

Executive Summary

This report contains the findings from the ARTWalk 2 Project Interactive Design Workshop held on June 25, 2009, on art types, placement and prioritization. Approximately one hundred participants attended this IDW and, over the course of three hours, they formed three dozen collaborative teams of four to eight participants. This collaborative workshop was designed to gather participant input on art options and priorities for the siting and to compile and synthesize that input into recommendations for the City of Rochester and the project design team.

The workshop materials suggested approximately 23 art type and placement options but gave participants complete freedom to place any type of art anywhere in the ARTWalk 2 zone. By the end of three rounds, approximately 82 art type and placement options had been explored by the various collaborative teams. From that work, the discernable trends within the community's input include:

- A focus on the University Avenue and Prince Street intersection, which includes the frontages of School of the Arts, Visual Studies Workshop and the Memorial Art Gallery. Considerable attention was given to those three educational and cultural organizations. There were divergent opinions about which corner to highlight and what the artwork should be, although there was consensus among the group indicating a need for Urban Furnishings at School of the Arts.
- At the University Tower Apartment Plaza, a common desire was for a Design Integrated site (an artist joins the project design team and works closely with the residents and users of the site to design the space) that includes seating and a water feature. Additional funding for the site was not generally allocated to meet that desire.
- Intersection of University Avenue and North Goodman Street: Several collaborative teams indicated a desire to span the intersection and for the design of the University Tower Apartment Plaza and Memorial Art Gallery Welcome Plaza to relate to each other.
- Several collaborative teams identified North Goodman Street, from Rochester Museum & Science Center to Village Gate, as a corridor that should be a unified or coordinated statement. Most participants want Light Art along North Goodman Street, at strategic points or as a "corridor of light." Many indicated a preference for the installation to be interactive. Other priorities noted for that pedestrian area include surface art (North Goodman Street/South), sound art (North Goodman Street/South) and sculpture (North Goodman Street/North).
- Interactive art is desired throughout the project, but especially at School of the Arts, the University Tower Apartment Plaza and Rochester Museum & Science Center.
- Co-created art is desired throughout the entire project corridor.
- Non-visual art forms should have a place in ARTWalk 2. Participants indicated a desire for small performance areas or venues for dance and music, and sound or spoken word recordings available via an am radio station, cell phone, audio spotlighting, etc.
- Along Memorial Art Gallery frontage, there was preference for Surface Art, Light Art and Urban Furnishings.

- Along the Rochester Museum and Science Center frontage, participants prioritized a child-friendly, interactive Design Integrated space with an environmental and science theme that includes Urban Furnishings.
- In later rounds of the workshop activity, there was a discernable trend to fund fewer works at higher levels.

When specific art types and placement are determined, the data from this workshop can be revisited for guidance on funding.

Workshop Context and Process

This section of Neighborhood of the Arts is home to a variety of cultural and non-cultural groups with diverse missions and focuses, and it is also a residential neighborhood. Public participation methods were chosen for this project because they allow a project design team to understand and respond to the needs and desires of the community as a whole with processes that balance the louder and the quieter voices.

This first Interactive Design Workshop opened the public participation process for the AW2 design phase three weeks after the official start date. The workshop goals were:

- 1) To engage participants in knowledge sharing and a fully collaborative exchange.
- 2) Educationally, to develop a common language and understanding about art types and options.
- 3) To invite the entire public to work together to help shape critical decisions about art placement, art types and funding priorities.

Workshop Interactive Model

The project design team created an interactive design activity based on a familiar model — a board game — but the process was not a game. The Best and Highest Interest interactive model was designed to promote cross-sector communication, facilitate rapid collaborative decision-making and document the results. Participant teams were invited to talk through art options and placement as well as funding priorities and to develop shared solutions within a time limit.

Major possibilities for art options were introduced during a plenary session through a Power Point presentation (Appendix 3) and were represented at each table with color-coded Art Options Cards (pages 7 and 8 of this report). Art Option Cards included photo examples and pros and cons of each public art type as well as an estimated cost range in “gems.” In addition, at each table there were color example pages showing more existing examples of each type of art. Although color lines on the map matching the Art Option Cards suggested some areas where some of the art options might be appropriate, any card could be placed anywhere on the map of the ARTWalk2 project area; the cards could be combined, and the teams could use Post-It notes to create other types of art options.

