BOSTON’S ARTS RENAISSANCE
Sustaining a Culturally Vibrant, Economically Developed City

July 21, 2015
What is a RENAISSANCE?

A movement or period of vigorous artistic and intellectual activity

- A rebirth
- A revival
INTRODUCTION

- The College of Public and Community Service at UMass Boston
- About the City of Boston
- Funding
- City of Boston Administration Support
- Cultural Districts-Areas of Innovation and Creativity
- Recent History 2004-Present
- Moving Forward-Creating a Cultural Plan
- Map your Creative Capital
- By the Numbers
University of Massachusetts Boston

The College of Public and Community Service (CPCS), founded in 1972, is a recognized leader in education for social change and civic engagement.

Fields of Study

• community development
• human services
• gerontology
• evaluation research

Boston's Arts Renaissance
University of Massachusetts Boston

The College of Public and Community Service

Civic Engagement Spring 2015
Project based learning in a community setting
Working with neighborhood groups and community development organizations, students participated in several civic engagement initiatives in the Jamaica Plain neighborhood of Boston.
INTRODUCTION

CITY OF BOSTON

Where?
Massachusetts, USA
Land area in square miles 48.28
Land area in square miles, 2010 7,800.06

Who?
Population
2013: 645,966
Persons per square mile 12,792.7 839.4

*More than 16,000 registered artists live in Greater Boston
Greater Boston has more arts and cultural organizations per capita than any other U.S. metro area.

50/100,000
organizations residents

Boston
DC
NYC
Philly
Chicago
LA

www.artsboston.org
INTRODUCTION

Arts and culture is an economic engine for Greater Boston.

$1 BILLION
direct spending by organizations

+$450 MILLION
spent by audiences above and beyond the cost of admission

To experience every arts and cultural event in Greater Boston each year, you would have to attend...

98 EVENTS/DAY!

www.artsboston.org
STATE FUNDING FOR THE ARTS

Public funding for the arts trends Massachusetts Cultural Council 2001-2012

In FY2012, the Massachusetts legislature appropriated $6.2 million for the MCC had fallen by 52% from the most recent high of $13 million in 2009

2002: $16M Peak

Source: bostonindicators.org
March 2, 2015 – Today Mayor Martin J. Walsh announced that 137 organizations and institutions supporting arts and culture in the City of Boston were awarded $303,476 by the Boston Cultural Council (BCC)

In 2015, the MCC awarded the City of Boston $163,080, and Mayor Walsh nearly matched those funds.

$1.6 million: City of Boston's budget for Arts, Tourism, and Special Events

“We’re working towards making Boston the country’s municipal arts leader, and we can’t do it without supportive and committed partners,” said Mayor Walsh. “Funding is often a hurdle for cultural organizations, and I’m proud that we doubled our Boston Cultural Council funds this year.”
FUNDING

The Boston Cultural Council (BCC), annually distributes funds allocated by the Massachusetts Cultural Council, to support innovative arts, humanities and interpretive sciences programming that enhances the quality of life in the City.

• Program Grants
  Non-profit 501 (c) 3 * organizations serving Boston residents
  Maximum: $5,000

• Field Trip Grants
Since taking office Mayor Walsh has
• Taken steps to improve the artist permitting process
• Revived the poet laureate program, naming Danielle Legros Georges as Boston’s Poet Laureate
• Appointed Julie Burros the City’s first Chief of Arts and Culture in more than two decades
Highlights: Arts & Cultural Districts

- **Rose Fitzgerald Kennedy Greenway**
  - Linking several neighborhoods and waterfront
- **Fenway**
  - Museum of Fine Arts
  - Isabella Stewart Gardner Museum
- **Innovation District**
  - Institute of Contemporary Art (ICA)
  - Pier 4 Planning Process
  - Design Museum of Boston
Areas of Innovation, Creativity and Expansion

Rose Fitzgerald Kennedy Greenway  October 2008

www.rosekennedygreenway.org
Recent History 2004-Present

Rose Fitzgerald Kennedy Greenway
October 2008

Former **Big Dig** “Highway through the sky” (Urban Renewal) project becomes a public urban park linking several neighborhoods and the waterfront and “North End”

