge is expanded by mixing skill sets and blurring traditional boundaries



Part 1. An Emerging Field “Placemaking Design”

...provide a way for art and design to work together to change the way we create, experience & think about public places



What drives me?

DESIGN is...	ART is...
Solving a problem.	Raising a question.
A conclusive result.	An open debate.
Being an actor and interpreting a script.	Writing and performing your own story.
Dependent on a collective acceptance.	Independent, and only needs inner approval.
The mind looking for solutions.	The voice of the soul.
An act of empathy	An act of freedom.

Image 1

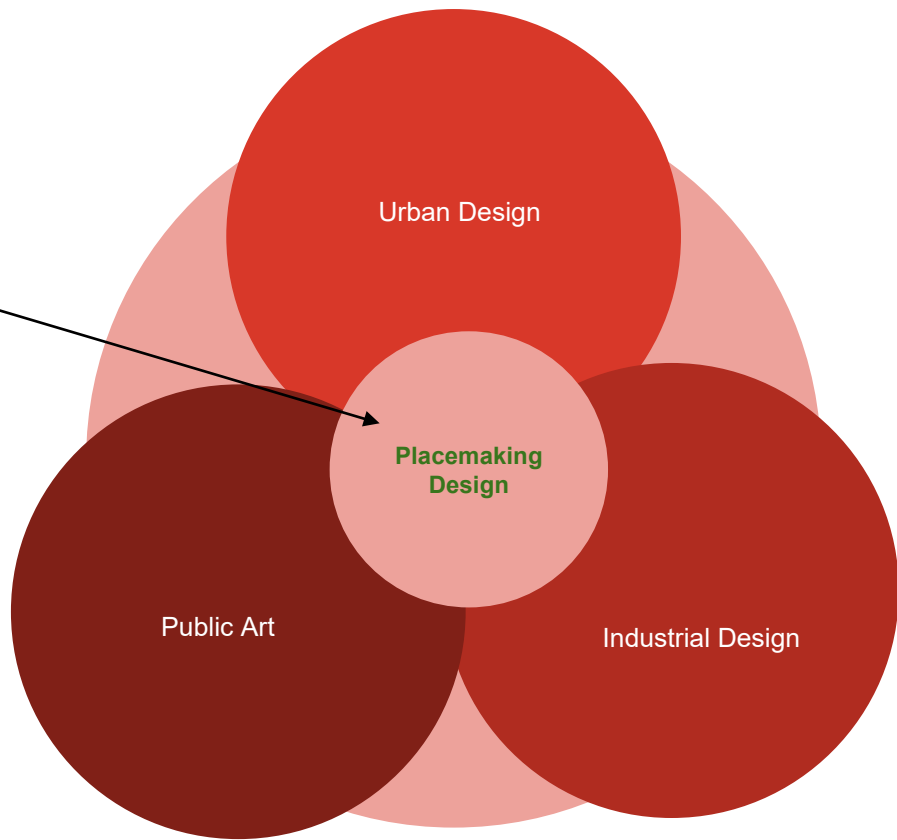


An Emerging Field

“Placemaking Design”

- functional art
- art riding along with a design process
- creative, bespoke urban design

