



Best & Highest Interest

ARTWalk 2 Interactive Design Workshop #1: Art Options and Priorities

June 25, 2009

6-9 pm

Rochester Museum & Science Center

Event Design, Facilitation and Report by
Studio William Cochran

Best & Highest Interest

ARTWalk 2

Interactive Design Workshop #1: Art Options and Priorities

Contents

3	Interactive Design Workshop #1 Agenda
4	Executive Summary
5	Workshop Context and Process
5	Workshop Interactive Model
7	Art Option Card Fronts
8	Art Option Card Backs
9	Participants
12	Session in Progress - Photos
14	Art Types & Placement as Weighted by Participants – Summary Map
15	Wayfinding
16	Alignment of Findings with Previous Public Participation & Research

Appendix 1:

19	Notes from Plenary Session and Comments from Comment Forms
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Appendix 2: Information/Ideas from Working Groups

22	Round 1 – table photos and summaries
47	Round 2 – table photos and summaries
71	Round 3 – table photos and summaries

Appendix 3:

93	Power Point Show
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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

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

their ideas and thinking and to convey important points from their conversations.

Each team had 24 pearlescent gems, representing the \$600,000 that is funded and budgeted for these art types in the ARTWalk 2 project. Teams were asked to distribute their gems collaboratively to fund some or all of the cards they had placed on the map. Teams also had “not-yet-funded” or “to-be-raised” dull purple gems, which they could also use if they wished once they had allocated all the funded gems. Participants were asked to fund any given artwork with either funded or unfunded gems, but not a mixture.

On each map, the University Towers Apartment Plaza was covered with 10 red gems. Participants were told that a separate allocation of funds had been secured by New York State Senator Joseph E. Robach for a plaza on that site. Teams were encouraged to advise what sort of art types or plaza space they would like to see there.

For cards or gems to be placed anywhere on the model, at least 75% of the team must agree.

Each team had 4 metal cones representing wayfinding, and they were asked to place them throughout the ARTWalk 2 project area where the team thought wayfinding could best be placed.

Three 30-minute rounds were “played,” remixing participants and ideas at every table on each round. This activity gave each participant encounters with 12-20 other residents during the event.

The integrity of the process was safeguarded in various ways to create an atmosphere within which participants could reach consensus on spending allocations while engaging in interactions with people from other organizations and populations:

- Participants formally accepted common agreements for thoughtful and respectful interaction. (See these at the end of the Power Point presentation in Appendix 3.)
- Facilitators at each table were empowered to uphold the agreements in a way that supported each person in speaking his or her mind.
- Participants were given tools to request information or help from the project design team members.
- Project design team members, city and state staff were engaging with and circulating among the teams throughout the event.
- Cards or gems could only be placed when at least 75% of the team agreed.

Art Option Card Fronts

Sculpture



Site-integrated
free-standing
many possibilities

Public Art

Surface Art



Bronze pavement inserts
mosaics • water-cut granite

Public Art

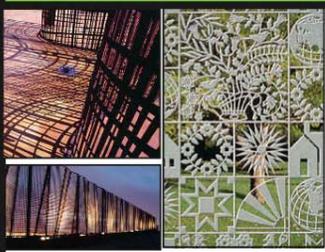
Urban Furnishings



Light poles, bike racks, trash cans, tree guards & grates, etc.

Functional Art

Fence/Screen



Screens parking, connects areas

Functional Art

Lighting Art



Walls, sidewalks, uplighting, etc

Functional Art

Seating



Functional Art

Design-Integrated



Artist on design team for a park, developing integrated art elements (seating, sculpture, shade structures, paving, etc.)

Site As Art

Environmental Art



Rain Gardens
Wind Art
Landscape

Site As Art

Water Features



Functional Art

Art Option Card Backs

URBAN FURNISHINGS

PROS	CONS
sets tone of project improves street feel community friendly; message of inclusion most effective when designed together	too many small projects can create clutter, clash of styles

1 gem = 1-4 

SURFACE ART

PROS	CONS
very accessible warm, encourages exploration on foot very democratic flavor, inviting can incorporate images/text	maintenance issues no drive-by impact can be covered by snow, leaves maintenance costs

4-6 gems 

SCULPTURE

PROS	CONS
high visibility high impact major landmark powerful enough to brand NOTA, City	cost impact depends on quality and vision

3-10 gems 

SEATING

PROS	CONS
community friendly inviting	too many can create potential "street furniture" clutter

1 gem = 1-3 

LIGHTING

PROS	CONS
enlivens night streets improves overall safety/security	usually expensive ongoing maintenance mostly night impact possible "light pollution"

3+ gems 

FENCE/SCREEN

PROS	CONS
very prominent unites areas screens unsightly parking placemaking	cost maintenance safety

5+ gems 

WATER FEATURES

PROS	CONS
very popular soothing, inviting, creates strong ambience "White noise" covers traffic, makes oasis of calm attracts people major landmark	very expensive maintenance costs seasonal

8+ gems 

ENVIRONMENTAL ART

PROS	CONS
high impact very unusual and thought provoking major landmark	no night presence, by itself maintenance earthworks are too big for most sites

2-10 gems 

DESIGN-INTEGRATED SMALL PARK

PROS	CONS
powerful placemaker can tell community stories many art forms in in synch together	requires artist with experience in creating integrated artistic sites uses an entire site

10+ gems 

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Above: Participants working on the interactive design activity.

Session in Progress Photos





Art Type and Placement Priorities



Wayfinding

Participants advise placing wayfinding in the following areas:

- Western terminus of the project
- Intersection of North Goodman Street and University Avenue, with an even split between the Memorial Art Gallery Welcome Plaza, the University Tower Apartment Plaza and the northeast corner of that intersection.
- Northern terminus of the project or beyond, with as many participants preferring wayfinding be placed at Circle Street and Main Street as those who would like to see it at Village Gate.
- Northeast corner of East Avenue and North Goodman Street

Although not in large numbers, some participants wanted wayfinding to go beyond the project limits in other directions, including into the original ARTWalk project limits, south of Rochester Museum & Science Center on South Goodman Street, Park Avenue and South Goodman Street, University Avenue and Merriman Street, and University Avenue and Culver Street.

Alignment with Previous Public Participation & Research

Core Principles for AW2 developed by stakeholder consensus during ARTWalk2 Concept Development:

1. Uniformly high quality of art & design, timeless
2. Participatory, engaging, interactive for all
3. Strengthens community, celebrates diversity
4. Strongly rooted in history, sense of place
5. Broad appeal, magnet for all ages, backgrounds
6. Durable & low maintenance
7. Cohesive approach — linked visually/thematically
8. Respects neighborhood, context-specific art

The information gathered in the Interactive Design Workshop #1 (IDW#1) is consistent with these principles. It underlines the desire for the project to especially reflect principles 2, 3, 4, 7 and 8.

Genesee Community Charter School Student Recommendations

1. Children should have opportunity to enjoy art as much as adults
 - a. Children love interactive art
 - b. They request play equipment as art (*Speilschiff*)
 - c. Children love to see ordinary things become extraordinary
 - d. Children love lights as art –bright, colorful, cheerful in winter
 - e. Children love to run and play (i.e., a maze at Memorial Art Gallery?)
2. Public art needs to be well-planned and maintained
3. Rochester Museum & Science Center: oversized object, science-related artwork
4. Memorial Art Gallery: sound art, water feature, unstructured play area
5. Make AW2 “a magical place filled with masterpieces.”
6. Don’t limit public art to just ARTWalk

The information gathered in IDW#1 is consistent with these principles. It underlines the desire for the project to especially reflect principles 1a,1d, 1e and to include sound and water.

Memorial Art Gallery Plaza Design Workshop Most important goals/purposes/functions for this space

Connecting People to People & People to Place	Making the Memorial Art Gallery Grounds a Wing of the Museum	Creating an Engaging Destination
Big connecting theme that residents and anchor institutions can “own,” possibly connected to the neighborhood, repetitive elements	Artwork should be the most dynamic, highest quality, most astounding	Make this a “must see” – “must experience” destination that is available for activity 24/7/365 with a conscious 4-season day/night design

Memorial Art Gallery Plaza Design Workshop (continued)
Most important goals/purposes/functions for this space

Connecting People to People & People to Place	Making the Memorial Art Gallery Grounds a Wing of the Museum	Creating an Engaging Destination
Connect the 4 corners — Bridge culturally and physically to polar opposites; friendly, inviting; break down barriers, the fence, distance	Create a setting that encourages public appreciation of art. Making art accessible/educating about art. Connecting people to art.	Create a place of arrival, a commons area, a meeting ground, a place where you want to stay, an outdoor classroom, a backdrop for special moments
Identify this place as the epicenter of the arts neighborhood, extending the vibe of the AWI triangle gathering space down the street, embraced by a unified design aesthetic	Draw visitors onto Memorial Art Gallery grounds and bring them into museum. Lead into and connect people to Memorial Art Gallery. Extend the invitation to explore Memorial Art Gallery by bringing Memorial Art Gallery out.	Walker friendly, multi-purpose spaces available for residents, retailers, students, parents, etc.: musicians corner, exercise spots, gardens, lunch, with possible use as a performance venue.
Make a place to identify or connect to oneself	Continuity of creative process	Create a draw for the suburbs to come to the city
Connect to common human element in art	School of the Arts is future of this gallery	Success story (like the East End)
Design around historical context. Rochester's History is represented. Take advantage of what already exists: Tower, History, Background views	Create an organic connection that reflects the personality/quality of the museum. You should feel like you're at a "community treasure house."	Make a physical space where both short-term and long-term exploration is possible.
We need sitting spots.	Won't be dated or outdated	Highly interactive multi-sensory design – not static; a space that changes
Community involvement on a large scale is a key goal. Increase participation in the whole neighborhood.	Opportunities to build excitement about what's happening at Memorial Art Gallery	Stimulate the imagination/active component—multi-level exploration
Way finding to other Cultural's is essential. Need way finding.	Transitional Art that will enhance the connection to the Memorial Art Gallery	A venue for planned and unplanned artistic activities
Encourage the choice to walk rather than drive.		Contributes to well-being: physical, emotional, economic
Sense of pride		Promotes economic development and NOTA

The information gathered in IDW#1 is consistent with these goals. It underlines the desire for the Memorial Art Gallery grounds (and the entire project) to Connect People with People, Connect People to Place, and Create an Engaging Destination.

ARTWalk 2 Concept Design

Shaped by stakeholder input, approved in stakeholder and public meetings, presented to legislators, Community Foundation, Rochester Business Alliance when the project made funding and support requests.

1. “Creative Commons” for the region where residents and visitors can have ongoing creative experiences in a welcoming environment.
2. A region-wide destination with a strong focus on both artistic excellence and community engagement.
3. 6 major interactive anchors: Including a time-based media venue (Digital House), Ribbon Wall (sculptural wall for temporary exhibitions to connect Village Gate with intersection), Memorial Art Gallery Welcome Plaza with a prominent corner sculpture and another major new piece deeper into the plaza, a science-based plaza/artwork at Rochester Museum & Science Center.
4. Public Plazas created through public/private partnerships.
5. Connective public art.
6. Distinctive sidewalks.
7. Artist-designed streetscape elements, including artist-designed fencing and screening.
8. Wayfinding signage and historical markers.
9. Interactive and Co-created work throughout.
10. Respectful and reflective of the community: a cultural neighborhood with museums, educational institutions and a living community of artists. For instance, science art near Rochester Museum & Science Center, world-class art at Memorial Art Gallery, strong community participation throughout.
11. Educational components.
12. Mass-scale public participation components.

The information gathered in IDW#1 is consistent with these goals. It underlines the desire for the project to include all these concepts.

Appendix 1: Notes from Plenary Session

- Process was deeper than expected.
- Fear that the input will not be considered or that it won't make an impact in the project.
- The people involved in this project are not diverse enough (ethnicity).
- Glad for the opportunity to have input.
- Process seems constrained.
- Video tape next meeting; find more ways to record input
- Include other arts in the project
- Like the process – event shows more community involvement
- Include other arts venue
- Great process
- A place for street performers
- Add plans for ongoing programming
- Don't get bogged down in details – Just get it done
- Consider audio items – including multisensory items for the blind
- Need some place to congregate
- Art should engage children, promote positive social values
- Consider mini-amphitheaters for performers
- Don't be afraid to take risks! This is our chance!