**15-acre** Greenway:
Landscaped gardens, promenades, plazas, fountains, art, and specialty lighting systems that stretch over one mile through Chinatown, the North End, the Financial District, and Harbor communities
Recent History 2004-Present

Rose Fitzgerald Kennedy Greenway

Former Big Dig “Highway through the sky” (Urban Renewal) project becomes a public urban park linking several neighborhoods, the waterfront and “North End”

Before

After

www.rosekennedygreenway.org
Recent History 2004-Present

Rose Kennedy Greenway

Boston's Arts Renaissance
Rose Fitzgerald Kennedy Greenway

The Rose Fitzgerald Kennedy Greenway Conservancy was established as an independently incorporated non-profit organization in 2004 to guide the emerging park system and raise funds for an endowment and operations.

FEATURES

- Public Programming-Outdoor movies, concerts, block parties
- Public Art Projects-Janet Echelman's Aerial Sculpture
- Open space to congregate
- Seasonal curated artist’s market
- Farmer’s market
- Seven water features and fountains
- Carousel
- Food trucks and carts offering a variety of distinctive, affordable food offerings
- Largest free public Wi-Fi networks in the Commonwealth
Recent History 2004-Present

Rose Fitzgerald Kennedy Greenway

Janet Echelman's artist statement

“My sculpture for Boston above the Rose Kennedy Greenway spans the void where an elevated highway once split downtown from its waterfront. Knitting together the urban fabric, it soars 600 feet through the air above street traffic and Pedestrian Park.”
Recent History 2004-Present

Rose Fitzgerald Kennedy Greenway

Public Art: Janet Echelman, *As If It Were Already Here*

Sculpture Facts:
Length: 100 miles of rope-between the soft net and the structural rope.
Knots: 542,500
Weight: 1 ton
Size: Cover 20,250 feet or almost half an acre

The three voids recall the "Tri-mountain" which was razed in the 18th century to create lands from the harbor. Boston was originally called Tri-Mountain by the first English settlers due to its topography.

The colored banding is a nod to the six traffic lanes that once overwhelmed the neighborhood, before the Big Dig buried them and enabled the space to be reclaimed for urban pedestrian life.

Janet Echelman
*As If It Were Already Here*
Summer 2015

www.rosekennedygreenway.org
Areas of Innovation, Creativity and Expansion

Fenway
Recent History 2004-Present

Fenway-The Emerald Necklace

Museum of Fine Arts (MFA)

1909  Museum’s current building on Huntington Avenue constructed

Significant expansion and change in recent years:

2010  Art of the Americas Wing
      Four levels of American Art—from ancient to modern.

2011  West Wing to Linde Family Wing for Contemporary Art
      New contemporary art, social and learning spaces

2013  Improved and new galleries for European, Asian, and African art

Antonio Lopez Garcia
sculpture
www.mfa.org

El Anatsui, Black River, 2009. Aluminum, bottle caps and copper wire
Recent History 2004-Present

Fenway

Museum of Fine Arts (MFA)

Under the leadership of Director Malcolm Rogers, the Art of the Americas Wing took shape. The MFA’s $345 million building project, which broke ground in 2005, was supported by a fundraising campaign that raised $504 million for new construction and renovations, endowment of programs and positions, and annual operations.

121,307 square feet

L, Matthew Teitelbaum Appointed New Director, Malcolm Rogers, R, Current Director of Museum of Fine Arts, Boston
Recent History 2004-Present

Fenway

Museum of Fine Arts (MFA)

New Americas Wing
- Contemporary Space
- Cafe/Event space
- Chihuly Sculpture
Recent History 2004-Present

Fenway

• Isabella Stewart Gardner Museum

Isabella Stewart Gardner, known also as "Mrs. Jack" was a supporter of artists of her time who “encourag(ed) music, literature, dance, and creative thinking across artistic disciplines.” Upon the death of her husband, she pursued a grand vision to showcase her art collection in a house museum. Designed in the style of a Venetian palace, the museum building encloses a central courtyard and garden.

