



# CASE STUDIES

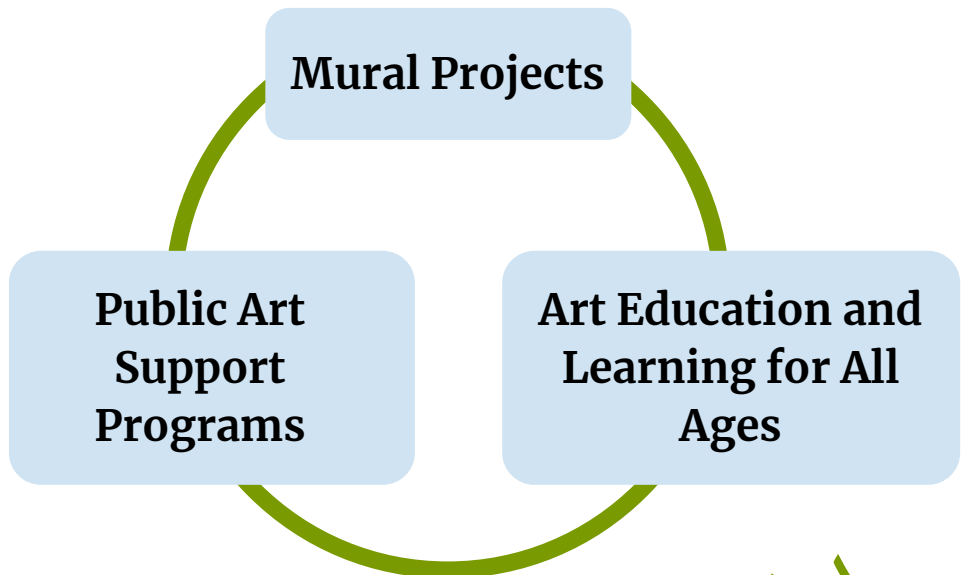
## *ARTS & CULTURE: PUBLIC ARTS & MURAL PROJECTS FOR COMMUNITY REVITALIZATION*

STRATEGIES AND SOLUTIONS FOR A MORE RESILIENT, CARING, INCLUSIVE ECONOMY THAT CAN WITHSTAND, ADAPT, INNOVATE, AND TRANSFORM IN THE FACE OF NATURAL AND HUMAN DISASTERS.

## WHAT TO EXPECT FROM THESE CASE STUDIES

This is a collection of case studies for public arts and mural projects for community revitalization. During focus group conversations with the arts & culture industry in the North Country, participants expressed the need to develop programs or build off of existing programs that support public art projects and the artists themselves. This Case Study has five examples of programs including mural projects, public artwork for beautification and community revitalization, and even housing programs for local artists.

### Examples Of





*“IT IS OUR MISSION TO SUPPORT AND CREATE PUBLIC ART ENCOUNTERS BY INCORPORATING ART MORE PROGRESSIVELY THROUGH TOWN CENTERS AND BY PROVIDING OPPORTUNITIES TO ENGAGE AND INTERACT WITH IT. DEVELOPING PROGRAMS, PARTNERSHIPS, AND FUNDING STREAMS THAT MAKE PUBLIC ART PROJECTS MORE ATTAINABLE AND ACCESSIBLE. WE CAN FOSTER AND EXTRAORDINARY LEARNING ATMOSPHERE BY INCLUDING OUR YOUTH AND DEVELOPING YOUTH OPPORTUNITIES TO CREATE. THIS INCLUDES PROMOTING ART AND TELLING STORIES THROUGH MURAL CREATION, DISPLAY AND PROMOTION.”*

## ABOUT THE PROGRAM:

White Mountain Art Syndicate aims to support local artists to create art throughout town centers for art to become part of daily life in the communities. The organization hosts the NOCO Mural Project, which was founded in 2020, to promote local artists, social change, beautifying neighborhoods, and youth engagement with art.

## HOW IT WORKS:

White Mountain Art Syndicate has developed three goals to support their mission in supporting local art, social change, and the surrounding community:

### Goal #1

Donations and sponsors for each mural help support a local program and provides financial relief for organizations that have seen impacts from COVID-19.



### Goal #2

Develop youth art programs and an environment that supports creative outlets.



### Goal #3

Become the first Mural Arts District within New Hampshire.







*“TO ENRICH LIVES IN PUTNAM COUNTY, IN BY ENGAGING THE COMMUNITY IN PARTICIPATORY MURAL PROJECTS THAT ACTIVATE SPACE, BUILD ARTISTIC CAPACITY, AND CELEBRATE WHO WE ARE.”*

## ABOUT THE PROGRAM:

Putnam County Mural Project is a volunteer and donation-based organization that was established in 2019. The organization quickly gained a lot of attention as the first mural became the largest in Indiana. The mural program was started with the intention of supporting community revitalization, art education, capacity building for artists, and celebration of the community.