Comments from Comment Forms

1. I know there are already ideas and plans for the space around the art gallery. At present, this space is cold, stark and drab. What about a winding trail with ornamental and wild trees/plantings appreciating nature's natural art? There is much great art but nothing surpasses natural vegetation as beauty. I am not specifically talking about designed manicured gardens that use pesticides and herbicides to look "perfect."
2. - fun, interactive design
- organized
- would like to see more \$ to art making directly
- hope youth/students (diverse) can design with artists
- Ideas:
 - Community stories - answer inquiry questions
 - Labyrinth (surface area) with ground/landscape art
 - Native American symbols, stories (Seneca, Iroquois, Creation Stories)
 - Large life size feather
 - Large colorful "playful" pieces (adult playground) – found materials, use of recycled goods; sustainable message
 - Glass enclosed illuminated water wall

- Use of sand and rocks
- Spaces for other arts – amphitheater, dance space, interactive music (outdoor)

****Rich in ARTS NOT ARTS For RICH!****

3. One brief suggestion is to have each group recap big themes of conversation on the back of the author card. This may help to reinforce the pictures taken at the tables.

*Also, just at note – My groups did not use the pros and cons on the back of the cards. I'm not sure how to bring that attention to each group, but that piece did seem important.

Thanks for this amazing process! The chance to build on each other's ideas really made this room feel cohesive. Hopefully, the conversation at the end of this session won't taint what was accomplished tonight.

4. Concerned that the photographs won't come close to explaining/expressing the specific ideas that emerged from the group sessions – I like the idea of posting the photos on the web site so that those who participated can further express/explain the ideas behind what shows up in the photographs.

5. - How much will funds from ARTWalk II be able to repair/maintain/improve AWI? ARTWalk I has fallen into disrepair and needs attention.
- How much funding will be for maintenance of AWII and ARTWalk I; and therefore for the ARTWalk organization? Like web sites, public art and public spaces need resources for their CREATION but even MORE for MAINTENANCE and UPKEEP. This is a critical issue. As a former ARTWalk Board Member and active volunteer, and 8 year neighborhood resident – I have been frustrated by the lack of a PLAN and RESOURCES and therefore PEOPLE-POWER to keep the space/place maintained adequately.
- Surely AW has resulting in dramatic increases in property value in the NOTA. I have seen my home's assessed value go up 50% in just 7 years. This is great in many ways! However, I am concerned about GENTRIFICATION in the neighborhood – the driving out of lower-income persons – either existing or potential residents from the 'hood because of prohibitively high costs.

6. The opportunity we have to really make the neighborhood of the Memorial Art Gallery and Science Center attractive is really neat. I was impressed with the completeness of the information gathering that was shown on the above-mentioned meeting. There are three things that bother's me, however.

One is that a lot of projects look kind of trashy and have a lack of good judgment in taste. If this can be corrected, I think we will have a winner of a project(s).

The second thing that bothers me is that one of the parking lots at the corner of University and Goodman will be torn-up. Both parking lots are normally

overflowing when there is an Art Preview Party. Something will have to be done with this, either lay down another parking lot or modify the initial plan.

The last problem I can see is that the fence around the perimeter is slated to be removed. The fence, as it stands now, is what protects the vendor's stands at the clothesline art show at night.

I hope that these things can be rectified by the designers, good luck with this project.

Appendix 2: Information/Ideas from Each Working Group

Round 1 – table photos and summaries

Table 1

Authors:

Richard Margolis
Naquan Colquitt
Steven Lee-Davis

John Archer
Sue Hollister

Chris Whittaker
Sue Tkach

Preliminary Interpretation:

Main Priorities (fully funded):

- Urban furnishings throughout the project limits (School of the Arts, Memorial Art Gallery, Rochester Museum & Science Center)
- Surface art should be located on the sidewalk connecting University Avenue to East Avenue
- Lighting Art at the Village Gate
- Sculpture at the RMCS

Secondary Priorities (partially funded):

- Co-Created Fence and Seating at parking lot on North Goodman Street
- Sculpture at Anderson Alley

Tertiary Priorities (not funded):

- Sculpture at School of the Arts
- Surface Art along Memorial Art Gallery frontage at University Avenue
- Lighting Art along Memorial Art Gallery frontage at North Goodman Street
- Water Feature at Memorial Art Gallery Welcome Plaza

Wayfinding:

Prince Street & University Avenue
North Goodman Street & Circle Street

Memorial Art Gallery Welcome Plaza
Rochester Museum & Science Center

University Tower Apartment Plaza:

- Interactive
- No other guidance

Comments:

- None

Raw Data:

1 gem School of the Arts – urban furnishings
4 TBR gems School of the Arts? Memorial Art Gallery @ Prince Street? – sculpture
1 gem Memorial Art Gallery frontage - urban furnishings
4 TBR gems Memorial Art Gallery frontage – surface art
Welcome plaza – water feature
4 TBR gems Memorial Art Gallery along North Goodman Street – lighting art

- 4 gems +
- 1 TBR gem parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – Co-created fence/screen
- 3 gems
- 4 gems +
- 4 TBR gems Anderson Alley – Sculpture
- 10 red gems University Towers Apartment Plaza - Interactive
- 4 gems North Goodman Street/South – surface art
- 6 gems Rochester Museum & Science Center – sculpture
- 1 gem Rochester Museum & Science Center – urban furnishings



Round 1, Table 1

Table 2

Authors:

Paul Way
Bill Brown

Jean Lyons
Kris Rapp

Preliminary Interpretation:

Main Priorities (fully funded):

- Along University Avenue, Urban Furnishings, Lighting Art and Surface Art
- Along North Goodman Street, Urban Furnishings, Lighting Art and Seating Surface art
- Sculpture at the Visual Studies Workshop

Secondary Priorities (partially funded):

- None.

Tertiary Priorities (not funded):

- Water Feature at Rochester Museum & Science Center

Wayfinding:

School of the Arts
Village Gate

Memorial Art Gallery Welcome Plaza
East Avenue & North Goodman Street

University Tower Apartment Plaza:

- Interactive
- Design Integrated
- Sculpture

Comments:

- None

Raw Data:

5 gems Visual Studies Workshop - sculpture

9 gems Memorial Art Gallery frontage – Lighting Art, Urban Furnishings, Surface Art

5 gems North Goodman Street/North – Lighting Art, Urban Furnishings, Seating

10 red gems University Tower Apartment Plaza - Design Integrated, **Interactive** sculpture

5 gems North Goodman Street/South – Lighting Art, Seating, urban Furnishings

8 TBR gems Rochester Museum & Science Center – water feature



Round 1, Table 2

Table 3

Authors:

Steve Zuegel
Janet Collinge

Mark Groaning
Fran Cirulli

Bob Givons
Joanne Balliet

Preliminary Interpretation:

Main Priorities (fully funded):

- Urban furnishings throughout project zone (Visual Studies Workshop/School of the Arts, Anderson Alley, University Avenue)
- Fencing/Screening on both the northern and southern legs of North Goodman Street
- Lighting Art at the Arts & Cultural Council & Rochester Museum & Science Center

Secondary Priorities (partially funded):

- None.

Tertiary Priorities (not funded):

- Earthwork at Rochester Museum & Science Center
- Sculpture along North Goodman Street
- Interactive Surface Art at Memorial Art Gallery@Prince Street

Wayfinding:

School of the Arts corner
Anderson Alley

University Tower Apartment Plaza
NE Corner of North Goodman Street & East Avenue

University Tower Apartment Plaza:

- Water feature
- Seating

Comments:

Fear graffiti, durability

IMPORTANT: local artists, regional, Finger Lakes

Any seating needs to be comfortable and season specific

Too hot – summer

Too cold - winter

Raw Data:

2 gems Visual Studies Workshop/School of the Arts – Urban Furnishngs
2 gems School of the Arts – Seating
4 TBR gems Memorial Art Gallery @ Prince Street – Interactive Surface Art
2 gems Memorial Art Gallery frontage – urban furnishings
Memorial Art Gallery Welcome Plaza – maintain enough space for the
Clothesline Arts Festival
2 gems parking lot between Memorial Art Gallery & Arts & Cultural Council for
Greater Rochester – fence/screen
3 gems Arts & Cultural Council for Greater Rochester – Lighting Art
2 gems Anderson Alley – urban furnishings

- 5 gems NE corner of University Avenue & North Goodman Street - Co-created sculpture
- 10 red gems+
- 2 gems University Tower Apartment Plaza – Water feature, seating
- 5 gems North Goodman Street/South- Fence/Screen
- 5 TBR gems North Goodman Street/South – Sculpture
- 3 gems Rochester Museum & Science Center – Lighting Art
- 2 TBR gems Earthwork/environmental work



Round 1, Table 3

Table 4

Authors:

Ken Tryon
S.Rupp

Nancy M. K,
Jane Way

Preliminary Interpretation:

Main Priorities (fully funded):

- Surface art throughout the project limits (3 corners area, Rochester Museum & Science Center, University Tower Apartment Plaza)
- Sculpture along North Goodman Street
- Lighting Art at the 3 corners and Arts & Cultural Council

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- None

Wayfinding:

Rochester Museum & Science Center corner

Planetarium

University Tower Apartment Plaza:

- Surface Art

Comments:

Scavenger hunt for art around Rochester. Hints on a sheet that you could get at Rochester Museum & Science Center.

Memorial Art Gallery – Co-created kiosk: pick up activity sheets

Raw Data:

7 gems	School of the Arts/Memorial Art Gallery@ Prince Street - Interactive Surface Art, Lighting Art (spread out gems among 4 categories)
4 gems	Memorial Art Gallery along North Goodman Street – Sculpture
2 gems	Memorial Art Gallery – Co-created kiosk: pick up activity sheets
3 gems	Arts & Cultural Council for Greater Rochester - Lighting Art
10 red gems	University Towers Apartment Plaza – Surface Art
3 gems	North Goodman Street/South – Sculpture
3 gems	Rochester Museum & Science Center – surface art
2 gems	Scavenger hunt for art around Rochester. Hints on a sheet that you could get at Rochester Museum & Science Center.

Scavenger
hunt for art
work around
roc. hints
on a sheet
that you could
get at R.M.S.C

Kiosk -
pick up
activity
sheets



Round 1, Table 4

Table 5

Authors:

Jill Gussow
Garrett Rubin

Judy Levy
Joe Flaherty

Alexa Scott-Flaherty

Preliminary Interpretation:

Main Priorities (fully funded):

Secondary Priorities (partially funded):

Tertiary Priorities (not funded):

See comments section.

Wayfinding:

School of the Arts Terminus NE corner of North Goodman Street and East Avenue

Village Gate University Avenue & Merriman Street

We think the waysigns should include ARTWalk 1 – whole neighborhood

University Tower Apartment Plaza:

Water sculpture, high glass tubes, respond to the weather & environment? (Does this mean Interactive)?

Comments:

We think the waysigns should include ARTWalk 1 – whole neighborhood

Bike lanes – can we have them?

Are wayfinding signs designed by artists? We'd love them to be!

School of the Arts – student centered work (Does this mean Co-created?)

Memorial Art Gallery Welcome Plaza – concerned about private property decisions vs.

Public money (is money correct?); grandiose entrance gates. Could be light, sculpture, etc.

North Goodman Street/North along Memorial Art Gallery – integrate fence into earthwork

North Goodman Street/North – Sequential change on street or street lights – variation of same form

North Goodman Street/South– Fence/Screen, Lighting Art

University Tower Apartment Plaza – Water sculpture, high glass tubes, respond to the weather & environment? (Does this mean Interactive)?