Post-It arrows were available for participants to be as specific as they wanted about the art placement. The teams were encouraged to write notes to the project design team to clarify

Interactive Design Workshop #1 Agenda

Welcome by ARTWalk organization and the City of Rochester

Review agenda for the rest of the evening

Brief review of project to date

Review some potential art type options

Explanation of materials, interactive model & process

Interactive Workshop Orientation

- Core Values/Agreements/Questions for today

- Work in collaborative groups & document work

 - Introductions, Sign Author Card

 - Collaboratively determine what art types should go where

 - Collaboratively determine funding priorities

 - Use Post-It Notes to communicate specific thoughts to the project design team

Move to a table with participants new to you – Do the collaborative process a 2nd time

Move to a table with participants new to you – Do the collaborative process a 3rd time

Plenary session conversation

Closing thank you and future schedule

Executive Summary

Working groups focused on each of three legs of the ARTWalk 2 sidewalk:

- North Goodman Street/North from University Avenue to Village Gate
- North Goodman Street/South from University Avenue to East Avenue and the Rochester Museum and Science Center (RMSC)
- University Avenue from Goodman Street to School of the Arts (SOTA)



Each group answered questions posed by the ARTWalk 2 project design team:

What do you want the ARTWalk sidewalk to do for you? or the neighborhood? for Rochester? for the cultural organizations? What kind of experiences do you want someone walking along the ARTWalk sidewalk to have? How does each leg relate to or express the community and neighborhood? How do the legs relate to each other? What in/about the sidewalk draws you along? How does the ARTWalk sidewalk connect the major destinations? How can the sidewalk contribute to the ARTWalk experience?

Common Themes/Priorities

The most important information is that the **top priority** the community placed on **environmental stewardship and “green” strategies and elements** for this project. The common themes and priorities, listed in order of highest ranking, are:

1. Green strategies and elements for the project
2. Interactive & participatory features (light, sound, footprints, games)
3. Connect destinations, use progressions that lead visitors to different sites
4. Text or language-based interventions
5. Artist-designed and improved lighting
6. Feature science and its connection with art, especially as a way to lead to and between the science and art museums
7. A less linear, more relaxed or serpentine shape to the sidewalks

Most teams focused on how each leg can reflect its context and neighbors and transition from one portion of the project to the next.

Process

The participants chose in which of the three focus areas he or she wanted to work during the event and formed small teams (4 – 9 people each, seven teams total — two for North Goodman Street/North, two for North Goodman Street/South and three for University Avenue). Each team chose a facilitator and was assigned a design team member, whose role was to answer questions regarding the project constraints and opportunities and to assist in recording the participants’ ideas and thoughts.

All participants took a brief site walk of the focus area they had chosen led by a design team member and discussed the opportunities and constraints of each focus area. When the groups returned to the workshop venue, they discussed the questions posed by the design team, recorded the answers and ideas and posted them on the wall.

Each team reported their findings to a plenary session. Each focus area group categorized their findings and those categories were reported out in a plenary session. Each participant was given 4 dots that they could place on any idea or category within the room to prioritize the ideas, themes and concepts that were most important to that individual. The process ended with a plenary conversation.

Information gathered at this workshop is consistent with all public feedback in previous public meetings, the Interactive Design Workshop #1, the MAG Plaza Design Workshop, the Core Principles developed by stakeholders during Concept Development, the ARTWalk 2 Concept Design and the requests of the Genesee Community Charter School student research effort.

Executive Summary: Interactive Design Workshop 3

Interactive Design Workshop 3 brought together 45 participants and facilitators to work on design issues and ideas for three focus areas: The **University Avenue and Prince Street** Intersection, **The University Tower Apartments Corner** (Goodman & University), and the North Goodman Corridor to Village Gate **“Ribbon Wall.”**

Context & Goals : IDW 3 focused on three areas previously identified for attention within ARTWalk Phase 2 plans. Teams sought to raise the issues and opportunities offered by each site, as well as arrive at recommendations and suggestions for ARTWalk and the City of Rochester going forward.

Process:

At a three-hour interactive design workshop on August 18, 2009 interested participants were introduced to the Context and Goals of the workshop. The process and schedule were established.

Each participant chose a focus area and then was randomly assigned to one of two teams for that area. Six teams were led by eleven facilitators with extensive design charette experience from the Rochester Area design professional community who had previously attended a two-hour training session that included a site walk-around. Teams worked for 100 minutes, using maps, summaries from the two previous design workshops, and site visits, as well as participants' knowledge of the community and of public art to inform their discussion as they produced written notes and drawings for their sites. They were given an open choice of what to do at the sites, with no palette of suggested options.

In detailed drawings and written notes, the teams produced a list of general concerns, desires, priorities and recommendations and particular suggestions for the specific sites and the needs and opportunities they presented. Many findings and suggestions emerged, both consistent with and divergent from those arrived at in the initial workshops. These collaborative findings were reported back to the whole group for further comments and questions.

