

Build Boston. Nov. 18-20, 2009

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DESIGN EXCELLENCE IN PUBLIC PLACES

Co-sponsored by the BSA's Public Art Initiative and the Placemaking Network

Additional Co-sponsor: Urban Arts Institute at Massachusetts College of Art and Design

Co-chairs: Rosalyn Elder and Christina Lanzl

Friday, November 20, 2009

This daylong symposium brings together leading professionals from the areas of architecture, planning, landscape architecture and public art who have distinguished themselves through a holistic approach to the design of public places, including the integration of public art. Participants will delve into the merits and opportunities of the integrated design process.

Our public spaces are part of our cultural legacy that celebrates our cultural heritage. Well-designed public spaces improve the quality of life for the community and establish a community's sense of place, promote civic engagement by encouraging dialogue, involvement and participation by community members. They stimulate the economic vitality of a region by revitalizing communities and encouraging cultural tourism.

SCHEDULE

8:00-8:30am	Opening Remarks
8:30-10:00am	Integrated Design Process
10:30-12:00pm	Visionary Public Spaces
1:00-2:30pm	Public Art as a Catalyst for a Creative Economy and Environmental Sustainability
3:00-4:30pm	Funding and Implementation Models for Integrated Design

SYMPOSIUM PROGRAM DESCRIPTION

8:00-8:30am

Opening Remarks

Jason Schupbach, Director, Creative Economy Industry, State of Massachusetts Executive Office of Housing and Economic Development (EOHED)

8:30-10:00am

Integrated Design Process

Practitioners – urban designer, artist, landscape architect, and program manager - who understand first hand the importance of design excellence in the public realm will discuss how to create urban places to remember. Through lively discussion of exciting projects from each panelist, such as Battery Park City in NYC, and Massport's integrated public art,

participants will discuss how incorporating public art through the integrated design process creates DESIGN EXCELLENCE in our public spaces.

MODERATOR

Barbara Boylan, AIA, Architect, Gale International

PANELISTS

Stephanie Gelb, AIA, LEED AP, Architect, Design Director, Battery Park City

Stephen Marshall, PE, CCM Project Manager, Capital Programs Dept, Massport

Maria Bellalta, MLA, BA Senior Designer, Martha Schwartz Partners, Cambridge, MA / London, UK

10:30-12:00pm

Visionary Public Spaces

Panelists representing the disciplines of architecture, planning, landscape architecture and public art will present what they consider visionary public spaces, both places they created themselves as well as spectacular examples they have been excited by. The workshop will be comprised of short introductory presentations followed by a moderated critique by panelists and participants, complementing a discussion of what makes public places successful.

MODERATOR

Christina Lanzl, Project Manager, Urban Arts Institute at Massachusetts College of Art and Design and Chair, BSA Placemaking Network

PANELISTS

Janet Echelman, Artist, Visiting Fellow, Harvard University Graduate School of Design

Christopher Mulvey, Principal, Moshe Safdie and Associates

Rick Parisi, RLA, CLARB, Principal, M. Paul Friedberg and Partners

1:00:2:30pm

Public Art as a Catalyst for a Creative Economy and Environmental Sustainability

Art has always been a catalyst for cultural regeneration. Where art is placed in a public environment, it has been a successful tool for economic revitalization as well. Public art leads to a growth in cultural tourism—in Massachusetts, it is the state's fastest growing and third largest industry generating close to 125,000 jobs and over \$1 billion in direct spending and an additional \$751 million to state and local taxes. Communities with strong artistic expression also attract the creative innovators in the sciences and technology who choose to locate their businesses and live in these stimulating and vibrant environments. This diverse, highly educated workforce stimulates other economic development and a revitalized economy soon develops. This has been a successful strategy for community revitalization from such world-class cities as London, UK to small, former manufacturing

towns such as North Adams, MA or Vitondale, PA, a small town in the middle of the Appalachian coal county. This panel will discuss some of these successes and look at what it takes to give a community an arts agenda for economic revitalization.

MODERATOR

Rosalyn Elder, Architect/AIA, LEED AP, Massachusetts Division of Capital Asset Management (DCAM) and Chair, BSA Public Art Initiative

PANELISTS

William Cochran, Artist, Studio William Cochran Inc.