North Goodman Street/South – Sound sculpture

You only hear it in certain spaces and short story that ??? up a block

Tune your radio to xxx for an ARTWalk experience (hear poems, artists)

Rochester Museum & Science Center – Semi-grand entrance, celebratory entrance

Raw Data:

Same as comments



Round 1, Table 5

Table 6

Authors:

Shannon Hillman
Sho-Ann Hung

Dominik Ruggeri
Joni Monroe

April Blair
Jim Locke

Preliminary Interpretation:

Main Priorities (fully funded):

- Design Integrated at School of the Arts
- Urban furnishings on University Avenue and at Anderson Alley
- Lighting Art at Anderson Alley
- Sculpture at Rochester Museum & Science Center

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- None

Wayfinding:

Memorial Art Gallery @ Prince Street
NE Corner University Avenue & North Goodman Street
NE Corner of North Goodman Street and East Avenue
North Goodman Street & Circle Street (to get outside traffic in)

University Tower Apartment Plaza:

- Water Feature

Comments:

- None

Raw Data:

10 gems	School of the Arts – design integrated space
2 gems	Memorial Art Gallery @ Prince Street – Urban Furnishings
4 gems	parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – Lighting Art
4 gems	Anderson Alley/Avenue - Co-created Urban Furnishings
10 red gems	University Tower Apartment Plaza – Water Feature
5 gems	Rochester Museum & Science Center – Interactive Sculpture



Round 1, Table 6

Table 7

Authors:

Christine Knoblauch	Paul Knoblauch	Julie Schnepf
David Thurston	Debora McDell-Hernandez	Jeffrey Mehr
Shawn Dunwoody	Danielle Fraenkel	

Preliminary Interpretation:

Main Priorities (fully funded):

- Seating at School of the Arts, Memorial Art Gallery & Rochester Museum & Science Center
- Urban Furnishings, Sculpture, Seating and an Interactive Earthwork/Environmental Work at Rochester Museum & Science Center
- Surface art and a water feature on North Goodman Street/South
- Lighting Art at Visual Studies Workshop

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Lighting Art, Surface Art and Sculpture along Memorial Art Gallery's University Avenue frontage
- Lighting Art on Atlantic Avenue
- Urban Furnishings at Village Gate

Wayfinding:

Prince Street @ School of the Arts
West side of North Goodman Street just past Memorial Art Gallery
University Tower Apartment Plaza
North East corner of North Goodman Street/ and East Avenue

University Tower Apartment Plaza:

- Integrated Design
- We want a performance place for dance, theater, and music, spoken art too

Comments:

- None

Raw Data:

1 gem	School of the Arts - Co-created seating
3 gems	Visual Studies Workshop – Lighting Art on corner
3 TBR gems	Memorial Art Gallery @ Prince Street – Lighting art
4 TBR gems	Memorial Art Gallery frontage - Surface art
3 TBR gems	Memorial Art Gallery Welcome Plaza – Sculpture Performance Area for Dance, Theater, Music
1 gem	Memorial Art Gallery along North Goodman Street/ – Seating
1 TR gem	Village Gate – Urban furnishings
10 red gems	University Tower Apartment Plaza – Integrated Design We want a performance place for dance, theater, and music, spoken art too)
3 TBR gems	ARTWalk/original project limits/Flatiron Building – Lighting Art
4 gems	North Goodman Street/South – Surface Art

8 gems

North East corner of North Goodman Street/South and East Avenue – Water feature

7 gems

Rochester Museum & Science Center – urban furnishings, sculpture, seating, Interactive earthwork/environmental work (integrated design?)



Round 1, Table 7

Table 8

Authors:

Sharon Jeter
Paul Kramer

Jim McIntosh
Julie Wagner

Marie Via
Gary Stern

Preliminary Interpretation:

Main Priorities (fully funded):

- Urban Furnishings at School of the Arts and North Goodman Street/North

Secondary Priorities (partially funded):

- Co-created Surface Art along Memorial Art Gallery (University Avenue)
- Interactive Lighting Art along the entire North Goodman Street/ Corridor
- Sculpture at Anderson Alley

Tertiary Priorities (not funded):

- Surface Art along North Goodman Street/South

Wayfinding:

Memorial Art Gallery & Prince Street
North Goodman Street/ & Main Street

Memorial Art Gallery Welcome Plaza
NE corner of East Avenue & Goodman

University Tower Apartment Plaza:

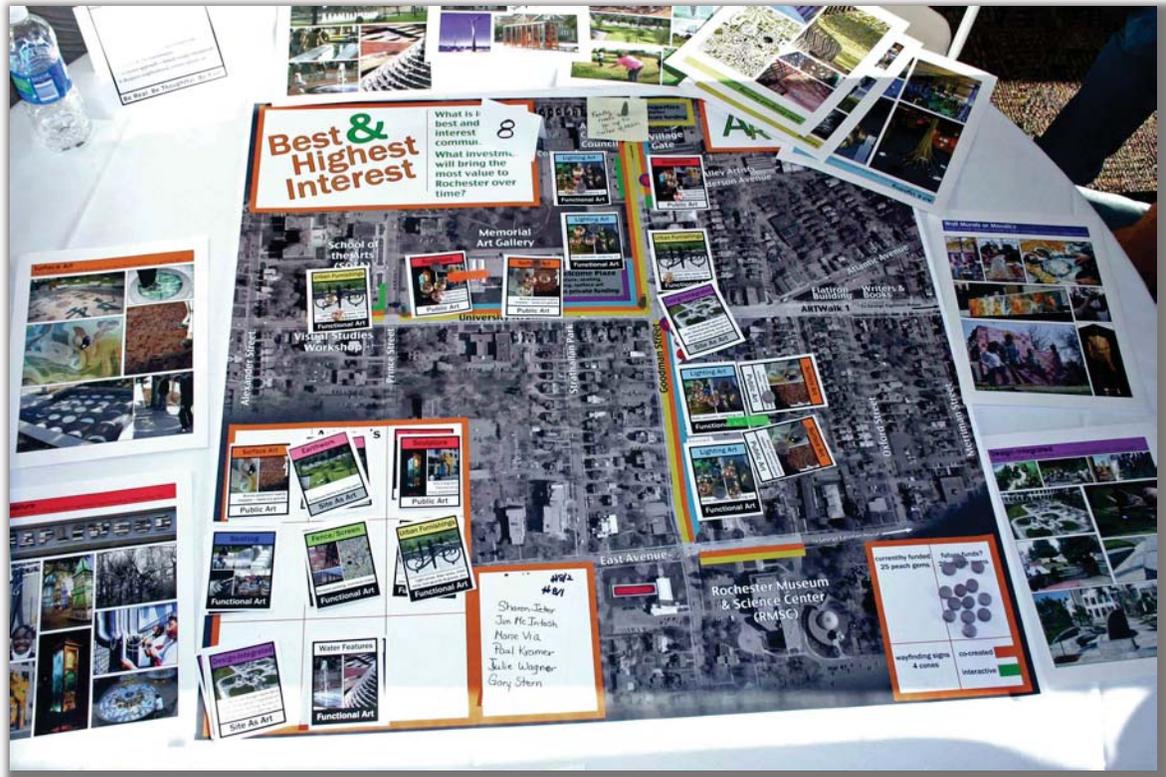
- Design Integrated

Comments:

- None

Raw Data:

2 gems	School of the Arts – Urban Furnishings
3 gems +	
1 TBR gem	Memorial Art Gallery @ Prince Street - Co-created sculpture
3 gems _	
2 TBR gems	Memorial Art Gallery frontage – surface art
3 gems +	
1 TBR gem	Memorial Art Gallery along Goodman – Lighting Art
3 gems _	
1 TBR gem	parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – Lighting Art
3 gems +	
1 TBR gem	Anderson Alley – Sculpture
1 gem	East side of North Goodman Street/North – Urban Furnishings
10 red gems	University Tower Apartment Plaza – Design Integrated
3 TRB gems	North Goodman Street/South – Surface Art
6 gems +	
2 TBR gems	North Goodman Street/South – Interactive Lighting Art



Round 1, Table 8

Table 9

Authors:

Steve Beauvais
Bob Wagner
Andrea Schuck

Tom Burke
Dave Casilio

Eddie Swayze
Kate Bennett

Preliminary Interpretation:

Main Priorities (fully funded):

- Seating along University Avenue (Memorial Art Gallery & Visual Studies Workshop)
- Lighting Art along North Goodman Street/ Corridor
- Earthwork at Memorial Art Gallery at Prince Street
- Surface Art along Memorial Art Gallery (University Avenue)
- Screen/Fence along Memorial Art Gallery (North Goodman Street/)

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Design Integrated Plaza with an Earth/Environmental Work and Seating at Rochester Museum & Science Center
- Seating along North Goodman Street/North

Wayfinding:

Memorial Art Gallery corner @ Prince Street
University Tower Apartment Plaza

Village Gate
Rochester Museum & Science Center

University Tower Apartment Plaza:

Interactive Water Feature, Fountain a la Barcelona

Comments:

- Light Corridor, tall/kinetic at Anderson Alley
- Fountain a la Barcelona

Raw Data:

2 gems Visual Studies Workshop – Seating
4 gems Memorial Art Gallery corner @ Prince Street – Earthwork
2 gems Along Memorial Art Gallery frontage/across from Memorial Art Gallery? – Surface Art
1 gem Memorial Art Gallery frontage/across from Memorial Art Gallery? – seating
6 gems Anderson Alley – tall height kinetic Light art
3 gems parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – fence/screen
East side of North Goodman Street/North – seating
10 red gems
+ 3 gems University Tower Apartment Plaza – Interactive Water Feature, Fountain a la Barcelona
3 gems North Goodman Street/South – Light Art Corridor
TBR -10 gems Rochester Museum & Science Center – design integrated plaza, including seating

TBR -15 gems Rochester Museum & Science Center – Earthwork/Environmental Work



Round 1, Table 9

Table 10

Authors:

Kris Merola	Joanne Lembach	Liz Alpert
Kurt Prister	Mark Bayer	Judy Zwald

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art at Visual Studies Workshop and Arts & Cultural Council/Village Gate
- Seating at Memorial Art Gallery at Prince Street and Rochester Museum & Science Center
- Urban Furnishings throughout the project limits (University Avenue, Memorial Art Gallery along North Goodman Street/, Anderson Alley and Rochester Museum & Science Center)
- Fence/Screen at parking lot across from Anderson Alley
- Surface Art on North Goodman Street/South
- Sculpture at Rochester Museum & Science Center

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Surface art along University Avenue and North Goodman Street/North

Wayfinding:

School of the Arts terminus
 North Goodman Street & Main Street
 SW corner of East & North Goodman Street
 SW corner of University Avenue & North Goodman Street

University Tower Apartment Plaza:

- no guidance

Comments:

Wayfinding signs could explain why to go that way
 Exercise stops
 Year-round appeal
 Speakers corner
 A self-guiding way to be led through
 School of the Arts: Better content for lighted sign

Raw Data:

3 gems	Visual Studies Workshop - Co-created lighting art
	School of the Arts: Better content for lighted sign
1 gem	Memorial Art Gallery@Prince Street - Seating
1 gem	Across from Memorial Art Gallery frontage – Urban Furnishings
TBR 4 gems	Across from Memorial Art Gallery frontage – Surface Art
1 gem	Memorial Art Gallery along North Goodman Street/North – Urban Furnishings

- 5 gems Parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – fence/screen
- 3 gems Arts & Cultural Council for Greater Rochester - Lighting Art
- 1 gem Village Gate/Anderson Alley – Urban Furnishings
- TBR 4 gems East side of North Goodman Street/North – Surface Art
- 10 red gems no guidance
- 4 gems North Goodman Street/South – surface art
- 5 gems Rochester Museum & Science Center – Seating, Interactive Sculpture, Urban furnishings (integrated design?)



