



2018 Creative Placemaking Summer Institute

An intensive course and professional development opportunity to learn the history, principles, and practices of arts-based community development.

Dates: July 23 - August 3, 2018

Day & Time: M-S, 9:00 am - 6:00 pm

Location: Grainger Hall, room TBA

Instructors: Sherry Wagner-Henry, Director of the Bolz Center for Arts Administration at UW-Madison & Anne Katz, Executive Director of Arts Wisconsin

Limit: 40

For Credit Option

Course: Integrated Arts 330/630 or MHR 365/765

Topic Title: Creative Placemaking

Credits: 2

Prereqs: junior/senior or grad

Non Credit Option

Cost: \$1,200 (\$1,000 nonprofits)

CEUs: 9.6

[Register online](#)

Description: While Creative Placemaking is a relatively new term, its practice is decades old, particularly in Wisconsin. We will explore this rich history, definitions, and current impacts of creative placemaking (also known as arts-based community development) in Wisconsin, the United States, and globally. The class will participate in active learning, with live examination of creative placemaking models, best practices and failures, evaluation and measures of success with guest artists and community practitioners engaged in this work across the state of Wisconsin and eastern Minnesota.

This course will be based in Grainger Hall on the UW-Madison campus with site visits around the state of Wisconsin.

Instructors

Sherry Wagner-Henry
Director, Bolz Center for Arts Administration

Anne Katz
Executive Director, Arts Wisconsin

Course Description

While Creative Placemaking is a relatively new term, its practice is decades old, particularly in Wisconsin. In alignment with the Wisconsin Idea, early UW Extension agents, artists, and faculty conducted research and practiced community development throughout many of Wisconsin's

small rural communities. Our course will see us exploring this rich history, definitions, and current impacts of creative placemaking (also known as arts-based community development) in Wisconsin, the United States, and globally. The class will participate in active learning, which means there will be a live examination of creative placemaking models, best practices and failures, evaluation, and measures of success with guest artists and community practitioners engaged in this work across the state of Wisconsin and eastern Minnesota. Class will be delivered in day-long increments, through a workshop style methodology where student teams will conduct their study and practice of creative placemaking techniques.

Likely Audience for this course/learning opportunity:

- Undergraduate and graduate students involved in or interested in arts management, community development, entrepreneurship, urban/rural planning, and nonprofit/agency management
- Planners, economic development staff, arts, and placemaking practitioners

Course Learning Outcomes

At the end of the course, students should be able to:

- Create and work within a dynamic and highly functional team;
- Understand and be able to articulate the theoretical and practical implications of creative placemaking on community revitalization efforts;
- Understand and articulate the importance of the arts and culture in both making and keeping a sense of place and pride in community development (placemaking vs. placekeeping) from the perspective of multi-sector frameworks;
- Convey complex ideas around models, good practices, and program evaluation.
- Develop a network of individuals and organizations that will be helpful in continuing your exploration and/or practice of creative placemaking

Proposed Schedule (Subject to change!)

Day	Topic	Presenters
1	Introduction/Presentations and Small Group Discussions: <ul style="list-style-type: none"> • What is creative placemaking? • What is creative placekeeping? • What is creative economy? • What is cultural planning? • What is community cultural development? Utilize Campus site visits in afternoon, to demonstrate principles. SEED Workshop to convey placemaking	Sherry W-H Anne Katz George Tzougros Errin Welty or Darrin Wisniewski, WEDC Main Street Gwen Drury
2	Data: Pyle Center-UW Extension <ul style="list-style-type: none"> • How is creative placemaking measured? • Resources • CASE STUDY: Kenosha Rising 	<u>UW Extension staff:</u> Matt Kures Angela Allen

		Amy Griel
3 Site visit	<p>UW Madison Creative Placemaking:</p> <ul style="list-style-type: none"> • Review the Wauwatosa Papers • Site visit to Bayview Housing Development • EXERCISE: Design Thinking for Creative Placemaking with Madison Artists and/or community at Bayview Foundation. 	Sherry Wagner-Henry, Andrea Plassman Angela Richardson Alexis London
4	<p>Strategies for Arts-Based Community Development: How does creative placemaking actually happen?</p> <ul style="list-style-type: none"> • The Arts Midwest/ArtsLab Retreat Approach or • Toolkits and workshop from Creative Exchange Springboard for the Arts 	Sharon Rodning Bash or Carl Atiya Swanson/Jun-li Wang
5 Possible site visit	<p>Community Design Charrette:</p> <ul style="list-style-type: none"> • History of Robert Gard and Arts in Small Communities • Taking students through the process—possibly in a community Extension is working in this summer 	Todd Johnson and Steve Grabow
6-9 Site visits	<p>Case Studies – Site travel each day: many to choose from, such as:</p> <ul style="list-style-type: none"> • Waunakee Creative Economy Initiative • Sauk County placemaking <ul style="list-style-type: none"> ○ Wormfarm Institute (Donna Neuwirth or Jay Salinas) ○ Reedsburg and Baraboo Public Arts Committees ○ Circus World-WHS ○ Sauk County placemaking initiative (Sarah Pittz) • Northwoods small business and quality of life development • Madison/Dane County public art (Sharon Kilfoy, Mark Fraire, Karin Wolf) • SW Wisconsin (APT, Mineral Point, Pendarvis, Platteville cultural planning, Prairie du Chien arts center) • Eau Claire renaissance – Confluence Center, Eaux Claires Festival, Artisan Forge Studios) • Sheboygan renaissance – John Michael Kohler Arts Center – including new Art Preserve, city/private partnerships, downtown development • Central Wisconsin arts/local food (CREATE Portage County, craft brewery) • LaCrosse, The Pumphouse, Artifact 	
10 Site visit	Funding and Real Estate Development Strategies for Creative Placemaking-Artspace Immersion workshop or MKE Creative Placemaking Projects	Wendy Holmes and Sharon Rodning Bash Or Sara Delaiden
11	Final Presentations--Review, observations, next steps, evaluations, celebration	Sherry Wagner-Henry Anne Katz