

The Art of Placemaking

Measuring, evaluating and communicating impacts

WHEN

November 7 & 8, 2013

WHERE

Providence, RI

About the Conference

Join leading practitioners and experts in the field of creative placemaking for two days of exploration and dialogue about measuring, evaluating and communicating the impact of using art to build and transform community.

Following the conference, on Saturday, November 9, 2013, we invite all conference participants to join us for unique behind the scenes experiences with WaterFire's Salute to Veterans a major public art event and first ever community wide celebration of Veterans on such a large scale in Rhode Island.

Register Online

<http://conference.placemakers.us>

Conference Attendee - \$225.00

Student Rate - \$100.00

Conference Hotel

The OMNI Providence

<http://waterfi.re/artofplacemakinghotel>

PRESENTERS

Artists, placemakers, community builders, urban planners and government leaders

SHELDON WHITEHOUSE

United States Senate
Senator

SUNIL IYENGAR

National Endowment for the Arts
Director, Office of Research & Analysis

ANNE GADWA NICODEMUS

Metris Arts Consulting
Researcher, writer, speaker, and advocate for creative placemaking

ANN MARKUSEN

University of Minnesota's Humphrey School of Public Affairs
Director of the Arts Economy Initiative

JASON SCHUPBACH

National Endowment for the Arts
Design Director

BARNABY EVANS

WaterFire Providence
Founder and Executive Artistic Director

MARIA ROSARIO JACKSON

The Kresge Foundation
Senior Adviser, Arts & Culture

BERT CRENCA

AS220
Co-Founder and Artistic Director

LAURA ZABEL

Springboard for the Arts
Executive Director

JACK BECKER

Forecast Public Art
Executive Director + Principal

KIP BERGSTROM

Connecticut Department of Economic and Community Development
Deputy Commissioner

LYZ CRANE

Artplace
Director of Partnerships and Special Projects

LORI LOBENSTINE

Design Studio for Social Intervention
Youth Action Lead

LYNNE MCCORMACK

City of Providence
Director, Art, Culture + Tourism

PROFESSOR STEVEN LUBAR, PHD

Brown University Director, John Nicholas Brown Center for Public
Humanities and Cultural Heritage

PROFESSOR MARK MOTTE, PHD

Rhode Island College
Professor and Director of Geography

MARSHALL SPONDER

WebMetricsGuru INC
Chief Executive Officer

CLAY ROCKEFELLER

The Steel Yard
Co-Founder

ERIN WILLIAMS

City of Worcester, MA
Cultural Development Officer

JED PEARSAL

Performance Research
Founder and President

RANDALL ROSENBAUM

Rhode Island State Council for the Arts
Executive Director

PETER A. MELLO

WaterFire Providence
Managing Director

KIMBERLY DRIGGINS

Government of the District of Columbia (Washington, DC)
Associate Director, Citywide Planning Division Office of Planning

MAX MACCARTHY

Upham's Corner Main Street
Executive Director

EVENT SCHEDULE

Two days of learning followed by a WaterFire experience

WEDNESDAY 06 NOVEMBER

6:00pm - Registration and welcome reception

THURSDAY 07 NOVEMBER

8:30am - Welcome to The Art of Placemaking Conference and the Creative Capital
Barnaby Evans, Lynne McCormack & Peter A. Mello

8:50am - Indicators, Metrics, and Evaluations, Oh My!
Ann Gadwa Nicodemus

9:45am - Change the Narrative: Measuring Placemaking's Effect on Neighborhood Narrative
Laura Zabel

11:15am - What can cities and state governments do to foster creative development?
Erin Williams, Kip Bergstrom & Lynne McCormack

1:30pm - Panel: 20 Years of Creative Placemaking in Providence
Barnaby Evans, Bert Crenca, Clay Rockefeller, Lynne McCormack

2:45pm - How likely are you to recommend that a friend visit the city?: Survey responses from visitors to WaterFire Providence and the New Bedford Working Waterfront Festival
Professor Mark Motte, PHD & Professor Steven Luba, PHD

2:45pm - ArtPlace America Update
Kimberly Driggins, Lori Lobenstine, Lyz Crane & Max MacCarthy

4:15pm - Weaving Urbanity with Civic Ritual and Communitas: The Critical Need for Art to Reshape Our Urban Experience
Barnaby Evans

5:05pm - Day One Closing Recap
Barnaby Evans & Peter A. Mello

FRIDAY 08 NOVEMBER

8:30am - How do we know Creative Placemaking is working?
Ann Markusen

9:30am - Social Media for the Arts: Measuring the Impact of Art for Community Building
Marshall Sponder

9:30am - Sponsorship Research
Jed Pearsal

11:00am - Maria Rosario Jackson, The Kresge Foundation

1:00pm - DataFest 2013 presented by the Rhode Island State Council for the Arts
Randall Rosenbaum

1:15pm - National Endowment for the Arts Update on Creative Placemaking Research
Sunil Iyengar

4:00pm - Closing Keynote
US Senator Sheldon Whitehouse

4:30pm - Conference Close: Learning and Next Steps
Ann Markusen, Anne Gadwa Nicodemus, Barnaby Evans & Peter Mello

SATURDAY 09 NOVEMBER

6:00am - Volunteer for WaterFire
Join us for any part of the day to build or perform in the event. Join a boat crew, build the braziers, power the city, set up tents, work a guest station, etc. Select your own WaterFire volunteer experience and add your light to the night!

SUNDAY 10 NOVEMBER

9:00am Brunch & WaterFire debrief
Barnaby Evans & Peter A. Mello

* Presenters and session schedules are subject to change. Please check our website for the latest info

<http://conference.placemakers.us>



**WATERFIRE
PROVIDENCE**



CITY OF PROVIDENCE
ANGEL TAVERAS, MAYOR