Round 1, Table 10

Table 11

Authors:

McKenzie Keenan
Brooke Mayer
Marty Thurston

Lynne Feldman
Jean Longchamps

Rachael Baldanza
John Kuchera

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art at School of the Arts terminus, Visual Studies Workshop and along North Goodman Street/South
- Seating at Visual Studies Workshop and School of the Arts
- Visual Studies Workshop as Interactive and Co-created
- Surface Art along University Avenue and North Goodman Street/South
- Sculpture across from Anderson Alley

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Urban Furnishings at School of the Arts
- Consider changing old art (male sign) along ARTWalk 1
- Surface art along ARTWalk 1

Wayfinding:

University Avenue & Alexander Street
South of Anderson Avenue

University Tower Apartment Plaza
East Avenue & North Goodman Street

University Tower Apartment Plaza:

- Design Integrated

Comments:

- Bike Rack, Functional Art for School of the Arts Students
- All of North Goodman Street/ Street between University Avenue and East Avenue – LIGHTING
- ARTWalk connecting (rectangle connecting Anderson Alley, Village Gate, Arts & Cultural Council and Memorial Art Gallery Grounds)
- Interactive, Co-created seating and lighting representing Visual Studies Workshop

Raw Data:

3 gems	School of the Arts Terminus - Lighting art
2 gems	School of the Arts Terminus -seating
3 gems	School of the Arts – Urban Furniture - Bike rack/functional art for School of the Arts students
2 gems	Visual Studies Workshop – Interactive, Co-created Seating and lighting
3 gems	Memorial Art Gallery frontage – surface art
3 gems	Parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester - sculpture

- ARTWalk on both sides of the street on North Goodman Street/North past Memorial Art Gallery
- 10 red gems University Tower Apartment Plaza – design integrated
- 5 gems North Goodman Street/South – Lighting Art
- All of North Goodman Street between University Avenue and East Avenue
- Lighting
- 4 gems North Goodman Street/South – surface art
- TBR 5 gems ARTWalk/original project limits – consider changing old art (male sign)
- TBR 2 gems ARTWalk/original project limits – surface art



Round 1, Table 11

Table 12

Authors:

Rebecca Kraai
Catelyn Augustine

Evan Lowenstein
Danica Eskind

Debra Jacobson
Victor Pacheco

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art throughout project (University Tower Apartment Plaza, Arts & Cultural Council/Village Gate, Memorial Art Gallery/University Avenue)
- Surface Art throughout project (North Goodman Street/South, University Avenue)
- Urban Furnishings throughout project (North Goodman Street/North, Memorial Art Gallery/North Goodman Street/, School of the Arts)

Secondary Priorities (partially funded):

- Rochester Museum & Science Center: Lighting Art, Sculpture, Urban Furnishings
Rochester Inventors/Scientists, Native Americans, Alternative Energy Elements

Tertiary Priorities (not funded):

- None

Wayfinding:

Prince Street
Arts & Cultural Council

Memorial Art Gallery Welcome Plaza
NE corner of North Goodman Street & East Avenue

University Tower Apartment Plaza:

Lighting Art and Urban furnishings

Comments:

- None

Raw Data:

1 gem School of the Arts – Urban Furnishings
3 gems Memorial Art Gallery frontage – surface art
4 gems Memorial Art Gallery frontage – lighting art
3 gems Arts & Cultural Council for Greater Rochester – Lighting Art
10 red gems University Tower Apartment Plaza – Lighting Art and Urban furnishings
4 gems North Goodman Street/South – Surface Art
8 gems +
3 TBR gems Rochester Museum & Science Center – Lighting Art, Sculpture, Urban
Furnishings
Energy generation – wind, solar, etc.; Rochester Inventors/Scientists, Native
Americans
1 gem unused feature
3 gems parking lot between Memorial Art Gallery & Arts & Cultural Council for
Greater Rochester - sculpture
1 gem corner of Anderson Alley – urban furnishings
10 red gems University Towers Apartment Plaza– Design Integrated Plaza
4 gems North Goodman Street/South – Surface Art

6 gems

Entire corridor between Village Gate and Rochester Museum & Science Center – Interactive light art (Included the light art cards & gems from both parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester and at Rochester Museum & Science Center)



Round 1, Table 13

Round 2 – table photos and summaries

Table 2

Authors:

Emma Wagner
Kris Rapp

Steve Beauvais
John K. Archer

Janet Collinge
Kurt Prister

Preliminary Interpretation:

Main Priorities (fully funded):

- Co-created Lighting Art along North Goodman Street/ corridor from Rochester Museum & Science Center to Village Gate, including a lighted water feature at Rochester Museum & Science Center
- Design Integrated space at School of the Arts/Visual Studies Workshop

Secondary Priorities (partially funded):

- Interactive Lighting Art along University Avenue

Tertiary Priorities (not funded):

- None

Wayfinding:

North side of Prince Street & University Avenue
Arts & Cultural Council for Greater Rochester

Memorial Art Gallery Welcome Plaza
East Avenue & North Goodman Street

University Tower Apartment Plaza:

- Comfortable

Comments:

- None

Raw Data:

10 gems School of the Arts – design integrated
3 TBR gems across from Memorial Art Gallery frontage – Interactive Lighting Art
3 gems North – Lighting Art
10 red gems Comfortable
3 gems North Goodman Street/South - Co-created lighting art
8 gems +
3 TBR gems Rochester Museum & Science Center – Lighted Water Feature



Round 2, Table 2

Table 3

Authors:

Grace Seaberling
Lynne Feldman
Victor Pacheco

Steven Lee-Davis
Eddie Swayze

Susie Fame
Joanne Lembach

Preliminary Interpretation:

Main Priorities (fully funded):

- Urban Furnishings at Visual Studies Workshop (light poles/bicycle racks) and Anderson Alley
- Lighting Art and Co-created Surface Art along North Goodman Street corridor
- Sculpture at Memorial Art Gallery/Prince Street and Rochester Museum & Science Center (technology based)

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Interactive Urban Furnishings at Rochester Museum & Science Center (bicycle racks)

Wayfinding:

School of the Arts terminus	signage directions to motorists from Main Street
University Towers Apartment Plaza	NE Corner of North Goodman Street & East Avenue

University Tower Apartment Plaza:

Earth/Environmental Work and Seating

Comments:

- Lighting art connecting places on the corridor
- Bicycle racks at Rochester Museum & Science Center
- Technology based sculpture at Rochester Museum & Science Center
- ARTWalk sidewalk connecting Village Gate, Anderson Avenue, Arts & Cultural Council

Raw Data:

1 gem	Visual Studies Workshop – Urban Furnishings: light poles, bicycle racks
4 gems	Memorial Art Gallery @ Prince Street – Sculpture
2 gems	Memorial Art Gallery along North Goodman Street – Lighting Art
4 gems	Village Gate/Anderson Alley/Arts & Cultural Council for Greater Rochester – Co-created surface art
1 gem	Village Gate/Anderson Alley/Arts & Cultural Council for Greater Rochester – urban furnishings
10 red gems	University Tower Apartment Plaza – Earthwork/Environmental art, seating
4 gems	North Goodman Street/South – Surface Art
3 gems	North Goodman Street/South – Lighting Art connecting places on the corridor
	Rochester Museum & Science Center Interactive Urban Furnishings – bicycle racks
4 gems	Rochester Museum & Science Center – Sculpture – Technology based



Round 2, Table 3

Table 4

Authors:

Julie Schnepf	Erika Tryon	Joanne Balliet
Ken Tryon	Andrea Schuck	Jon Schull
Richard Margolis		

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art along North Goodman Street corridor
- Sculpture on North Goodman Street/North
- Seating and Urban Furnishings (trash cans) along North Goodman Street/South
- Seating at Memorial Art Gallery/ North Goodman Street
- Interactive/Co-created sculpture at School of the Arts

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Surface Art on North Goodman Street/South
- Lighting Art at Memorial Art Gallery/University Avenue – Lighting to illuminate Memorial Art Gallery and Cutler Union Tower
- Sculpture at Rochester Museum & Science Center

Wayfinding:

School of the Arts terminus	to draw folks from Public Market
East Avenue & North Goodman Street	University Avenue & North Goodman Street

University Tower Apartment Plaza:

Lighting Art – Beacon

Comments:

Beacons tie Rochester Museum & Science Center to Stern Properties. Windblown reflective objects (dvd disks?) create a crystal canopy corridor; lasers could be pre-programmed

Raw Data:

5 gems	School of the Arts - Co-created Interactive sculpture
1 gem	Memorial Art Gallery @ Prince Street – Seating
3 TBR gems	Memorial Art Gallery – Lighting Art to illuminate Memorial Art Gallery & CU Tower
1 gem	Memorial Art Gallery along North Goodman Street – Seating Parking Lot between Memorial Art Gallery and Arts & Cultural Council for Greater Rochester -Urban Furnishings
13 gems + 7 BR gems	Village Gate/University Towers Apartment Plaza/Rochester Museum & Science Center – Lighting Art/Sculptural Beacon connecting the corridor Windblown reflective objects create a crystal canopy corridor; lasers could be pre-programmed
1 gem	North Goodman Street/South – trash can
1 gem	North Goodman Street/South – seating (Chatterbox Club?)
5 TBR gems	North Goodman Street/South – surface art



Round 2, Table 4

Table 5

Authors:

Brooke Mayer
Carol Yost

Gary Hadfield
Sharen Jeter

Paul Way

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art at North Goodman Street/South, Village Gate and School of the Arts (Interactive)
- Co-created Sculpture at Anderson Alley: ARTWalk needs to include a feature at Anderson Alley – NO EXCEPTIONS. Interactive sculpture that moves and displays art with seating. Like “ribbon wall.”
-
- Seating on North Goodman Street/South
- Fence/Screen at parking lot across from Anderson Alley: Integrate seating and bike rack

Secondary Priorities (partially funded):

- Water feature at Rochester Museum & Science Center: using rainwater

Tertiary Priorities (not funded):

- Sculpture at School of the Arts Terminus: entry arch across street

Wayfinding:

School of the Arts terminus

Arts & Cultural Council

University Towers Apartment Plaza

University Tower Apartment Plaza:

Design Integrated

Comments:

ARTWalk needs to include a feature at Anderson Alley – NO EXCEPTIONS.

Interactive sculpture that moves and displays art with seating. Like “ribbon wall.”

On North Goodman Street/South – not connected to a card or funds: Display area for 2D art – like ribbon wall/sculpture

Raw Data:

- 5 TBR gems School of the Arts Terminus – Sculpture – Entry Arch Across Street
- 3 gems School of the Arts – Interactive Lighting art
- 1 gem School of the Arts corner – urban furnishings
- 5 gems parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – fence/screen – integrate seating & bike rack
- 4 gems Arts & Cultural Council for Greater Rochester/VILLAGE GATE – Lighting ART
- 3 gems +
- 2 TBR gems Anderson Alley – Co-created Sculpture – ARTWalk needs to include a feature at Anderson Alley – NO EXCEPTIONS. Interactive sculpture that moves and displays art with seating. Like “ribbon wall.”
- 10 red gems University Towers Apartment Plaza - design integrated

- 1 gem North Goodman Street/South – Seating
- 3 gems North Goodman Street/South – Lighting Art
- 3 gems +
- 4 TBR gems Rochester Museum & Science Center – water feature using rain water



Round 2, Table 5

Table 6

Authors:

Joe Flaherty
Jim McIntosh

Evan Lowenstein
Bob Gibbons

Kate Bennett
Dommika Ruggeri

Preliminary Interpretation:

Main Priorities (fully funded):

- Urban Furnishings at School of the Arts, Memorial Art Gallery Welcome Plaza and Anderson Alley
- Sculpture along Memorial Art Gallery/University Avenue and at Village Gate
- Earth/Environmental Work at Memorial Art Gallery/North Goodman Street
- Co-created Lighting Art on North Goodman Street/South: Lighting and Sound Corridor

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Lighting art at Memorial Art Gallery/University Avenue: Energy-generating or saving elements (e.g., wind turbine sculpture that produces light, stationary bikes that power lights, etc.)
- Earth/Environmental Work, Urban Furnishings, Lights and Sculpture at Rochester Museum & Science Center: Energy-generating or saving elements (e.g., wind turbine sculpture that produces light, stationary bikes that power lights, etc.)
- Surface Art on North Goodman Street/South

Wayfinding:

Memorial Art Gallery @ Prince Street
East Avenue & North Goodman Street
Main Street/ North Goodman Street/Circle Street
Culver & University Avenue

University Tower Apartment Plaza:

Design Integrated and Seating

Comments:

North Goodman Street/South: Lighting and Sound Corridor

University Avenue and North Goodman Street: Use signals and light posts as an arch

A driving and walking art experience

Memorial Art Gallery/University Avenue and Rochester Museum & Science Center: Energy-generating or saving elements (e.g., wind turbine sculpture that produces light, stationary bikes that power lights, etc.)

Raw Data

1 gem School of the Arts – urban furnishings
5 TBR gems Memorial Art Gallery frontage – lighting art – energy generating or energy-saving elements (e.g., wind turbine sculpture that powers lights, stationary bicycles that power lights, etc.)