## HOW IT WORKS:

The 2019 Greencastle Silo Project, one of the largest murals in Indiana, was funded through donations from community members and from the Indiana Housing and Community Development Authority's CreatING Places grant. Once the mural was completed, they had a community block party for the entire county.

## 2019 GREENCASTLE SILOS (INDIANA'S LARGEST MURAL)





POW!  
WOW!  
WORCESTER

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SCAN ME

# MISSION & VISION

*"Worcester's objective is to improve the city's walkability, inclusion, youth arts education, and overall quality of life."*

## ABOUT THE PROGRAM:

POW! WOW! Worcester curates public art throughout the city of Worcester, Massachusetts, and was established in 2016. The initiative is run by an organizing committee of residents, professionals, and students within the city and the collection currently maintains over 100 murals. POW! WOW! Worcester's objective is to improve the city's walkability, inclusion, youth arts education, and overall quality of life. Careful consideration is taken to determine what artists will contribute to the collection, to ensure that the artist is someone whom the community can identify with and whose work will best represent the culture of the city. The program is driven by volunteers who complete tasks including assisting the artists, cleaning walls, delivering lunches, and much more.

## HOW IT WORKS:

Each year POW! WOW! Worcester hosts an art festival that includes community events with artists and a challenge to find all of the new murals throughout the city.



[Click Here for an Informative Video](#)







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## | MISSION & VISION

*"Building affordable homes and strengthening communities. We improve our communities to enhance the quality of life of working families, and to promote healthy, vibrant, and economically diverse neighborhoods to ensure Houston's future as a world-class city."*

### ABOUT THE PROGRAM:

Founded in 1991, Avenue set out in Houston, Texas to develop affordable housing and strengthen communities. Avenue helps community members buy or rent homes, build assets, and improve the overall quality of life through community revitalization. They focus on community engagement and developing leadership skills within the community to support residents working together to improve their quality of life.

### HOW IT WORKS:

Avenue puts an emphasis on supporting art and culture to uplift the community, not only visually, but through community building to create public artwork. Murals and other forms of public art is produced by the community, children and adults, to improve neglected areas of neighborhoods.

*"Support for the arts is essential to building strong and inclusive societies, and Avenue has a tradition of promoting the arts, culture, and historic preservation in the communities we serve."*



# MAKE

MAKE ART STUDIOS COMMUNITY FOUNDATION

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SCAN ME

## | MISSION & VISION

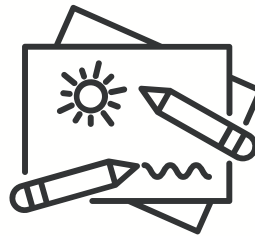
*“BUILD A STRONG AND VIBRANT COMMUNITY BY PROVIDING UNIQUE PROGRAMMING OPPORTUNITIES THROUGH A DIVERSE CURRICULUM OF ART WORKSHOPS, CLASSES, COMMUNITY SERVICE, COMMUNITY OUTREACH FOR UNDERSERVED SEGMENTS OF OUR CITY: CLASSES FOR UNDERPRIVILEGED CHILDREN, ART THERAPY FOR THE ELDERLY, HOSPITAL VISITS FOR THE SICK, WOMEN’S EMPOWERMENT WORKSHOPS, MAP MURAL ARTS PROGRAM FOR ADJUDICATED YOUTH, COMMUNITY REVITALIZATION AND BEAUTIFICATION WITH PUBLIC ART & MURALS, ART FUNDRAISERS, FACE PAINTING FOR COMMUNITY EVENTS, AND SO MUCH MORE. CONNECTING PEOPLE THROUGH ART IS OUR PASSION.”*

### ABOUT THE PROGRAM:

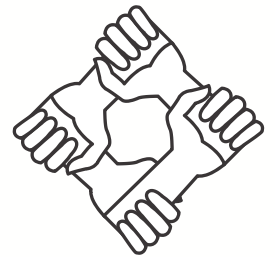
Make is a non-profit organization that offers various opportunities for the Greater Omaha area. The organization focuses on art classes for all ages and demographics, art therapy, community revitalization, and overall, supporting and helping the community connect. Make puts an emphasis on community revitalization through the production of wall and turf murals to reinforce values and bring people together.

### HOW IT WORKS:

Part of Make’s initiative to support the community is through its Mural Arts Program (MAP), created for adjudicated youth and community revitalization. MAP exposes youth to community engagement, personal responsibility, and problem-solving. Although their site does not hold much information about it, Make also offers community murals that are paint-by-number. Inferring what this means, a paint-by-number mural offers the opportunity for revitalization and community bonding.



CHILDREN'S ART  
CLASSES



COMMUNITY  
REVITALIZATION



SENIOR ART  
THERAPY



WOMEN  
EMPOWERMENT  
WORKSHOPS