www.gardnermuseum.org
Recent History 2004-Present

Fenway

- Isabella Stewart Gardner Museum

Long-term Director Anne Hawley led the museum through one of the most notorious art thefts in 1989 and sought to bring the museum into the modern age. The collection and future of the institution was strained. Though Isabella Stewart Gardner, stipulated in her will that no item shall be moved in the museum, through a strategic planning process, a bold vision for the museum’s future sought to preserve the collection and expand the floor plan. The museum expanded to add a modern wing for contemporary exhibitions, a new concert hall, a café and meeting space in January 2012.
Recent History 2004-Present

Fenway

• Isabella Stewart Gardner Museum

A portal or walkway from the old section to the new section leads visitors to contemporary gallery space—a showcase for visiting artists, café, reading room, shop, greenhouses and an innovative concert hall designed by Renzo Piano.

www.gardnermuseum.org
Areas of Innovation, Creativity and Expansion

Innovation District

www.designmuseumfoundation.org
Innovation District

- Institute of Contemporary Art (ICA)
- Pier 4 Planning Process
- Design Museum of Boston

Q: What is the Innovation District?
The Innovation District is the City of Boston’s initiative to transform 1000 acres of the South Boston waterfront into an urban environment that fosters innovation, collaboration, and entrepreneurship.

Since 2010, the district has added:
5,000 new jobs and over 200 new companies.
Recent History 2004-Present

Innovation District

- Institute of Contemporary Art (ICA)
- Pier 4 Planning Process
- Design Museum of Boston

Former Mayor Thomas Menino envisioned a tech-culture-start-up center on South Boston’s waterfront or newly named The Seaport.
Recent History 2004-Present

Innovation District

- Institute of Contemporary Art (ICA)

Plans to open a flagship of culture and creativity began to take hold in 1999, the museum was one of the first to plan to break ground on the waterfront site. Opening December 10, 2006, opened the first new art museum built in Boston in nearly one hundred years.

Image: icaboston.org
Recent History 2004-Present

Innovation District

- Institute of Contemporary Art (ICA)

Originally founded in 1936, as The Boston Museum of Modern Art, the museum cultivated new frontiers into modern and contemporary art and design. The innovative design of the building incorporates the inside and outside, the waterfront and panoramic scenic views—a place to see and be seen.

Image: icaboston.org
Recent History 2004-Present

Innovation District

• Pier 4

A new mixed use development poised to occupy waterfront space. Pier 4 will occupy 20,000 square feet of indoor and outdoor space tapped for interactive arts and culture at Pier 4 “injection of arts, crafts and public space.”

The parcel it sits on was once home to Anthony's Pier 4 restaurant—local institution for decades before closing in 2013. The lot could be a catalyst for more innovation, collaboration and a centralized arts hub.

3 Arts Organizations are proposing to provide innovative art programming include:

• The Society of Art and Crafts
• Celebrity Series of Boston
• Steinway Society of Massachusetts
Recent History 2004-Present

Innovation District

- **Pier 4 (In development)**

A new mixed use development poised to occupy waterfront space

- **Chapter 91** Massachusetts state law which dedicates a portion of 21 waterfront projects to public use

- 21-story mixed use luxury apartment building

- **MONTHLY RENT** $2,724 - $5,957
- Studio-3 Bedrooms
- SQ FT 410 - 1,654

Site Image: udr.com/boston-apartments/seaport/pier-4
Recent History 2004-Present

Innovation District

- Design Museum of Boston

“Mobile” Museum without a brick and mortar home bringing the design to the people “Design is for Everyone”

DMB Programming: Events, Projects, Exhibits and Partnerships

“We put exhibitions and events in places where people already go: retail space, public space—even outside.”