Recommendations and Proposals of IDW3 Participants:

Overall (based on IDW3 input):

- a- Enhance pedestrian friendliness of entire area through elements which increase safety, comfort, and interest.
- b- Create with continuity between ARTWalk Phase 1 and Phase 2. Imprinted sidewalks, lightpole mosaics, artistic benches, and artistic bus shelters are commonly seen to be sources of this continuity.
- c- Enhance major and minor intersections and common pedestrian crossings to signal their importance through connected special paving crossovers (like the “boxed” crosswalk at Merriman/University) and artistic anchor features (sculptures, banners, arches).
- d- Make connections that draw people along among major sites and intersections through repetitive features and artistic magnets (visible or audible draws to further exploration).
- e- Add landscaping and plantings, especially where they will buffer parking and streets.
- f- Create types of interactivity that draw visitors along. Examples:
 - A geocaching style Art Exchange: “Take one, leave one.”
 - A Scavenger hunt of rubbings.
 - Interactively activated lighting, sound features or traffic control.
- g- Use green techniques in water use, storm water run off and energy generation for plantings and electronic features.
- h- Install/maintain lighting that allows and encourages evening use of ARTWalk.

Executive Summary: Interactive Design Workshop 4

Interactive Design Workshop 4 brought together 40 participants and 13 facilitators on August 25, 2009 to work on design issues and ideas for two focus areas: *The Rochester Museum and Science Center* and *Overall: Tying Together All of ARTWalk*.

Context & Goals: The Fourth IDW focused on one geographical area (RMSC) and one major issue (overall plans and continuity) previously identified for attention within ARTWalk Phase 2. Teams sought to raise the issues and opportunities offered in each instance, as well as arrive at recommendations and suggestions for ARTWalk and the City of Rochester going forward.

Process:

Participants were introduced to the Context and Goals of the workshop. Process and schedule were established. Twelve professionally trained design facilitators from the Rochester area professional community and one facilitator from Studio William Cochran facilitated the teams. Each participant chose a focus area and then was randomly assigned to one of three teams for that area. Teams worked for 100 minutes, using maps, summaries from the three previous design workshops, and site visits, as well as participants' knowledge of the community and of public art to inform their discussion as they produced written notes and drawings for their sites. At the RSMC site, teams were given an open choice of what to do with no palette of options. Teams tasked with the overall tying together of ARTWalk worked extensively from previous workshop findings.

In detailed drawings and written notes, the teams produced a list of general concerns, desires, priorities and recommendations and particular suggestions for the specific focus areas and the needs and opportunities they presented. There were many findings and suggestions, including divergences from directions started in earlier workshops, which emerged. These collaborative findings were reported back to the whole group for comments and questions.

Recommendations and Proposals of Interactive Design Workshop 4 Participants follow:

The Rochester Museum and Science Center.....p. 3-5

Overall: Tying Together All of ARTWalkp. 6-7

IDW4 Executive summary: Rochester Museum and Science Center

I. Overall Goals, Opportunities, Concerns & Issues

1. Increase visibility of Museum as approached, especially from N/W.
2. Entrance to Museum needs to be made more welcoming to drivers / pedestrians.
3. Museum contemplates moving main entrance close to Planetarium, adding driveway east of Planetarium, loop drop-off configuration there for easier entrance.
4. Opportunities for new features and pedestrian paths.
5. “Green” ideas in art, design, and technology.
6. Encourage multi-seasonal use.
7. Corner has been accident-prone. A school zone without provision for slowing.
8. Sound, light, texture and water desired as design features.
9. Maintain existing historic fence along Goodman.

II. Possible Themes Suggested

1. Interactive, fun exploration of science and history recur as themes. Install artwork that reveals what is happening with play, interactivity, science, history and exploration inside, reflects museum / exhibits.
2. Time and progression:
 - a. Science timeline: ancient wisdom to modern technology.
 - b. Natural history timeline: fossils, etc.
 - c. Human history, native Americans, prominent citizens.
3. Solar system.
4. Sustainability of Earth / Green design.
5. Chinese five elements: ancient wisdom to modern technology.
6. Science Concepts and Art—Possible art/science themes include: Patterns in Nature, Genesee River, Time, Solar System and Planets, Energy from Nature (solar, wind, water) Geocaching.