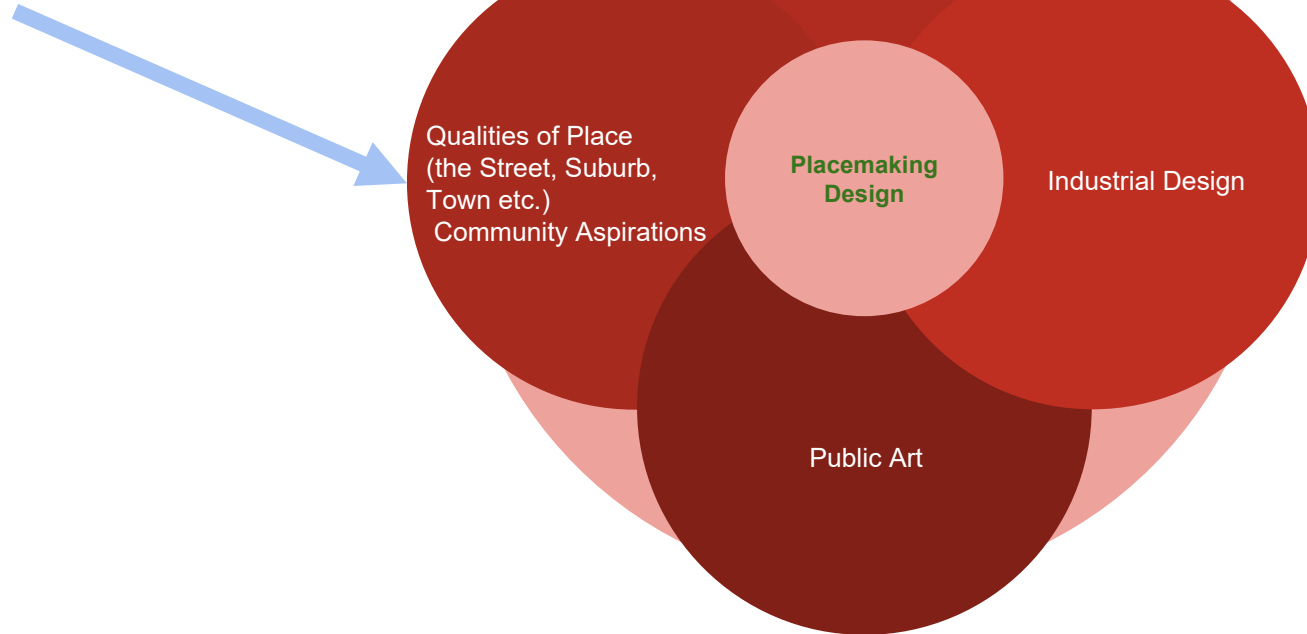
Art vs Design
Art & Design





An Emerging Field

Placemaking Design



Public Place FAILS



Locals contemplate the power of emptiness in front of the Guggenheim Bilbao.

Image 2 & 3



"This is where I go to be by myself," commented a regular visitor to Pershing Square, Los Angeles.

Public Place WINS

- >Enhance what's already great about the place
- >Deliver a community benefit
- >Creative uses



Revitalisation of Melbourne's Laneways



Nationally Awarded Palmwoods Town Square, Sunshine Coast



Southbank Brisbane

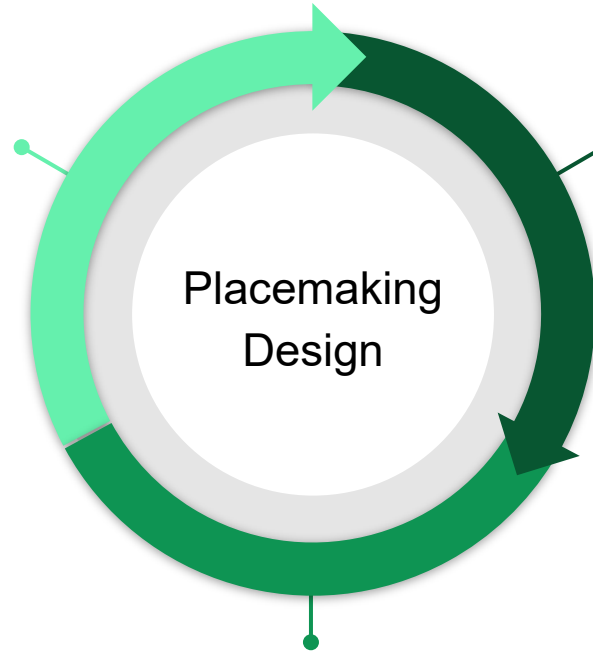


Part 2. Creating from the “Narrative of Place”

1. SPIRIT OF A PLACE (*genius loci*)

Understanding the intrinsic qualities of a place:

- >cultural history - indigenous, colonial, modern
- >personal stories and memories
- >natural environment - animals, river, ocean, topography, weather, plants
- >other and more place qualities - can be anything locally relevant!