Site Image: www.designmuseumfoundation.org
Recent History 2004-Present

Innovation District

- Design Museum of Boston

Projects

Urban Innovation Gallery: Transforming Boston’s Neighborhood Border Zone

Site Image: www.designmuseumfoundation.org
Recent History 2004-Present

Innovation District

- Design Museum of Boston

Projects

Urban Innovation Gallery: Transforming Boston’s Neighborhood Border Zone

Process:

Site Image: www.designmuseumfoundation.org
Moving Forward

**Boston Creates-Cultural Planning**

With the establishment of the Office of the Chief of Arts and Culture, Boston is undergoing a cultural planning process with BOSTON CREATES and Julie Burros

**Julie Burros**

Chief of the Office of Arts and Culture

Oversees:

- Boston Cultural Council & Boston Art Commission
- The Development of a Cultural Plan for Boston
- Oversight of grant making and grant seeking
- Public art, exhibitions and selected public programs and events

**BOSTON CREATES Summer 2015**

The Listening Stage: Community Conversations

18 Neighborhood Teams Charged to Collect and Survey

www.bostoncreates.org
Moving Forward

Boston Creates-Cultural Planning

With the establishment of the Office of the Chief of Arts and Culture, Boston is undergoing a cultural planning process with BOSTON CREATES and Julie Burros

Working with consultant Cultural Planning Group, Boston Creates will establish a plan to:

• provide resources for the creative community, while
• engaging and challenging — artists and audiences to articulate priorities for how those resources should be spent

Establish:
• Leadership Council
• Community Engagement Teams

450 participants weighed in at initial meeting

Initial stage: A 15-month planning process

www.bostoncreates.org
Boston Creates-Cultural Planning

“Cities with high levels of creative capital encourage, reward and integrate imaginative thinking into all aspects of community life. We want to understand the creative capital of Boston and create a plan that will prioritize, coordinate, and align public and private resources to strengthen this creative capital over the long term.”

-BOSTON CREATES
Moving Forward

Boston Creates-Cultural Planning

Encourages citizens be involved and engaged in a number of platforms:

Be heard:

➢ Take the Survey
➢ Share an Idea
➢ Map Your Creative Boston

Bostoncreates.org
Moving Forward

Boston Creates-Cultural Planning

CREATIVE MAPPING

www.bostoncreates.org

SUFFOLK UNIVERSITY GALLERY
Deborah Davidson created this I get inspired here. an hour ago 0 comments
The Suffolk University Gallery is a gem of a gallery, part of NESAD/Suffolk University
Moving Forward

Boston Creates-Cultural Planning
Page created by NEW URBAN MECHANICS-CITY of Boston
Encourages citizens to map their creative experience

www.bostoncreates.org
Moving Forward

Boston Creates-Cultural Planning

NEW URBAN MECHANICS-CITY of Boston

Formed in 2010

The MAYOR'S OFFICE OF NEW URBAN MECHANICS is an approach to civic innovation focused on delivering transformative city services to Boston's residents.

New Urban Mechanics Pilots experiments that offer the potential to significantly improve the quality of city services. Examples:

• CITY HALL TO GO: Mobile City Services Truck
  By the end of 2014, over 50 different types of service were offered through City Hall to Go, with over 4,050 transactions taken place.

• PITCHBOSTON: a video-pitch competition for Boston startups to win media space in the Innovation District. Six start-ups were chosen to pitch a 20-second video on why Boston is a great place for their business.

www.urbanmechanics.org
Moving Forward

Where to go

How to use Boston’s model:

Recommendations + Implications

Encourage transparency and participation in decision making
Community Driven—What do YOU want to see in a creative community?
Utilize Social Media + Community Meetings
Use data to inform decisions

Centralize decisions
The expertise and leadership of the Office of Art and Culture will oversee planning and implementation of community driven input

Utilize Resources and Assets of Your Community
Who are your stakeholders?
Established partners? Start ups? Neighbors?
About-Boston the numbers

32.4%
Boston's cost of living is 32.4% higher than the national average

3rd
Boston has the 3rd highest rents in the nation

$385,000
The median sale price for a home in Boston as of March 2013

$1,635
Average cost per year to heat a home in Boston, making it the most expensive city in the US for home heating

www.futureboston.com
About-Boston the numbers

3rd

Boston ranks 3rd for tech sector venture capital behind New York and Silicon Valley

1 in 3

1 in 3 Boston residents is between the ages of 20 and 34

1

Most innovative city in the world

www.futureboston.com
About-Boston the numbers

3rd
Boston ranks 3rd in walkability behind New York and San Francisco

12 million
Annual visitors from across the country and around the globe

1st
Subway system in the country-1897