III. Landform & Plantings Recommendations and Ideas:

1. Trim or thin to lift tree canopy to increase view of building, cut bushes (and ash trees?) down to increase view of RMSC building from North and West. Keep oak tree. Cut back bushes to left of museum blocking view of planetarium.
2. Remove berms at west parking lot to increase visibility of museum.
3. Grade the plain of the front area for a walkway of differing elevations.
4. Pattern design at SE corner of intersection. Planters, overhead structures.
5. Install a “Living Wall” (Wall of plantings; vertical garden).

IV. Pavement (Street, Driveway, Parking Lot) Recommendations and Ideas:

1. Sustainable, attractive porous pavement at Goodman and East.
2. Design paving and walks to open museum block to Planetarium.
3. As prelude to connecting museum and planetarium entrances, new drive on other side of Planetarium to create new loop road.
4. Circular plaza at drive entrance. Fun, meandering driveway.
5. Tiles that cars drive over power parking lot lighting.
6. Reconfigure parking; smoother edges, more curves, keep quiet space near museum.
7. Hide parking lot with artistic solar energy collector structures.

V. Sidewalk Recommendations and Ideas:

1. Begin ARTWalk at planetarium wall at East Ave.
2. Sidewalk imprints, stamped icons, inlays (of fossils, animal tracks, timeline, da Vinci sketches, equations, Native American art).
3. Raised pavement pedestrian crossing at entrance drive.
4. Double sidewalk: straight regular public sidewalk; curved, undulating, serpentine, wiggled loop into RMSC, with multiple access, elevation changes. Second level: LED or fiber optic sidewalk? Sea serpent wall along walk which creates interest to follow?
5. Sidewalk system to draw into museum experience through timelines in or along walk: fossils, science, history or other museum interpretation.
6. Widen all sidewalk corners at intersection; double size sidewalk toward building.
7. Sidewalk guides you to artwork (geometry encourages viewing ahead to next one).

VI. Lighting/Utilities Recommendations and Ideas:

1. Eliminate or move electrical and signal light box.
2. Luminary flow fountain.
3. Modern lighting, lasers, LEDs.
4. Bring light to back and sides of building.

VII. Building Frontage Usage Recommendations and Ideas:

1. Create major gathering spot at RMSC, art plaza with stage in front of Bausch building façade, amphitheatre seating at front steps for outdoor presentations.
2. Flat screen video board at entrance, taking up the large space over steps.
3. Relate exterior plaza space to building with wall art (2D or 3D).

VIII. Signage & Way-finding Recommendations and Ideas:

1. Vertical walls as way-finding devices to connect to rest of ARTWalk system; visual connection relating to ribbon wall at University Ave.
2. Redesign/recycle RMSC sign. Suggestions: Holographic. LED announcement board. Large animated water sign. Large sundial sculpture/sign.
3. Banner at drive entrance, new road to the east. Banners backlit with frame on lawn.
4. Two colorful lit signs, one at intersection, one at the center.
5. Dinosaur footprints in brickwork to lead people.
6. Bouncing lasers to draw attention.

IX. Suggested Water features

1. Waterfall/channels over steps; start from roof.
2. Rain Garden out front.
3. Reflective pool in center/front of Bausch building.
4. Jumping water at circular plaza.

X. Suggested Green Demonstrations

1. Interactive green energy demo area in front, energy made visible through art.
 - a. Solar: new artistic collectors to hide parking; “Solar trees” (photovoltaic leaves).
 - b. Wind: wind turbine art (mechanical and electrical power).
 - c. Water: power from the water falling from roof.
2. Parking lot lit by energy from piezoelectric tiles cars drive over.
3. Side-by-side stationery bikes to generate power.
4. Water conservation: permeable paving in new parking lot: rain gardens in front collecting roof run off; demonstration of water treatment.

XI. Other Educational, Interactive or Aesthetic Elements suggested

1. Changeable art at Goodman and East Ave corner, relate to exhibits inside.
2. Solar System & Planets: Solar calendar; Scale model of solar system with Planetarium as sun (or sun at planetarium), uses ARTWalk to pace off distance.
3. Ancient wisdom to modern day technology at circular plaza.
 - a. Use the Five Chinese elements: earth, water, fire, wood, metal,
 - b. Use the five visible planets related to Chinese elements (Planetarium).
4. Large kinetic sculptures in front: “with a Rube Goldberg feel”; Optical, light, movement, wind, rain, water. Large feature to mark time or distance .
5. Musical steps activated by movement. Music notes activated by “eye.”
6. Some form of geocaching or scavenger hunt.
7. Echo the artistic curves of the Planetarium.
8. Capitalize on sound dishes idea. Light waves?
9. Huge prehistoric sea animal diving under front walk and up wall; with water feature.
10. Link dead space with front via patterning, representing cell structures, wood, exoskeleton on building.