Barnaby Evans, Artist, Water Fire

Jesus Gerena, Deputy Director, Hyde Square Task Force

3:00-4:30pm

Funding and Implementation Models for Integrated Design

Funding is critical to design excellence in public places. Presenters will discuss various funding models that have had a track record of success in incorporating cultural assets into design process and implementation, such as the GSA's Design Excellence program and Connecticut's Art in Public Places program. This panel brings together design professionals and public art administrators to discuss successful integrated design models.

MODERATOR: Ricardo Barreto, Urban Arts Institute at Massachusetts College of Art and Design

PANELISTS

Adele Fleet Bacow, President, Community Partners Consultants, Inc.

Charlotte Cohen, Regional Fine Arts Manager, GSA - NE and Caribbean Region

Tamara Dimitri, Art in Public Spaces Program Specialist, Connecticut Commission on Culture and Tourism

SPEAKER CONTACT INFORMATION

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PANEL: Funding and Implementation Models for Integrated Design

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PANEL: Public Art as a Catalyst for a Creative Economy and Env. Sustainability

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PRESENTER BIOS

Adele Fleet Bacow, President of Community Partners Consultants, offers extensive expertise in community economic development, program and strategic planning, community cultural development, design, and the arts. Over the past twenty-five years, she has brought the public and private sectors together in unlikely collaborations to revitalize communities. Many of these lessons are presented in her book, *Designing the City: A Guide for Advocates and Public Officials*. She received a Federal Design Achievement Award from the Presidential Design Awards Program for their work.

Ricardo Barreto has been the Director of the Urban Arts Institute at Massachusetts College of Art and Design since 2000, an organization dedicated to public art and the quality of the built environment. Before that he spent six years at the Massachusetts Cultural Council. There he was initially Program Coordinator for Individual Artists and then Program Officer for Organizations. Prior to that he spent two years as Program Coordinator for the Central Artery/Tunnel Project Arts Program where he was in charge of all temporary art projects. With degrees in art history (BA and MA) from Oberlin College, Mr. Barreto has a long track record of managing art projects such as Agnes Denes's *Wheatfield*, built on two acres of landfill for the World Trade Center in Manhattan, and as a curator of many shows in the United States, Mexico and Europe. He has written numerous exhibition catalogues and has published essays on a variety of topics throughout his career. Mr. Barreto has also served as a panelist for the National Endowment for the Arts, the Cambridge Cultural Council, the Connecticut Arts Commission, and the Massachusetts Cultural Council's Commonwealth Awards. His board memberships include Mass Humanities (2001-2008) and its Advisory Board (from 2008), Massachusetts Cultural Council (from 2006), and a member of the Public Art Network Committee (2002-2008), a national program of Americans for the Arts.

Maria Bellalta, Senior Designer at Martha Schwartz Partners, has been the lead designer on various complex, highly visual and spatical projects. She has worked on projects internationally and in the local sector, with private and corporate clients, as well as with public constituency and community groups. During the last two decades, she has focused on civic and urban spaces, including federal and corporate building plazas, industrial headquarters, entertainment spaces, city playgrounds, streetscapes, and public parks. Ms. Bellalta's work focuses on the public realm as art form, and as the sociological platform for city living. She received her Master of Landscape Architecture from Harvard University's Graduate School of Design in 1991 and a Bachelor of Arts in Psychology and Fine Arts from University of Notre Dame in 1985.

Barbara J. Boylan, AIA joined Gale International, Boston in 2007 as a Senior Project Manager for the One Franklin Street/Filene's Redevelopment Project. Barbara has over 30 years of architectural experience in both the public and private sector ranging from institutional to high-rise buildings and transportation projects. Prior to joining Gale, she served as Director of Design for the Massachusetts Bay Transportation Authority (MBTA) where she was responsible for design oversight, including public art, for all design and construction of \$500 million in capital program annually. During that time, she initiated the "Adopt The Arts" program, which allowed the MBTA to maintain the extensive public art collection. She also integrated community art in various neighborhoods of Boston

whenever a station was being built or modernized. New public art installations were also completed under her tutelage. Barbara graduated with a master in architecture from M.I.T, and her B.Arch. from the University of Notre Dame. She lives in Winchester, with her husband Diom O'Connell, and their three children.