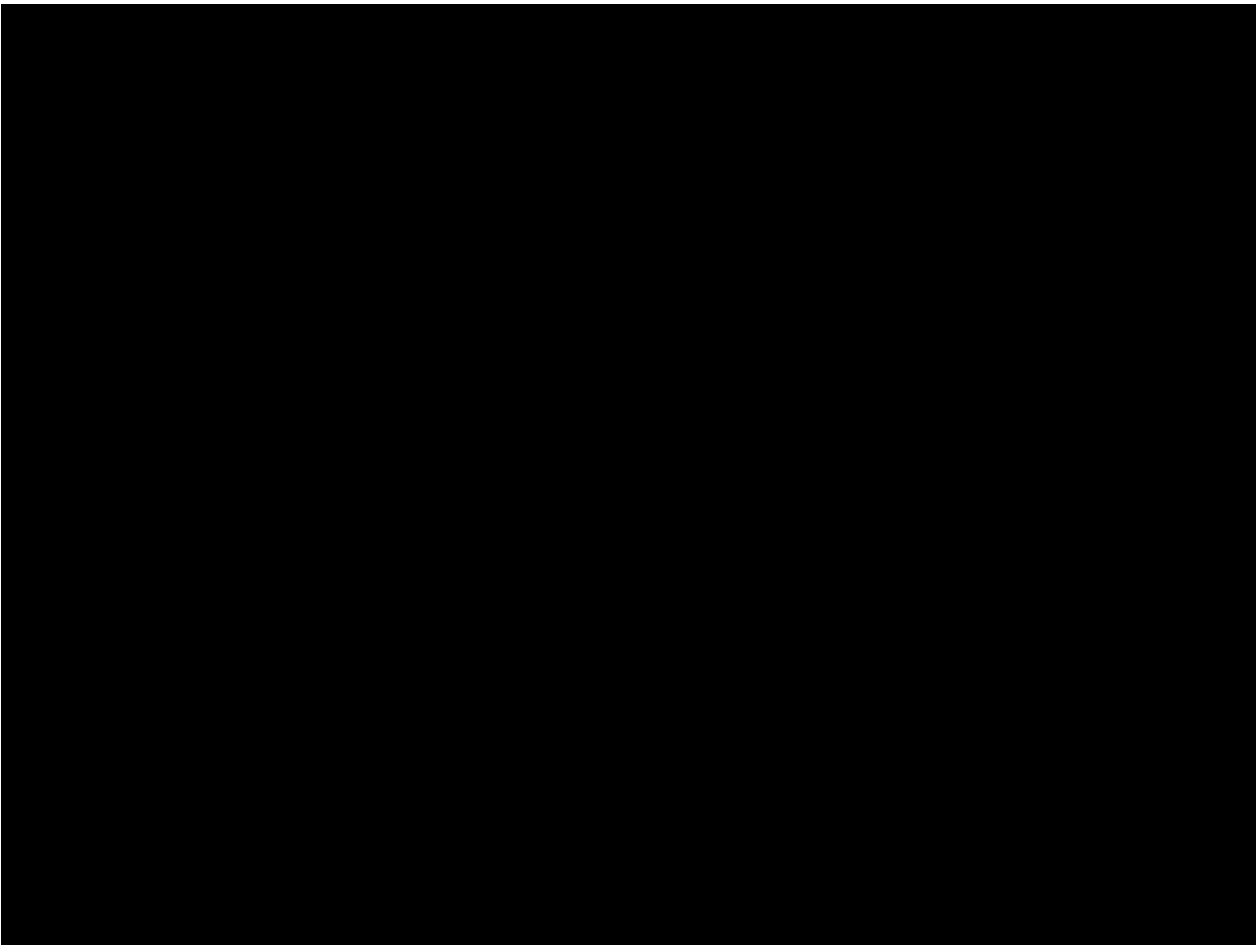


2. CREATIVE EXPRESSION

Designers and Artists expressing the spirit of the place through the creation of physical objects, experiences, sounds, tactile means, painting, light, projections
- most art practices can be incorporated into the public realm

