THE ARTS AND ARTIST IN URBAN REVITALIZATION
P11. 4219(001)
Wednesday, May 20 & 27, 2009 9:00 AM - 5:00 PM
194 Mercer St Room 306
(Note change in location for May 27th Session afternoon class meeting)

Course Pre-requisites:
Students must have completed Introduction to Public Policy (Wagner), Urban Development and the Arts (Steinhardt), or secured advance permission from instructor. A background in the arts or art history is not a requirement.

Course Description:
This 2-credit course is designed to introduce the student to the use by U.S. cities of artists and the non profit arts as key elements in their urban revitalization efforts. The course places the arts in their historical context and examines late 20th c/early 21st c revitalization models from the perspective of both private and public stakeholders and individual artists and arts organizations. Impact on these models of recent economic downturn also examined.

Course Objectives:
The course enables students to increase their policy analysis skills and broaden their policy framework through the examination and understanding of the emerging field of cultural policy and its increasing use in local planning strategies.

Requirements (final grade):
Class Preparation and Participation (20%)
Course is constructed around lectures and class discussions based on advanced reading of assigned readings posted by session on Blackboard/Course Documents and recommended additional material.

Short Written Assignment (20%)
Students will prepare a 250-word essay (include word count) about a cultural policy issue that they found particularly interesting in the lectures or readings for May 20 class session.
• Papers due as email attachment to instructor by 6:00 PM Saturday, May 23.
• Email Subject Box must be coded: CITIES SHORT ASSIGNMENT/Student's Last Name.
• See Guidelines for Short Written Assignment and Wagner Integrity Statement posted on Blackboard/Assignments.
Group Presentations (30%)

Working in small groups, students will use the web to research and analyze assigned cities that are using cultural revitalization strategies and prepare a power point presentation to report their findings and conclusions to the class. (Computers will be available but students are encouraged to provide their own laptops to facilitate research for their projects.)

Final Research Paper (30%)

- Students will prepare a 13-page research paper (plus list of references)
- See Blackboard for Guidelines for Final Research Paper and Wagner Integrity Statement
- Email Subject must be coded: CITIES FINAL PAPER/Student’s Last Name.
- Final papers are due in hard copy in instructor’s mailbox at Puck Bldg by 12:00 noon, Wednesday, June 10.

Readings:
- Required Readings and Recommended Additional Readings are posted on NYU’s Blackboard or on reserve at Bobst Library [R].
- For additional information on artists and cities see:
  - Center for Architecture www.centerforarchitecture.com
  - New American City www.newamericancity.org
  - Good sites re artist live/work space issues:
    - Artspace www.artspace.org
    - Leveraging Investments in Creativity (LINC). www.lincnet.net
  - Metropolitan Policy Program www.brookings.org

COURSE SCHEDULE

**May 20 Session** (194 Mercer St)
9:00 – 9:30 Introduction

9:30 – 10:45 Lecture #1 and Q&A
Role of the Arts and Artist in American Cities: Historical Context

Required Readings:
- Blackboard Articles

Recommended Additional Readings:
10:45 – 12:00  Lecture #2 and Q&A

**Reinventing the City: Cultural Policy as Agent of Urban Revitalization**

**Required Readings:**
- Blackboard Articles

**Recommended Additional Readings:**

12:00 – 12:30  Pick Up Lunch

12:30 – 2:15  Lunch and A Movie -- #3

**Mass MoCA: Adaptive Reuse Model**

“Downside Up: How Art Can Change the Spirit of a Place” a film by Nancy Kelley

**Required Readings:**
- Museum of Contemporary Art (Mass MoCA), North Adams, MA
  www.massmoca.org
- Blackboard Articles

2:15 – 3:00  Lecture #4 and Q&A

**New York State: The Cultural Blueprint Model**

Guest Lecturer: Sasha Soreff, Director of Public and Governmental Affairs, New York State Council on the Arts (NYSCA)

**Required Readings:**
- NYSCA. Cultural Blueprint Meeting. Central NY Region. October 14, 2008. (sample packet)

**Recommended Additional Readings:**

3:00 – 4:30  Lecture #5 and Q&A

**Bilbao/Guggenheim Museum: If They Build It... Model**

**Required Readings:**
- Robin Pogrebin. “Grand Plans and Huge Spending” NYT 3/28/07
- Blackboard Articles

**Recommended Additional Readings:**
4:30 – 5:00 Summary discussion and conclusions

Short Written Assignment due to instructor as email attachment by 6:00 PM Saturday, May 23

May 27 Session (193 Mercer St morning/Puck Bldg 12:45-5pm)
9:00 – 9:30 Assignment Review

9:30 – 10:30 Lecture #6 and Q&A
The Post-2008 Economy: Do Arts-Based Revitalization Strategies Have a Second Act?
Required Readings:
- J.S. Marcus. The Sky’s No Longer the Limit. WSJ 4/24/09
- Amy Cortese. For Architects, Less May Have to Be More. NYT 4/19/09
- Sue Hoye. Recession and the Arts: Act II. Chronicle of Philanthropy 5/7/09
- La Rocco, Claudia. Home Is Where You Hang Your Debt. NYT 4/5/09
- Blackboard Articles

10:30 – 12:00 Lecture #7 and Q&A
Envisioning the Future: Chicago 2040 (Case Study)
Guest Lecturer: Ann Galligan, Associate Professor, Dept of Art and Design, Northeastern University, Boston.
Required Readings:
- Blackboard Articles

12:00 – 1:00 Lunch
Class reconvenes at Wagner School, The Puck Building, 295 Lafayette Street @ Houston; take back elevators to 2nd fl, class meets in 3rd floor Lafayette conf room

1:00 – 1:30 Review of Team Projects
1:00 – 3:00 Team Projects Research and Power Point Prep
3:00 – 4:30 Team Power Point Presentations (15-20 minutes each)
4:30 – 5:00 Wrap Up Discussion
Required Reading:
Ruth Ann Stewart. “Final Thoughts” pp.125-126*

Final Research Paper due in hard copy in instructor’s mailbox by 12:00 noon Wednesday, June 10

NB: Students should include self-addressed envelop if that want marked paper returned.

05/09