- 6 gems Memorial Art Gallery frontage – sculpture
- 1 gem Memorial Art Gallery Welcome Plaza – urban furnishings
- 4 gems Memorial Art Gallery along North Goodman Street –
Earthwork/Environmental Art ????
- 1 gem Anderson Alley – urban furnishings ???
- 4 gems Arts & Cultural Council for Greater Rochester/VILLAGE GATE – Interactive
sculpture
- Use signals and light posts as art – arch – four way
- 10 red gems+
- 1 gem University Towers Apartment Plaza – design integrated with seating
- 8 gems North Goodman Street/South – Lighting Art, Surface Art – Lighting & Sound
Corridor – A driving and walking art experience
- 6 TBR gems Rochester Museum & Science Center corner – Earth/Environmental Work
- 1 TBR gem Rochester Museum & Science Center corner – urban furnishings
- 9 TBR gems Rochester Museum & Science Center front of building – Sculpture & Lighting
Energy Generating or Energy Saving elements (e.g., wind turbine sculpture
generating electricity for lights, exercise bikes that generate electricity)



Round 2, Table 6

Table 7

Authors:

Danika Eskind
She-ann Hung
John Kvchera

Margie Searl
Gary Stern
Emma Wagner

Sue Trach
Scott Evans

Preliminary Interpretation:

Main Priorities (fully funded):

- Meditative Space at the 3 corners including Water Feature, Seating and Urban Furnishings
- Surface Art along Memorial Art Gallery/University Avenue (integrate surface art with narrative elements) and North Goodman Street/South
- Lighting Art and Sculpture at Village Gate
- Urban Furnishings at Rochester Museum & Science Center and North Goodman Street/North

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Artwork by Circle Street to help bring people to ARTWalk

Wayfinding:

School of the Arts terminus
Village Gate

Memorial Art Gallery Welcome Plaza
East Avenue & North Goodman Street

University Tower Apartment Plaza:

Design Integrated, interactive for all ages

Comments:

- None

Raw Data:

7 gems	Memorial Art Gallery/School of the Arts/Visual Studies Workshop – Water feature, urban furnishings, seating (design integrated?) – meditative space, water & seating
4 gems	Memorial Art Gallery frontage – surface art ????
10 TBR gems	Perimeter of College, University Avenue, Prince Street, North Goodman Street – design integrated ????
10 red gems	University Towers Apartment Plaza – Surface Art/Water Feature – design integrated, Interactive for all ages
4 gems	North Goodman Street/South – surface art
1 gem	Rochester Museum & Science Center – urban furnishings



Round 2, Table 7

Table 8

Authors:

Jen Dowdall
Shannon Hillman

Rachel Baldanza
Nancy Kannianell

Liz Alpert

Preliminary Interpretation:

Main Priorities (fully funded):

- School of the Arts/Visual Studies Workshop/Memorial Art Gallery@Prince Street – Performance space/open court? For speaking, music, dance. Co-created with School of the Arts. A place for teens (integrated design?)
- Between Memorial Art Gallery and Arts & Cultural Council - Fence/Screen – Fence that would ??? space
- Surface Art and Lighting Art at Village Gate/Anderson Alley: A place for Adults
- Interactive/Co-created Surface Art at Rochester Museum & Science Center: Historical stories. Collaborative, co-creative, a Place for Kids and Families

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Surface Art along North Goodman Street/South: with scientific and/or historical significance and connect/lead to Rochester Museum & Science Center (see children’s ideas)
- Seating at Rochester Museum & Science Center

Wayfinding:

Village Gate
University Towers Apartment Plaza
NE corner of East Avenue & North Goodman Street

University Tower Apartment Plaza:

Water feature, seating

Comments:

- None

Raw Data:

8 gems	School of the Arts/Visual Studies Workshop/Memorial Art Gallery@Prince Street – Performance space/open court? For speaking, music, dance. Co-created with School of the Arts. A place for teens (integrated design?)
5 gems	parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – Fence/Screen – Fence that would ??? space
4 gems	VILLAGE GATE surface art
3 gems	Anderson Alley – lighting art - a place for adults
10 red gems	University Towers Apartment Plaza – water feature, seating
6 TBR gems	North Goodman Street/South – sculpture – with scientific or historical significance to connect/lead to Rochester Museum & Science Center (See children’s ideas)

4 gems +
1 TBR gem

Rochester Museum & Science Center – surface art, seating – Interactive, Co-created Place for kids and families, historical stories collaborative, co-creative



Round 2, Table 8

Table 9

Authors:

Jean Longchamps
Danielle Frankel
Shea Rapp

Paul Kramer
Alexa Scott Flaherty
Rebecca Kraai

Bob Wagner
Grace Benrunzio

Preliminary Interpretation:

Main Priorities (fully funded):

- Seating and Earthwork at 3 corners: Performance Space, amphitheater
- Lighting and Sculpture at Village Gate: Tall, hanging, lit
- Lighting Art at Memorial Art Gallery/North Goodman Street: Ribbon Wall Lit
- Memorial Art Gallery Welcome Plaza - Interactive art scavenger hunt starting at museums
- Lighting Art throughout North Goodman Street corridor

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Urban Furnishings (bike rack) at School of the Arts
- Seating along University Avenue
- Change of Sculpture at Forum
- Walking Mall along Atlantic Avenue

Wayfinding:

School of the Arts corner

Memorial Art Gallery Welcome Plaza (Interactive art scavenger hunt starting at museums)

East Avenue and North Goodman Street

SW corner of North Goodman Street & University Avenue

University Tower Apartment Plaza:

Water Feature and Seating: Huge Water Fountain/Interactive

Comments:

Things that are Free

Make ARTWalk organization financially self-sustaining to keep growing

Concerned that AW2 seems so separated from AW1.

No representation of theater, music, or dance in the project -- no ways for the other arts to shine.

Should have gone down Atlantic Avenue – can't see why AW is going to Rochester Museum & Science Center when we have Imagine Square, MUCC, and a diverse community that does not seem to be represented here

Need signage to unify AW1 & 2

Raw Data:

School of the Arts – bike rack
8 gems Memorial Art Gallery @ Prince Street – Earthwork/Seating – performance space/earth amphitheater
Memorial Art Gallery frontage – seating

- 4 gems Memorial Art Gallery Welcome Plaza - Interactive art scavenger hunt starting at museums
- 3 gems Ribbon Wall Lit – Lighting Art
- 6 gems VILLAGE GATE/Arts & Cultural Council for Greater Rochester – Lighting Art, Sculpture – Tall or hanging lit
- 10 red gems University Towers Apartment Plaza – huge fountain, interactive, seating
- 4 TBR gems Change of sculpture at Forum
- 20 TBR gems Walking mall down Atlantic
- 3 gems North Goodman Street/South – Lighting Art

Things that are Free

Make ARTWalk organization financially self-sustaining to keep growing

Concerned that AW2 seems so separated from AW1.

No representation of theater, music, or dance in the project -- no ways for the other arts to shine.

Should have gone down Atlantic Avenue – can't see why AW is going to Rochester Museum & Science Center when we have Imagine Square, MUCC, and a diverse community that does not seem to be represented here

Need signage to unify AW1 & 2



Round 2, Table 9

Table 10

Authors:

Garrett Rubin
Judy Levy
Dave Casilio

Kristen Merola
Marie Via

Joan Lyons
Steve Zuegel

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting art on both legs of North Goodman Street: north - High (not tower) objects/images to be seen from a distance
- Urban furnishings and seating at Visual Studies Workshop
- Surface art along University Avenue
- Sculpture at Anderson Alley
- Bridge across intersection at North Goodman Street and University Avenue: To signify the Center

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Earth/Environmental Work at Rochester Museum & Science Center
- Memorial Art Gallery along North Goodman Street – **Interactive** legal graffiti

Wayfinding:

School of the Arts
NE corner North Goodman Street & East Avenue

Memorial Art Gallery Welcome Plaza
Arts & Cultural Council

University Tower Apartment Plaza:

Design Integrated - Memorial Art Gallery and the University Towers Apartment Plaza should relate to each other.

Comments:

BIKE LANE

Art in Context – of all physical properties of other art or land features

Memorial Art Gallery and the University Towers Apartment Plaza should relate to each other.

Raw Data:

3 gems	School of the Arts – Seating/Urban Furnishings,
4 gems	Memorial Art Gallery frontage – Surface Art
	Memorial Art Gallery Welcome Plaza – fence/screen
4 gems	Memorial Art Gallery along North Goodman Street – Interactive legal graffiti
	parking lot between Memorial Art Gallery & Arts & Cultural Council for
	Greater Rochester - Lighting Art – High (not tower) objects/images to be
	seen from a distance
4 gems	Anderson Alley – sculpture
5 gems	North Goodman Street and University Avenue- sculpture bridging the
	intersection to signify center

- 10 red gems University Towers Apartment Plaza – Design Integrated – Memorial Art Gallery & the University Towers Apartment Plaza should relate to each other
- 4 gems North Goodman Street/South – Lighting Art
- 24 TBR gems Rochester Museum & Science Center – Earthwork/Environmental Art



Round 2, Table 10

Table 11

Authors:

Julie Wagner	Debora McDell-Hernandez	Safia Gravel
Noella Schum	Fran Cirulli	Beth Brown
Mark Bayer		

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art throughout project (School of the Arts, North Goodman Street corridor)
- Surface Art at Memorial Art Gallery/University Avenue, North Goodman Street/North
- Urban Furnishings along North Goodman Street corridor
- Seating at Rochester Museum & Science Center

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Design Integrated and Sculpture at Rochester Museum & Science Center, interactive in front of the planetarium
- Surface Art along North Goodman Street/South
- Seating at Anderson Alley
- Urban Furnishings at Memorial Art Gallery/Prince Street
- Co-created Fence/Screen at Visual Studies Workshop

Wayfinding:

Visual Studies Workshop	Village Gate
University Towers Apartment Plaza	NE Corner of North Goodman Street & East Avenue

University Tower Apartment Plaza:

Water Feature and Seating: Include seating in design and water feature

Comments:

I feel the more inexpensive art should be spread though the neighborhood to unify and identify ARTWalk –Beth Brown

Raw Data:

3 gems	School of the Arts – Lighting Art
5 TBR gems	Visual Studies Workshop – Fence Screen – Co-created
2 TBR gems	Memorial Art Gallery@Prince Street – Urban furnishings
2 gems	Memorial Art Gallery@Prince Street/Frontage - Earthwork
4 gems	Memorial Art Gallery frontage – surface art
4 gems	parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – surface art
3 gems	Village Gate – lighting art
1 TBR gem	Anderson Alley – seating
3 gems	Memorial Art Gallery along North Goodman Street – Urban Furnishings
10 red gems	University Towers Apartment Plaza – Water Feature with Seating
3 gems	North Goodman Street/South – Lighting Art

- 1 gem North Goodman Street/South – Urban Furnishings
- 4 TBR gems North Goodman Street/South – Surface Art
- 3 TBR gems North Goodman Street/South – sculpture
- 1 gem Rochester Museum & Science Center – seating
- 9 TBR gems Rochester Museum & Science Center – in front of planetarium – **Interactive**
design integrated



Round 2, Table 11

Table 12

Authors:

Mark Groaning
Jane Way
Cate Augustine

April Blair
Judy Zwald

Marty Thurston
Chris Whittaker

Preliminary Interpretation:

Main Priorities (fully funded):

- Water Feature and Urban Furnishings at Visual Studies Workshop
- Surface Art along North Goodman Street/North: sidewalk art signage to draw more people to Village Gate from Memorial Art Gallery
- Urban Furnishings at Village Gate /Anderson Alley
- Seating along North Goodman Street/South
- Fence/Screen along North Goodman Street/South: screening parking lot
- Urban Furnishings and Sculpture at Rochester Museum & Science Center

Secondary Priorities (partially funded):

- Interactive Sculpture for University Avenue Towers Residents

Tertiary Priorities (not funded):

Lighting Art – Village Gate: Lighting up Village Gate, Anderson Alley and Arts & Cultural Center and UNIFYING; Moving Light designs on Village Gate

Wayfinding:

School of the Arts

North Goodman Street & Main Street

NE Corner of North Goodman Street & East Avenue

University Avenue between North Goodman Street and Flatiron bldng

University Tower Apartment Plaza:

Interactive sculpture for University Towers Apartment residents

Comments:

Keep coming back

- Movement
- Think about it (ARTWalk)

Seating Climatized!