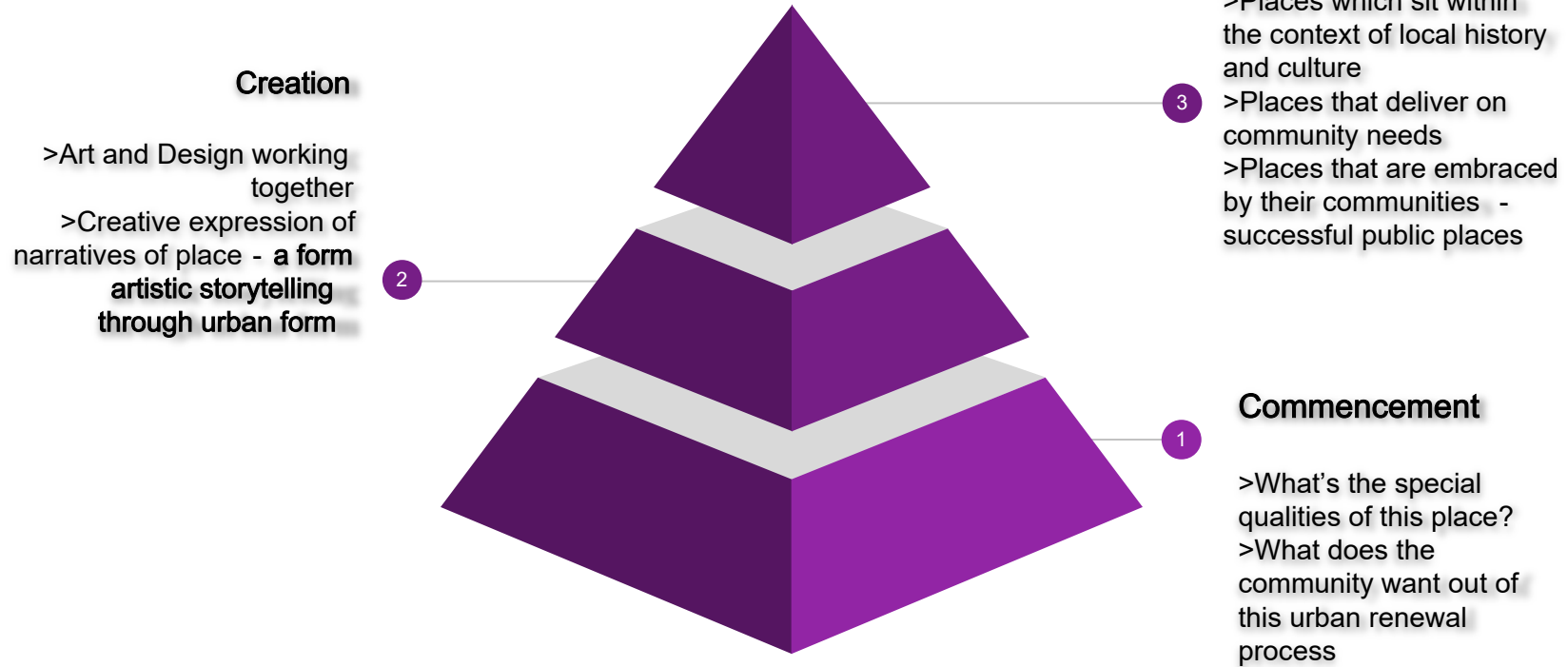
3. MEANINGFUL, CONNECTED PUBLIC PLACES

Creating public places that are deeply connected to the local community and its historical/cultural context

