



Community Planning and Economic Development Department

News Release



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Minneapolis City Goals: A Safe Place to Call Home ▫ Jobs & Economic Vitality ▫ Eco-Focused ▫ Livable Communities, Healthy Lives ▫ Many People, One Minneapolis ▫ A City That Works

Mayor, arts community celebrate work underway to help make the city a better place to live, work and play

\$1 million grant at work to develop vibrant, urban places

November 13, 2012 (MINNEAPOLIS) — Mayor R.T. Rybak, Carol Colletta of ArtPlace, and local artists celebrated the work underway thanks to more than \$1 million in grant monies awarded by ArtPlace America. The grant supports three projects designed to increase livability, vibrancy and economic development in communities throughout the city of Minneapolis. A press event to officially launch the programs and public engagement was held at 2:00 p.m. today in front of the mural, funded with an ArtPlace grant, at the Chicago Avenue Fire Arts Center. An open house will also be held today, 4:30 p.m. – 6:30 p.m. at Pillsbury House + Theatre, located at 35th Street and Chicago Avenue South, where the public will have the opportunity to learn more about the projects and meet the artists working in these communities.

Organizations that received funding are Pillsbury House + Theatre; Native American Community Development Institute; and Intermedia Arts, collaborating with the City of Minneapolis.

“The ArtPlace dollars in our communities will help create vibrant, urban places—assets to our city—as we look at new ways of strengthening our neighborhoods,” said **Mayor R.T. Rybak**. “Nationwide, increased neighborhood arts engagement has been linked to positive social outcomes such as increased civic and cultural engagement, economic vitality and declining poverty rates, and population growth and greater neighborhood stability.”

The projects and community engagement

The mural on the northside of the Chicago Avenue Fire Arts Center and highlighted at today’s launch event is one of 20 projects funded and managed by Pillsbury House + Theatre. The mural design, by

Andrew Broder, combines elements of the building's movie theater history with a nod to the fiery work being produced inside the studio. It incorporates sculptural metal pieces and interactive LED elements fabricated by youth currently incarcerated at the Hennepin County Home School (HCHS). The development of the Chicago Avenue Fire Arts Center spurred economic development on the corner of 38th and Chicago Avenue South. The City has invested \$960,000 at this intersection in support of small businesses. Support includes façade improvement, financing and business district grants.

An ArtPlace grant of \$250,000 supports the "Arts on Chicago" initiative, developed by Pillsbury House + Theatre, implementing art projects that knit together the existing creative assets in the community and using the process to build a framework for ongoing support of a vibrant arts district. The project is in partnership with the Powderhorn Park Neighborhood Association, Upstream Arts, Council Member Elizabeth Glidden's office (Ward 8), Minneapolis College of Art and Design Professor Natasha Pestich (recipient of the 2012-2013 McKnight Fellowship for Visual Arts) as well as neighbors, businesses and community members. The goal is to unleash the creativity that already exists in the community in order to improve the quality of life and strengthen the assets that bind together one of the state's most diverse and exciting neighborhoods.

"I've loved this neighborhood for the past 17 years; it's an incredibly diverse, mind-expanding, alive, creative place to live and work," said **Noel Raymond , co-director, Pillsbury House + Theatre**. "Artplace will help us bring awareness and transform the physical space, so that the energy and strengths of these neighborhoods are really recognized."

Arts on Chicago projects depend on participation from the community on the Chicago Avenue corridor. Individual components of the projects utilize a variety of audience engagement tactics, including networking events, open participation in art-making as well as online and one-on-one interaction. More information is available at www.pillsburyhousetheatre.org/arts-on-chicago.

The Native American Community Development Institute is the recipient of a \$435,000 grant to create the Anpetu Was'te Cultural Arts Market. Monies will be used to construct an active pedestrian plaza and seating on Franklin Avenue at the LRT station; connect Ventura Village and Seward neighborhoods; create spaces for vendors, food trucks and performances while providing new entrepreneurial opportunities in the community; create a gateway to the American Indian Cultural Corridor; commission four public art works to be displayed on the plaza.

"The Anpetu Was'te Cultural Arts Market project will transform the Franklin Light Rail Station area into a destination in the city," said **Andy Hestness, Interim President & CEO, Native American Community Development Institute**. "This gateway to the American Indian Cultural Corridor will become a vibrant marketplace for arts and food."

A community design workshop for the project will be held on Wednesday, November 28, 8:00 a.m. at All My Relations Gallery, 1414 E. Franklin Avenue Minneapolis. The meeting will help to identify the vision of the community for the project and it will be open to the public.

"The partnership of Intermedia Arts and the City of Minneapolis through the program Creative Citymaking will do just that," said **Mayor R.T. Rybak**. "Artists will work side-by-side with City planners on new ways to increase the participation of diverse communities to determine the city's future and create a city that is a living work of art."

The City of Minneapolis and Intermedia Arts received a \$325,000 grant for their project, Creative Citymaking, calling upon artists and City planners to develop fresh and innovative approaches for addressing the transportation, economic, environmental and social issues facing Minneapolis. The projects build on the international work of Ann Markuson, Charles Landry and public artist Candy Chang, centering on the impact of people-oriented planning and the role of the arts and the creative process on developing vibrant, urban places. Artists and planning areas will be selected early in 2013, and community engagement opportunities will be announced at that time.

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