Raw Data:

9 gems	Visual Studies Workshop – Water feature, urban furnishings – water needs to remember climate – perhaps light and water
4 gems	Memorial Art Gallery along North Goodman Street – Surface art – sidewalk art signage to draw more people to Memorial Art Gallery
1 gem	Village Gate – urban furnishings
4 TBR gems	Village Gate /Anderson Alley/Arts & Cultural Council for Greater Rochester – lighting art – lighting up Village Gate, Anderson Alley & Arts and Cultural Council and unifying, moving light designs

- 10 red gems +
- 1 gem +
- 2 TR gems University Towers Apartment Plaza – Interactive sculpture for University Towers residents
- 4 gems North Goodman Street/South – screening parking lot
- 2 gems North Goodman Street/South - seating – climatized!
- 1 gem Rochester Museum & Science Center – urban furnishings
- 3 gems Rochester Museum & Science Center - sculpture



Round 2, Table 12

Table 13

Authors:

Jim Locke	Tom Burke	Deb Jacobson
Jeffrey Mehr	Mark Johns	NaQuan Colgertt
Sue Hollister	John Kucmear	

Preliminary Interpretation:

Main Priorities (fully funded):

- Urban Furnishings at School of the Arts, Visual Studies Workshop and Village Gate
- Seating along University Avenue and North Goodman Street/North
- Lighting Art at Art and Cultural Council (Light Sculpture Tower) and the entire block of North Goodman Street/South
- Surface Art on North Goodman Street/South

Secondary Priorities (partially funded):

- Lighting Art along University Avenue

Tertiary Priorities (not funded):

- Moveable Gateways to NOTA at School of the Arts Terminus, Village Gate and the intersection at East Avenue and North Goodman Street: Design Integrated and movable as ARTWalk expands
- More Surface Art along North Goodman Street/South
- An Earth/Environmental Work and Lighting Art at Rochester Museum & Science Center

Wayfinding:

School of the Arts terminus	Village Gate
University Avenue & North Goodman Street	East Avenue & North Goodman Street

University Tower Apartment Plaza:

Interactive Design Integrated with Water Feature

Comments:

- None

Raw Data:

3 TBR gems	School of the Arts leg terminus – sculpture – gateway to NOTA, ARTWalk, design integrated, moveable as ARTWalk Expands
2 gems	School of the Arts – urban furnishings – along both University Avenue & Prince Street
2 gems	Memorial Art Gallery Frontage – seating
2 gems +	
1 TBR gem	Memorial Art Gallery frontage – lighting art Memorial Art Gallery Welcome Plaza – sculpture
5 gems	Memorial Art Gallery in front of parking lot – Fence/Screen - Co-created
2 gems	Village Gate /Anderson Alley urban furnishings, seating
3 gems	Arts & Cultural Council for Greater Rochester - light sculpture – tower
3 TBR gems	Village Gate terminus – movable gateway

- 10 red gems University Towers Apartment Plaza – Design integrated – with water feature Interactive
- 3 gems +
- 4 TBR gems North Goodman Street/South – surface art
- 3 gems North Goodman Street/South – lighting art – entire block, University Avenue to East Avenue
- East Avenue & Goodman – moveable gateway
- 7 gems Rochester Museum & Science Center – earthwork & lighting art



Round 2, Table 13

Round 3 – Table Photos and Summaries

Table 1

Authors:

Sue Hollister
Eddie Swayge
Sharon Jeter

Scott Evans
Alexa Scott Flaherty

Judy Zwald
Janet Collinge

Preliminary Interpretation:

Main Priorities (fully funded):

- Functional Art throughout project – School of the Arts, Memorial Art Gallery/North Goodman Street, all along North Goodman Street/ South [Interactive “Some kind of functional art that is part of an informational and educational process that guides people to the other end of artwalk.”]
- Sculpture at Anderson Alley : A sculpture that informs people of Anderson Alley artists and displays art
- Co-created Screen/Fencing at parking lot across from Anderson Alley: Designed by local children – give them ownership
- Lighting Art at Village Gate

Secondary Priorities (partially funded):

- Sculpture at School of the Arts Terminus: Moveable Gateways/Archways – so that they can be moved when area expands

Tertiary Priorities (not funded):

- None

Wayfinding:

School of the Arts terminus

North Goodman Street & University Avenue

Village Gate

North Goodman Street & East Avenue

University Tower Apartment Plaza:

No guidance

Comments:

- None

Raw Data:

5 gems +

5 TBR gems School of the Arts Terminus – moveable “gateways” – so that they can be moved when area expands

1 gem School of the Arts – urban furnishings

3 gems Memorial Art Gallery frontage – light art

1 gem Memorial Art Gallery along North Goodman Street- urban furnishings

5 gems parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – fence/screen – designed by local children, give them ownership Co-created

3 gems Village Gate /Arts & Cultural Council for Greater Rochester – lighting art

3 gems

Anderson Alley – sculpture – a sculpture that informs people of Anderson Alley artist and displays art

3 gems

North Goodman Street/South – Interactive urban furnishings – some kind of functional art that is part of an informational and educational process that guides people to the other end of artwalk



Round 3, Table 1

Table 3

Authors:

Dave Casilio
Evan Lowenstein
Cate Augustine

April Blair
Julie Schnepf

Rachel Baldanza
Andrea Schuck

Preliminary Interpretation:

Main Priorities (fully funded):

- Urban Furnishings (Bike Racks) throughout project: School of the Arts (Interactive), Memorial Art Gallery Welcome Plaza, Village Gate/Anderson Alley and Rochester Museum & Science Center
- Lighting Art throughout project: along North Goodman Street corridor, at Visual Studies Workshop and Anderson Alley
- Sculpture at Visual Studies Workshop and Village Gate: Village Gate – sculpture Co-created
Energy generating and energy-saving elements – e.g. – wind turbine sculpture that generated power, stationary exercise bikes that generate power, solar trash cans and solar lights, etc.

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Water feature at the 3 corners
- Energy generating and energy-saving elements – e.g. – wind turbine sculpture that generated power, stationary exercise bikes that generate power, solar trash cans and solar lights, etc.

Wayfinding:

School of the Arts terminus	East Avenue and North Goodman Street
North Goodman Street & University Avenue	Circle Street & Main Street

University Tower Apartment Plaza:

Seating

Comments:

- None

Raw Data:

1 gem	School of the Arts – urban furnishings – bike racks Interactive
3 gems	Visual Studies Workshop – lighting art
5 gems	Visual Studies Workshop – sculpture
11 TBR gems	Visual Studies Workshop? Memorial Art Gallery@ Prince Street?? Water feature Energy generating and energy-saving elements – e.g. – wind turbine sculpture that generated power, stationary exercise bikes that generate power, solar trash cans and solar lights, etc.
1 gem	Memorial Art Gallery Welcome Plaza - bike racks
5gems	Village Gate – sculpture Co-created

Energy generating and energy-saving elements – e.g. – wind turbine sculpture that generated power, stationary exercise bikes that generate power, solar trash cans and solar lights, etc.

3 gems

1 gem

10 red gems +

1 gem

3 gems

1 gem

Anderson Alley – Lighting Art

Anderson Alley – urban furnishings, bike racks

University Towers Apartment Plaza – seating

North Goodman Street/South – lighting art

North Goodman Street/South @ East Avenue – urban furnishings – bike racks



Round 3, Table 3

Table 4

Authors:

Gary Hadfield
Jean Langeherps

Sue Tkach
Joe Flaherty

Kristen Merola
Jeff Mehr

Preliminary Interpretation:

Main Priorities (fully funded):

- North Goodman Street & University Avenue: Design Integrated: Traffic light arched sculpture
- Cocreated Sculpture at Visual Studies Workshop
- School of the Arts – urban furnishings – bike rack for School of the Arts kids
- Surface Art along North Goodman Street/South
- Earthworks
 - o Combined Earthwork/Water Feature at Rochester Museum & Science Center: rain water sculpture, maybe purifying waterfall
 - o Memorial Art Gallery/North Goodman Street Earthwork: Public Jamming Place for Musicians

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- North Goodman Street/South: Interactive Sound Light Corridor – a Continuing Story with Sound
- Memorial Art Gallery/back of property: Earthwork : Dog and Skate Park

Wayfinding:

School of the Arts terminus
University Avenue & North Goodman Street

Village Gate
North Goodman Street & East Avenue

University Tower Apartment Plaza:

No guidance

Comments:

- None

Raw Data:

1 gem School of the Arts – urban furnishings – bike rack for School of the Arts kids
 4 gems Visual Studies Workshop - sculpture Co-created
 6 TBR gems Behind Memorial Art Gallery – Earthwork, environmental art – Dog and skate park
 4 gems Memorial Art Gallery along North Goodman Street – to screen parking lot Earthwork
 5 TBR gems Forum – Consider replaces Forum Sculptures – Jean L.
 9 TBR gems Along Atlantic ??????
 4 gems North Goodman Street & University Avenue – traffic light arches sculpture
 4 gems North Goodman Street/South – surface art
 North Goodman Street/South – light art
 North Goodman Street/South – continuing story with sound Interactive
 7 gems Rochester Museum & Science Center – combined earthwork & water feature



Round 3, Table 4

Table 5

Authors:

Chris Whittaker
Bob Gibbons
Joanne Balliet

Paul Kramer
Victor Pacheco

Sue Ann
John Schull

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art along the entire North Goodman Street corridor: Interactive, Sensors lighting the corridor
- Urban Furnishings throughout the project: Memorial Art Gallery/Prince Street, Village Gate, Rochester Museum & Science Center and University Towers Apartment Plaza
- Sculpture on North Goodman Street/North (Memorial Art Gallery, Anderson Alley?): Massive sculpture visible from Rochester Museum & Science Center
- Sculpture at Rochester Museum & Science Center: Solar or wind-generated to power the lighting
- Co-created Earthwork/Amphitheater and Urban Furnishings at Memorial Art Gallery/Prince Street

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- None

Wayfinding:

University Avenue & Prince Street

Main Street by Public Market

@ Writers and Books: connect to Artisanworks and support ???

South of Rochester Museum & Science Center on North Goodman Street

University Tower Apartment Plaza:

Urban furniture and seating

Comments:

- None

Raw Data:

7 gems	Memorial Art Gallery@ Prince Street – earthwork, urban furnishings
3 gems	North Goodman Street/North – lighting art
5 gems	Memorial Art Gallery/Anderson Alley – massive sculpture visible from Rochester Museum & Science Center
1 gem	Village Gate – urban furnishings
13 red gems	University Towers Apartment Plaza – urban furniture and seating
3 gems	North Goodman Street/South – Interactive lighting art – sensors lighting the corridor
4 gems	Rochester Museum & Science Center – sculpture – solar or wind-generated to power the lighting

1 gem

Rochester Museum & Science Center – urban furnishings

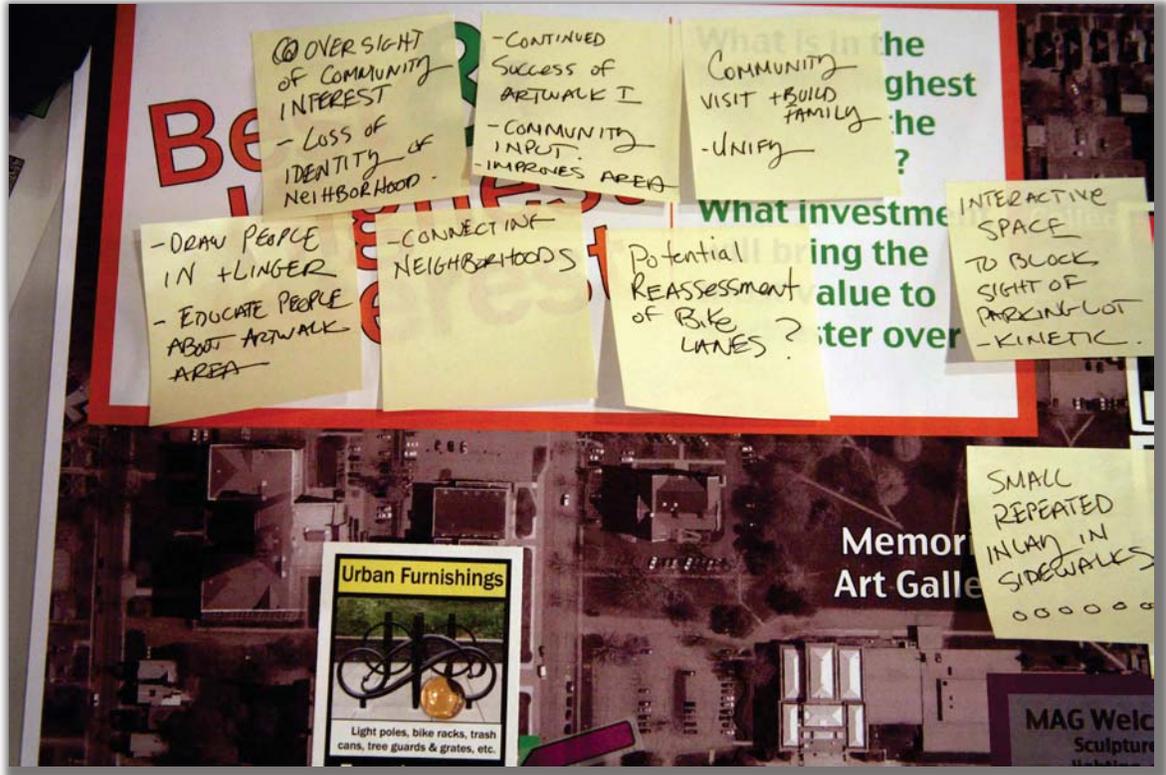


Round 3, Table 5

Raw Data:

- 1 gem School of the Arts @ Prince Street – Urban Furnishings
- 3 gems Visual Studies Workshop – Light Directional Toward ARTWalk, to be seen from city
- 1 gem across from Memorial Art Gallery frontage – seating
- 2 gems Mag frontage – surface art – small repeated designs in the sidewalk
- 2 gems Memorial Art Gallery along North Goodman Street – surface art– small repeated designs in the sidewalk
- 4 gems parking lot between Memorial Art Gallery & Arts & Cultural Council for Greater Rochester – sculpture – interactive space to block sight of parking lot – kinetic
- 1 gem Village Gate – functional art
- 3 gems Village Gate or Anderson Alley – lighting art
- Anderson Alley Voice of Artists within
- 10 red gems+
- 2 gems University Towers Apartment Plaza – Seating
- 1 gem North Goodman Street/South – seating
- 3 gems North Goodman Street/South – Surface Art – possible not to pull up any pieces of new walk. Small scale, repeated
- 2 gems North Goodman Street/South – urban furniture





Round 3, Table 6

Table 7

Authors:

Jen Dowdall	Kris Rapp	Debora McDell-Hernandez
Donika Ruggeri	Emma Wagner	Bob Wagner

Preliminary Interpretation:

Main Priorities (fully funded):

- Surface Art along North Goodman Street/South: historically, scientifically related
- Urban Furnishings at Memorial Art Gallery/University Avenue
- This group was putting all their money in a few places, and then adding more “to be raised” money.