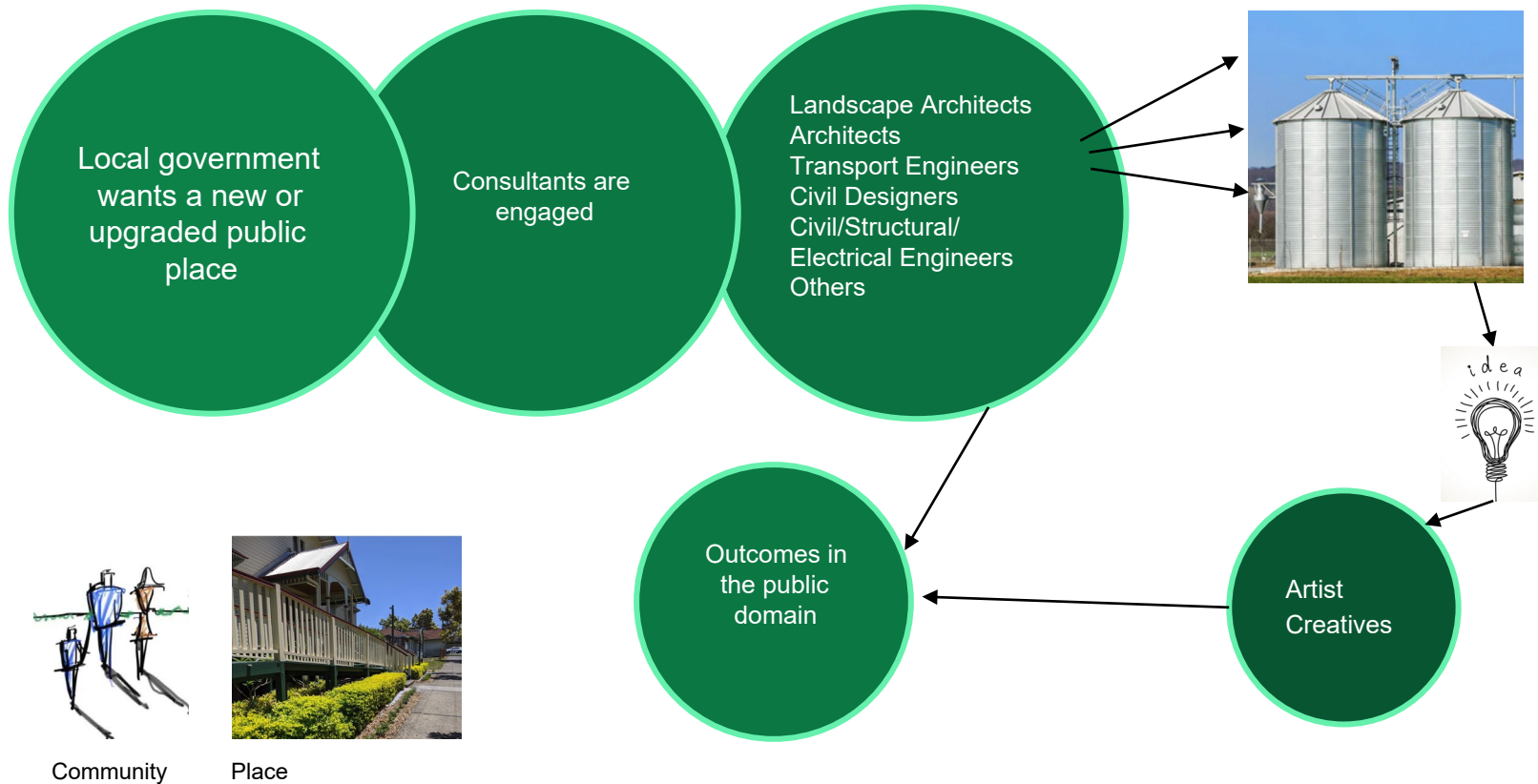




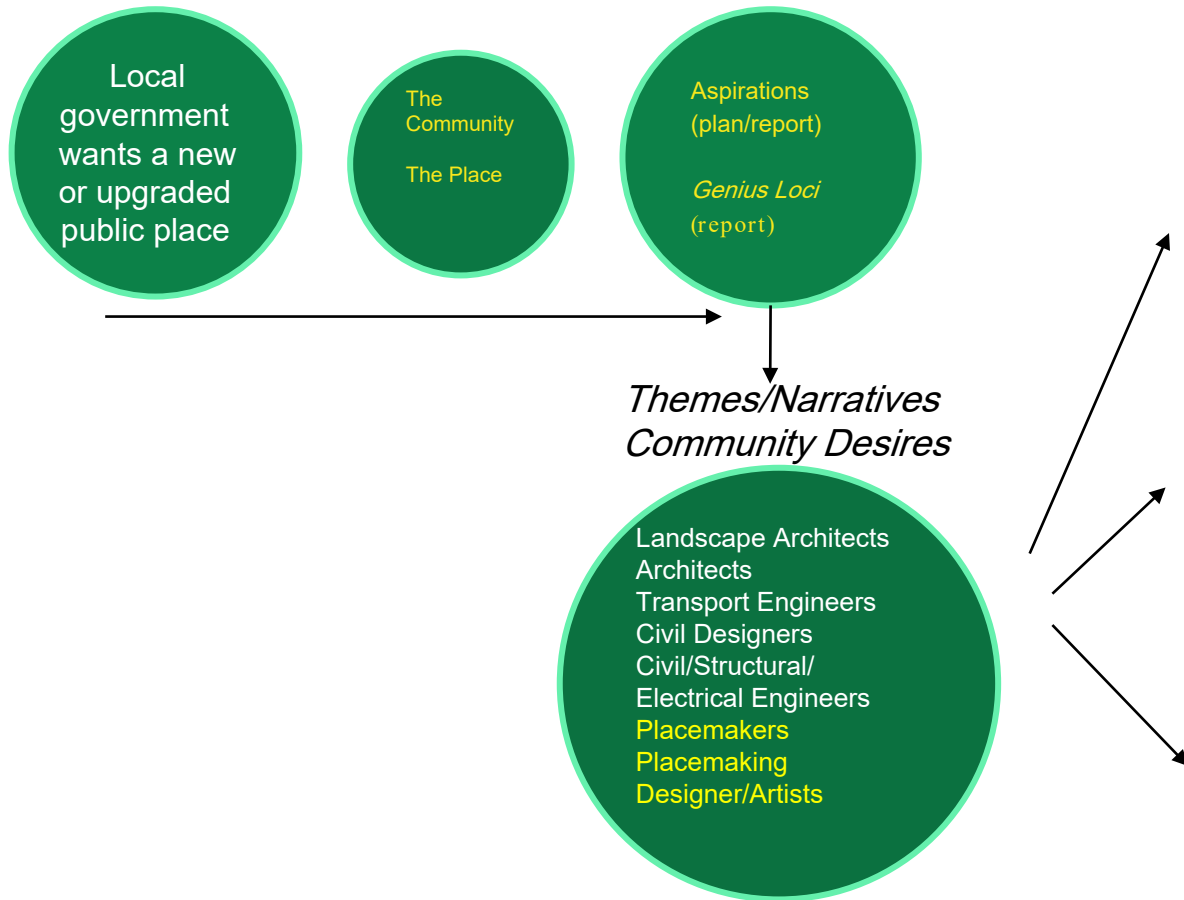
Creating from the “Narrative of Place”



3. The Process How You Can Be Involved



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Artists & Arts Officers

- > Artists should market themselves to urban designers who can directly engage them without the constraints of a typical art procurement process
- > Arts officers in public authorities should look outside of traditionally slow, cumbersome, tedious art procurement processes and to placemaking as a nimble and speedy way to get art delivered on the ground



Urban Designers

- > Urban designers should look to involve artists early in the project before the design process starts



Community Engagement Specialists

- > Look to engage placemaking designers and artists early in the engagement phase to bring the community's stories to life through creative design and to set the themes for the larger design process