William Cochran creates landmark public artworks that engage the community in the creative process. He and his partner Teresa work with government, private, and non-profit organizations to develop and implement these projects. He is developing permanent work for several public parks and city centers in Maryland, Washington D.C., and Pennsylvania. In Rochester, New York he is the design team artist with Bergmann Associates for public process, artist selection and design for an urban art trail with multiple plazas and a sculpture garden that connects museums and engages the public in a broad participatory process. The project was the highest rated in the state for TEP funds and also received Federal stimulus funding. His well-known Community Bridge mural project transformed a traffic bridge in Maryland into a successful catalyst for revitalization and renewal, shaped by creative ideas from thousands of residents and participants around the world. It draws thousands of visitors annually and is the focus of ongoing educational and cultural tours. He speaks nationally and internationally.

Charlotte Cohen is an arts administrator with many years experience working in the field of public art. She is a Regional Fine Arts Officer with the U.S. General Services Administration, where she manages GSA's new art commissions and its art collection in the New York Region. Prior to joining GSA in 2005, Charlotte directed the New York City Percent for Art Program, worked for the Smithsonian Institution Traveling Exhibition Service in Washington, DC, and was Program Director at Maryland Art Place, a non-profit contemporary art center in Baltimore. Charlotte has lectured about public art nationally and internationally. She curated a team of artists and public art experts to travel to cities in Russia to lecture and establish projects, and she initiated the Public Art in Public Spaces program at the University of Belgrade in Serbia. Charlotte has served on juries and panels across the United States, and is an adjunct faculty member at New York University's Masters Program in Visual Arts Administration. She was elected a member of the Public Art Network Council in 2008.

Janet Echelman reshapes urban airspace with monumental public sculptures that respond to environmental forces including wind, water, and sunlight. This year, the artist inaugurates a new 145-foot-tall floating civic icon for Phoenix, Arizona, and a sculptural water garden that creates beauty and simultaneously cleans the water running off the giant roof of the 2010 Vancouver Olympic Winter Games ice oval. Portugal is home to Echelman's recent *She Changes*, a 160-foot-tall waterfront netted wind sculpture suspended above a 3-lane highway roundabout, which received the IFAI International Achievement Award and the Public Art Network's Year in Review Award. Her team won the Hoboken September 11th Memorial competition, which will result in construction of a new freestanding island in the Hudson River. Exhibitions of her painting, prints, and sculpture have been held in more than 9 countries on 3 continents. After graduating from Harvard College in 1987 with Highest Honors in Visual Studies, she received graduate degrees in painting and in psychology. From 1988-1993, Janet lived as an artist on the island of Bali, Indonesia, before moving to New York City. She now lives in Brookline, Massachusetts with her husband and their two children.

Rosalyn Elder AIA, LEED AP, Massachusetts Division of Capital Asset Management (DCAM) and Chair, BSA Public Art Initiative, is a registered architect and an urban designer with over twenty years of professional experience. She received her M. Arch. Degree from the University of Washington and her M. Arch. in Urban Design from Harvard University. She has worked for architectural firms in Seattle, WA, Memphis, TN and Boston, MA. Ms. Elder has been a Senior Project Manager for the State of Massachusetts at the Division of Capital Asset Management since 2001. There she has managed programming and master planning for a variety of projects.

Barnaby Evans is a multi-disciplinary artist who is best known as the creator and founder of Water Fire in Providence, RI. Originally created in 1994 to mark the tenth anniversary of First Night Providence, Water Fire is a massive fire sculpture installation of 100 bonfires placed at special locations along the rivers of downtown Providence. The bonfires burn on selected evenings from sunset to midnight through March to October. The bonfires engage the community spirit of all of Providence and they have come to be known as a symbol of the renewal of downtown Providence. Evans is currently working on public art installations in several U.S. cities as well as internationally.

Stephanie Gelb AIA, LEED AP, is the Vice President of Planning and Design at the Battery Park City Authority in New York City. Battery Park City is a planned mixed-use community on a 92-acre landfill site along the Hudson River; the Authority is a State authority charged with the development of the site. In her twenty-year tenure at Battery Park City Ms. Gelb is responsible for overseeing the planning and design of all capital projects including over thirty-five acres of public open space with an integrated art program. She was also responsible for developing design guidelines and environmental guidelines which directed the development of private development. Ms. Gelb is a licensed architect, and a LEED-accredited professional. She received a professional architecture degree from the University of Washington and a Master of Urban Planning degree from the City University of New York.