Secondary Priorities (partially funded):

- Village Gate – Lighting Art + Sculpture – high impact art over street between buildings (put 12 gems toward this + 7 “To be raised” gems)
- School of the Arts – Earthwork, seating, urban furniture (integrated design?) – Amphitheater (Earthwork) for performing arts Co-created with students from School of the Arts, collaboration with Visual Studies Workshop, space for youth and adults

Tertiary Priorities (not funded):

- School of the Arts Terminus: Moveable archway over roadway announcing ARTWalk
- Rochester Museum & Science Center: Needs some Interactive art geared towards children in this area
- Atlantic: Walking Mall, ARTWalk 3

Wayfinding:

School of the Arts terminus	Memorial Art Gallery Welcome Plaza
Village Gate	East Avenue and North Goodman Street

University Tower Apartment Plaza:

Water feature, surface art – labyrinth water feature – mingling of senior citizens and youth

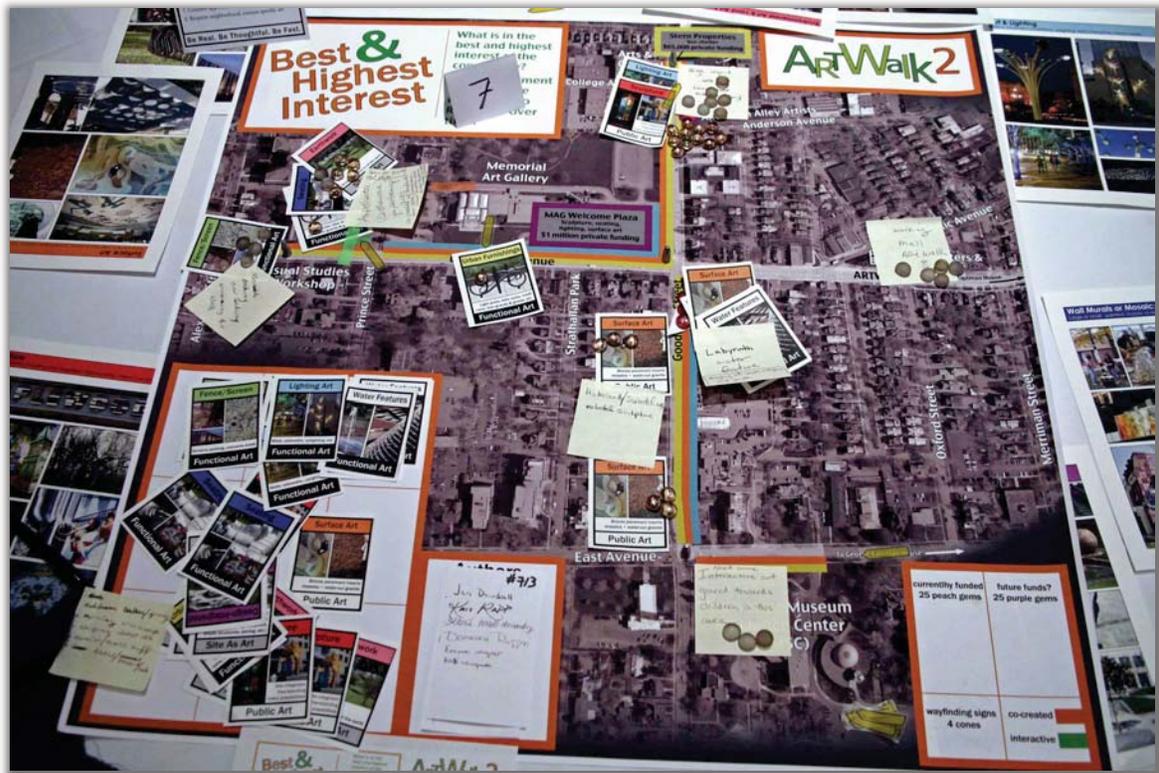
Comments:

- None

Raw Data:

4 TBR gems	School of the Arts terminus – Moveable archway over roadway announcing ARTWalk
6 gems + 2 TBR gems	School of the Arts – Earthwork, seating, urban furniture (integrated design?) – Amphitheater (Earthwork) for performing arts Co-created with students from School of the Arts, collaboration with Visual Studies Workshop, space for youth and adults
1 gem	Memorial Art Gallery frontage - urban furnishings
12 gems + 7 TBR gems	Village Gate – Lighting Art + Sculpture – high impact art over street between buildings
10 red gems	University Towers Apartment Plaza – Water feature, surface art – labyrinth water feature – mingling of senior citizens and youth

6 gems North Goodman Street/South – surface art, historically, scientifically related
 3 TBR gems Rochester Museum & Science Center – Needs some Interactive art geared towards children in this area



Round 3, Table 7

Table 8

Authors:

David Thurston	Grace Bunurgio	Erika Tryon
Ken Tryon	Brooke Meyer	Kurt Prister
Julie Wagner		

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art Sculptures at the School of the Arts Terminus, the Village Gate Terminus, the Rochester Museum & Science Center Terminus and the North Goodman Street and University Avenue Intersection. The termini would have Neon/Light Trees with lighting on the sides of the artwork going up to a glass artwork. The Center Point would have a laser lamppost looking down on the street./laser beam
- Urban Furnishings at School of the Arts
- Seating on North Goodman Street/North

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Interactive Earth/Environmental Work at Rochester Museum & Science Center
- Walking Mall along ARTWalk I (Atlantic? University Avenue?)

Wayfinding:

School of the Arts terminus
 Village Gate
 NE corner North Goodman Street & East Avenue

University Tower Apartment Plaza:

Speakers corner, performance area

Comments:

Neon/light signs at ends of streets (light tree) – light on the sides going up to a glass artwork

Raw Data:

6 gems	School of the Arts terminus – sculpture, lighting art Co-created Neon/light signs at ends of streets (light tree) – light on the sides going up to a glass artwork
2 gems	School of the Arts – urban furnishings
3 gems	SW corner of University Avenue and North Goodman Street – Sculpture – Laser lamppost looking down on the street; laser beacon
6 gems	Arts & Cultural Council for Greater Rochester – Lighting Art/Sculpture
1 gem	North east side North Goodman Street/North – seating
10 red gems	University Towers Apartment Plaza – speakers corner, performance area
7 TBR gems	Atlantic Avenue - Walking Mall
3 gems	SW corner North Goodman Street & East Avenue – sculpture
3 gems	Rochester Museum & Science Center – lighting art

5 TBR gems Rochester Museum & Science Center – Interactive earthwork/environmental art



Round 3, Table 8

Table 11

Authors:

Jim Locke	Jane Way	Paul Way
Noella Schum	Joanne Lemach	Jackie Katz
John K. Archer	Safia Gravel	

Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art throughout the project: Visual Studies Workshop, Village Gate and North Goodman Street/South
- Urban Furnishings at Visual Studies Workshop, Memorial Art Gallery/Prince Street and Anderson Alley/Village Gate
- Landscaping Earthwork at Memorial Art Gallery/North Goodman Street
- Earth/environmental work and Interactive sculpture at Rochester Museum & Science Center

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Memorial Art Gallery Welcome Plaza – Water Feature
- Sculpture at Anderson Alley/Village Gate: Photographs represents all media (2D, 3D, writing, music, etc.)
- FlatIron – Environmental Work – roof garden – additional greenery and this intersection

Wayfinding:

Memorial Art Gallery frontage near Strathallon

Corner of East Main Street & Circle Street

driving entrance to Rochester Museum & Science Center

Alert others from off the area, Park Avenue & North Goodman Street corner

University Tower Apartment Plaza:

Co-created Surface Art, Seating, Sculpture (design integrated?)

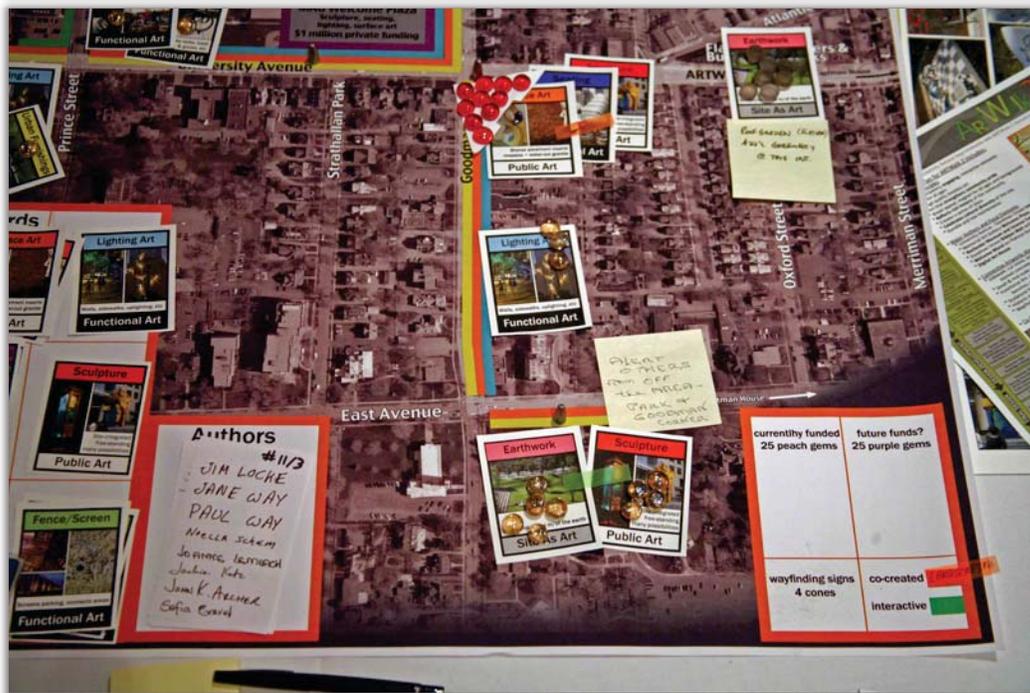
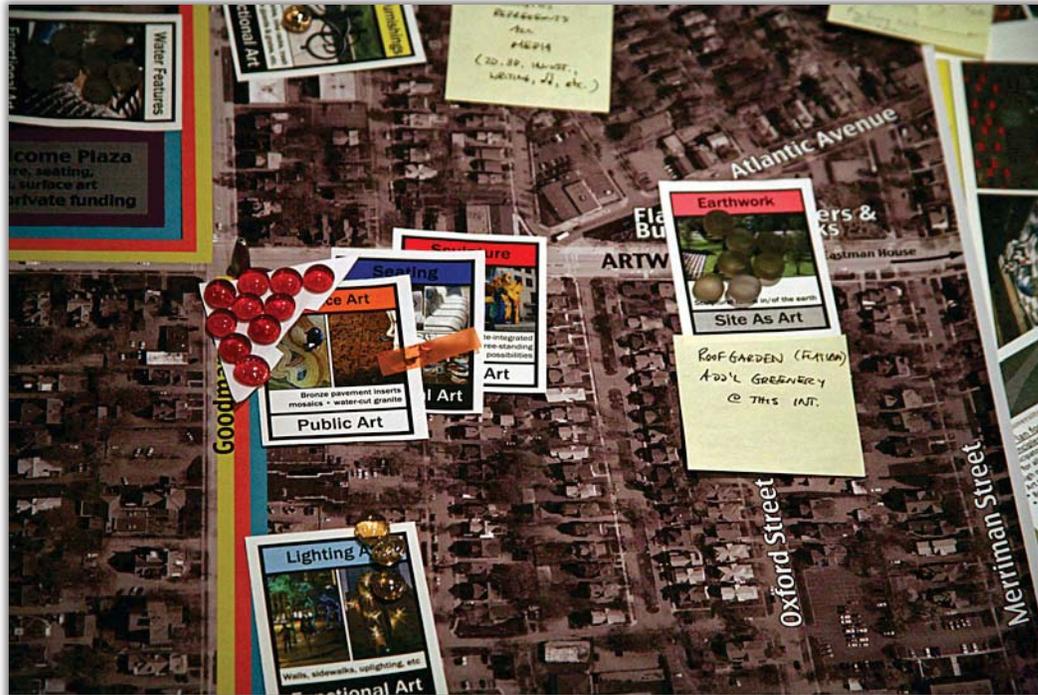
Comments:

Jackie Katz: Site TBA, Railway Embarrassment, Europe

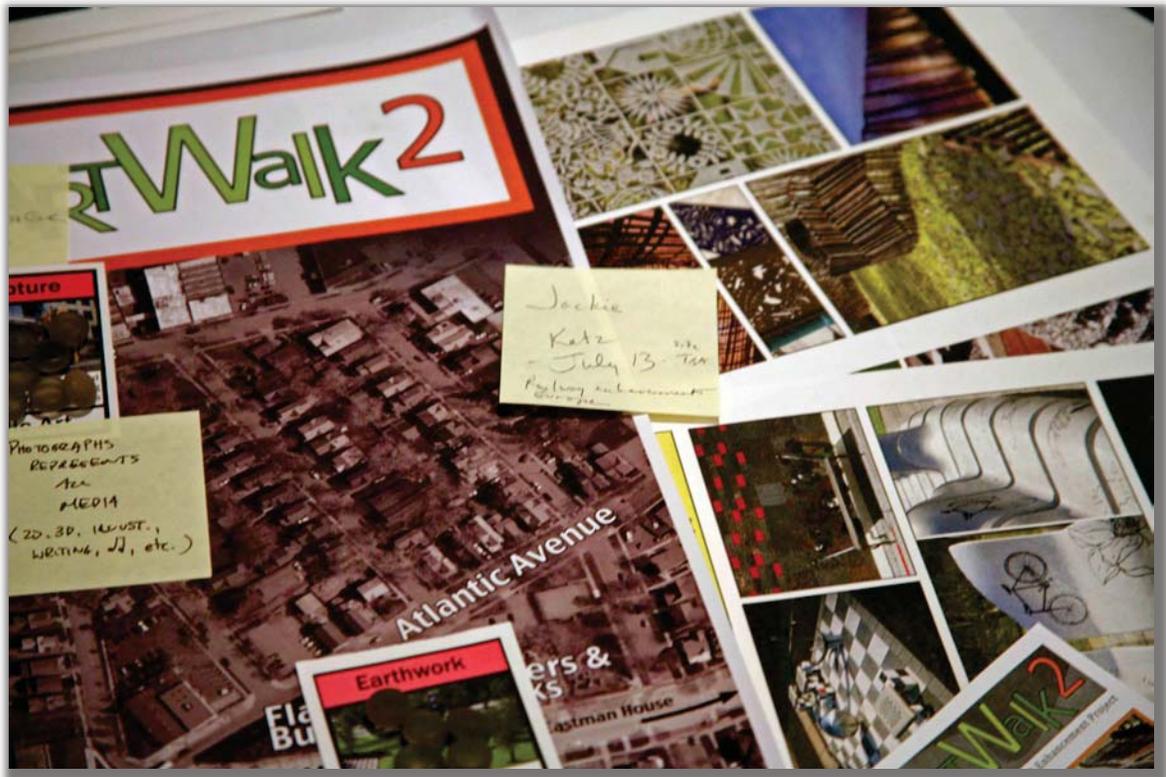
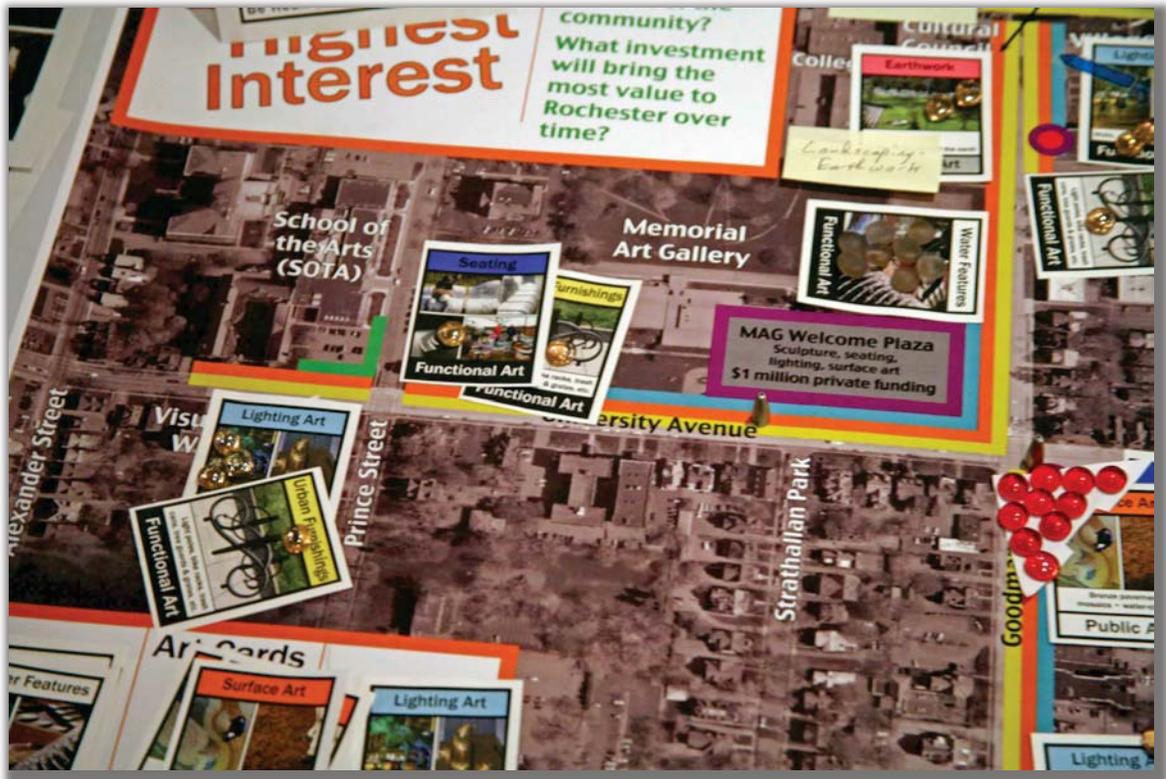
Raw Data:

3 gems	Visual Studies Workshop - Lighting Art
1 gem	Visual Studies Workshop – urban furnishings
2 gems	Memorial Art Gallery @ Prince Street – urban furnishings/seating
9 TBR gems	Memorial Art Gallery Welcome Plaza – Water Feature
2 gems	Memorial Art Gallery along North Goodman Street/parking lot – Earthwork
3 gems	Village Gate – Lighting Art – Lighting in Village Gate
1 gem	Anderson Alley – urban furnishings
9 TBR gems	Anderson Alley/Village Gate – sculpture – photographs represents all media (2D, 3D, writing, music, etc.)
10 red gems	University Towers Apartment Plaza – Co-created Surface Art, Seating, Sculpture (design integrated?)

- 7 TBR gems FlatIron – Environmental Work – roof garden – additional greenery and this int.
- 3 gems North Goodman Street/South – lighting art
- 5 gems Rochester Museum & Science Center – earthwork/environmental work
- 4 gems Rochester Museum & Science Center – Interactive sculpture



Round 3, Table 11



Round 3, Table 11

Table 12

Authors:

Tom Burke	Lynne Feldman	Shannon Hillman
Dank Eskind	Danielle Fraenkel	Mark Bayer
Steve Beauvei		

Preliminary Interpretation:

Main Priorities (fully funded):

- Earthwork at School of the Arts: performance space to recommend spoken word, dance, theater, music
- Suspended Sculpture between Arts & Cultural Council, Village Gate and Anderson Alley
- Memorial Art Gallery/North Goodman Street – Co-Created Fence/Screen: 2D Exhibition Space
- Seating along Memorial Art Gallery/University Avenue
- Lighting Art on North Goodman Street/South

Secondary Priorities (partially funded):

- Interactive Design Integrated and Lighting Art at Rochester Museum & Science Center: Coordinating Science, History, energy generating. Related Rochester Museum & Science Center and the lighting art on North Goodman Street.

Tertiary Priorities (not funded):

- School of the Arts terminus – urban furnishings
- More Green Space on ARTWalk I

Wayfinding:

School of the Arts Terminus	East Avenue & North Goodman Street
Village Gate	East of Flatiron Building (connect AW1 and AW2)

University Tower Apartment Plaza:

Water Feature

Comments:

- On North Goodman Street/North: have the sidewalk cross the street to make the “square” (Arts & Cultural Council, Village Gate and Anderson Alley) a designated place
- Connect ARTWalk 1 and ARTWalk 2

Raw Data:

	School of the Arts terminus – urban furnishings
5 gems	School of the Arts – earthwork – performance space to recommend spoken word, dance, theater, music
3 gems	Memorial Art Gallery frontage - seating
4 gems	Memorial Art Gallery along North Goodman Street – fence/screen, 2D exhibition Co-created
6 gems	Village Gate/Arts & Cultural Council for Greater Rochester/Anderson Alley – suspended sculpture between Arts & Cultural Council for Greater Rochester, Village Gate, Anderson Alley

ARTWalk connecting and crossing street to make “square” a designated place (image showing AW connecting Arts & Cultural Council for Greater Rochester, Village Gate and Anderson Alley with sidewalk on both sides of street and 2 crosswalks)

- 10 red gems
- 6 TBR gems
- 4 gems
- 3 gems +
- 5 TBR gems

University Towers Apartment Plaza - water feature

along University Avenue near Flatiron – more green space

North Goodman Street/South– Lighting Art

Rochester Museum & Science Center – design integrated, lighting art – coordinating science history, energy generating, related to Rochester Museum & Science Center and the light art on North Goodman Street Interactive



Round 3, Table 12

Table 13

Authors:

Marie Via	Margie Searl	Steven Lee-Davis
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Preliminary Interpretation:

Main Priorities (fully funded):

- Lighting Art throughout project: Memorial Art Gallery/University Avenue, entire North Goodman Street corridor: link to Village Gate, Laser connection from Rochester Museum & Science Center
- Sculpture at Visual Studies Workshop and Anderson Alley
- Co-created sculpture along North Goodman Street/South: participatory art spread along entire corridor

Secondary Priorities (partially funded):

- None

Tertiary Priorities (not funded):

- Signal Poles as Art Arches
- Sculpture at Arts & Cultural Council: on cupola

Wayfinding:

School of the Arts terminus
Main Street off Circle Street
NE corner of University Avenue & North Goodman Street
East Avenue & North Goodman Street

University Tower Apartment Plaza:

interactive earthwork – include seating for public, elderly

Comments:

- None

Raw Data:

4 gems	Visual Studies Workshop – sculpture
3 gems	Memorial Art Gallery frontage – lighting art
1 gem	Memorial Art Gallery frontage – seating
4 gems	North Goodman Street/North – lighting art – link to Village Gate
3 TBR gems	Arts & Cultural Council for Greater Rochester – sculpture on cupola
3 gems	Anderson Alley – sculpture
4 TBR gems	signal poles as art arches
10 red gems	interactive earthwork – include seating for public, elderly - Interactive
5 gems	North Goodman Street/South – sculpture – participatory art spread along entire corridor Co-created
4 gems	Rochester Museum & Science Center – lighting art – laser connection (pointing north along North Goodman Street)