Policy Makers

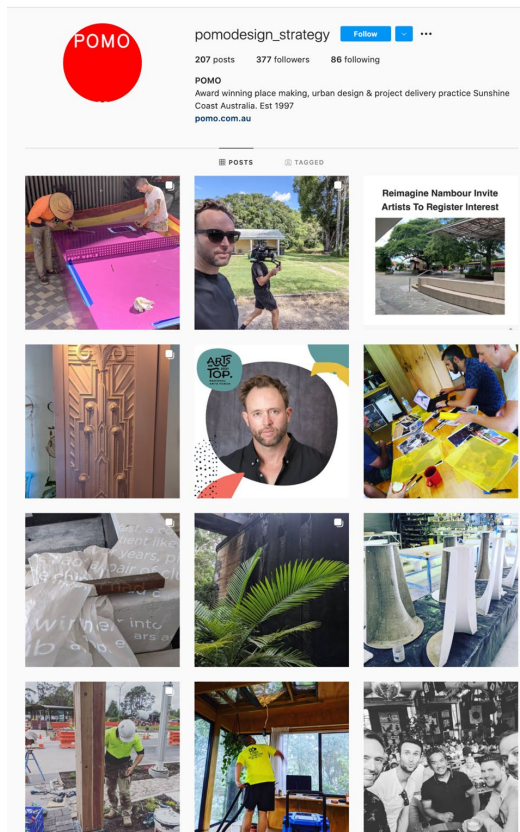
- > Policy makers should be looking to enshrine processes that incorporate community engagement and placemaking design as the starting point for every public place urban renewal project so themes and local desires can be identified BEFORE other consultants are engaged.
- > The entire team can then be aligned around common themes

Final Thoughts

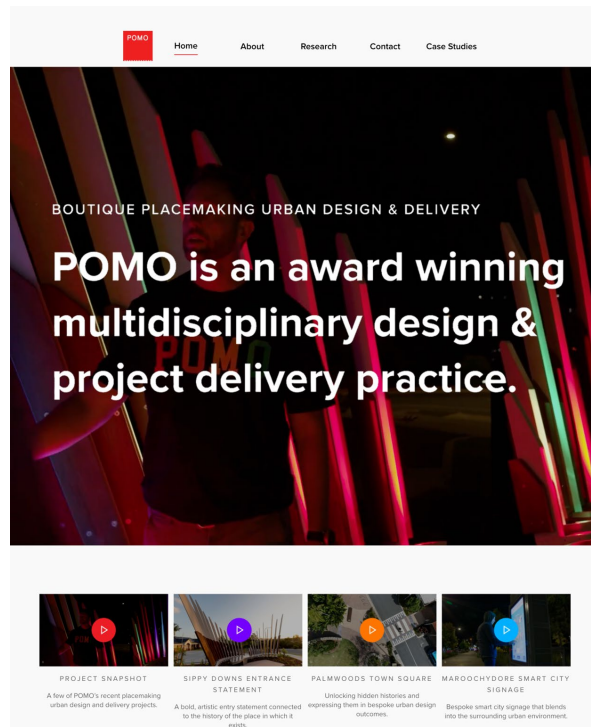
Traditional thinking has given us **thousands of ordinary public places** we need a **new paradigm** to create more dynamic, more creative and more connected places that function for our communities.

New paradigm is **placemaking design** , which breaks down the barriers between art and design and injects creativity and community aspirations into traditional urban design processes.

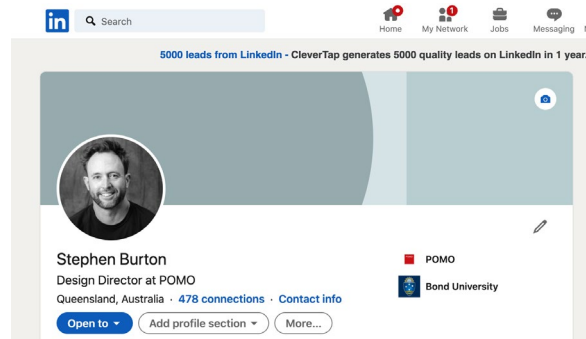
Let's Be Friends



Instagram: pomodesign_strategy



pomo.com.au



Linkedin Stephen Burton

References

Image 1. Alex Trochet.com

Image 2 & 3. <https://www.pps.org/article/april> - fools-2015