Jesus Gerena, Deputy Director of the Hyde Square Task Force, has been at the HSTF since 1999 where he has involved local youth in multiple public art projects in the Hyde Square community of Boston. Jesus has also been instrumental in involving neighborhood youth in the planning of the \$250 million Jackson Square urban development project which will include a 30,000 sq. ft. Youth and Family Center, 60,000 sq. ft. of retail and more than 400 units of housing. He is active in several local community groups and was honored with the "Heroes Among Us Award" by the Boston Celtics (2004), and as a Neighborhood Fellow by The Philanthropic Initiative (2005).

Christina Lanzl, Project Manager at the Urban Arts Institute at Massachusetts College of Art and Design, works with public and private clients to facilitate, plan and implement cultural assets in communities. Committed to excellence in public realm design, her areas of expertise are integrated and sustainable design for projects ranging from local to international in scope. Recent consulting includes curating an international artist shortlist for Shams Abu Dhabi in the United Arab Emirates, contributing to the master plan for a sculpture park at the Knoxville Museum of Art, and leading an integrated design competition for Appleton Mills in Lowell, MA. Prior to joining UrbanArts in 2000, Christina

served as Executive Director of the Brookline Arts Center and Director of the Bromfield Gallery in Boston. Trained in the United States and in Germany, Christina earned a Diploma in Information Management from Hochschule der Medien in Stuttgart, Germany (1987) and received a Master of Art in Art History from Boston University (1991). Committed to best practices, sustainable approaches and interdisciplinary dialogue, Christina is a noted author and presenter, chair of the BSA's Placemaking Network, and co-chair of the *Design Excellence in Public Places* symposium at Build Boston 2009.

Stephen Marshall has over twenty-five years of project management, construction management, and consulting engineering experience, in both the public and private sectors. He has achieved a highly successful record leading project teams to meet critical schedule deadlines, managing project budgets, and insuring quality control and safety goals are achieved. Mr. Marshall is currently serving as a Senior Project Manager with the Capital Programs Department of the Massachusetts Port Authority. He recently completed the Central Garage Repairs and Expansion project, a 217 million dollar project which added three parking levels above an existing 5 level operating garage, and the 28 million dollar renovation and expansion to the Central Cooling/Heating Plant, both at Logan International Airport. Current assignments include a 377 million dollar Consolidated Rental Car Facility and a 20 million dollar Bus Maintenance Facility. Prior to joining Massport, Mr. Marshall was employed as a consulting engineer with CE Maguire, Inc. in the Civil, Environmental and Construction Management Divisions. Mr. Marshall is a Registered Professional Engineer and a Certified Construction Manager. He currently serves on the Board of Directors of the Construction Management Association of America New England Chapter.

Christopher Mulvey joined Moshe Safdie and Associates in 1998 and became a Principal in 2006. He holds a Master of Science in Architecture from Massachusetts Institute of Technology and a Bachelor of Architecture from Roger Williams University. He is currently the Project Architect for the Crystal Bridges Museum of American Art in Bentonville, Arkansas and the Asian University for Women Campus in Chittagong, Bangladesh. As Project Architect, Mr. Mulvey completed the design drawings for the Kansas City Ballet School in Kansas City, Missouri, coordinating overall design and production activities. In addition, he has lead numerous competitions, including the Guangzhou Children's Palace in Guangzhou, China; the Central Artery/Wharf Parks project in Boston, Massachusetts; United States Institute of Peace Headquarters in Washington, D.C.; and the Connecticut Center for Science and Exploration in Hartford, Connecticut. Mr. Mulvey works closely with the MSA Jerusalem office and acts as the principal liaison between the two offices. In addition, he has traveled to Jerusalem to assist on projects such as Zahal Square, the Damascus Gate Triangle, and, more recently, the City of Modi'in.

Rick Parisi, Principal of M. Paul Friedberg and Partners, has managed, directed, and contributed to the design of all of the major projects of this office for the past 17 years. His background and extensive experience in construction and horticulture provide valuable information and expertise in the documentation and development of project designs. Mr. Parisi was the principal in charge of developing the New Delhi office and continues to be involved in all projects developed by the international offices.