



# Under Foot | In View

ARTWalk 2

Interactive Design Workshop #2: Sidewalks

Held at Visual Studies Workshop  
July 14, 2009 • 6:00 - 9:00 pm

Event Design, Facilitation and Report by  
Studio William Cochran  
July 29, 2009

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## Appendix: PowerPoint



*Above and next page: Workshop participants walk through the ARTWalk 2 corridors.*

## **Interactive Design Workshop #2 Agenda**

Welcome by ARTWalk organization and the City of Rochester

Review findings from ARTWalk 2 Interactive Design Workshop #1

Establish context/constraints for legs

Review some potential sidewalk treatment options

Interactive Portion

- Core Values/Agreements/Questions for today

- Participants choose project legs; walk the sites with ARTWalk 2 project design team

- Work in collaborative groups & document work

  - Answer the questions

  - Consensus placed on the wall at each group

  - Draw on the tracing paper or base maps.

- Report out

- Organize and sort the consensus points

- Report out with categories

- Together, all participants weight their priorities across all boards

Plenary session conversation

Closing, Thank You, and Future Schedule

## Executive Summary

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

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



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

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

### Common Themes/Priorities

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

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

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

### Process

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

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

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

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

## Design Constraints for Sidewalks for ARTWalk 2:

- Sidewalk must be within public right of way
- All art in sidewalk must be approved by adjacent property owners
- Sidewalks must tie into existing grades
- Complement existing ARTWalk sidewalks
- Sidewalks must be easily maintained and very durable
- Maintain existing street trees when possible
- Sidewalks must be ADA compliant

## Participants

Lyn Barsons

Mark Bayer

Dan Bell

Beth Brown

Roger Brown

Ryan Cummings

Ryan DeClerk

Jennifer Dowdall

Scott Evan

Susie Fame

Lynne Feldman

Barbara Fox

Jack Fraser

Kathleen Fraser

Mark Groaning

Vessy Givkova

Eric Kunzman

Erica Larsen

Valerie Larsen

Christian Leadley

Patricia Leadley

Steven Lee-Davis

Judith Levy

Jim Locke

Jean Longchamps

Jason Longo

Ellen McCoy

Debora McDell-Hernandez

Jeffrey Mahr

Desi Martinez

William Morgan

Joan Morgan

Rick Muto

Chuck Nicoli

J. Notides-Bencing

Victor Pacheco

Trish Pellegrino

Charles Ramsey

Doug Rice

Linda Rock

Domnika Rugeri

Garrett Rubin

Andrea Schuck

Marjorie Searl

Marlene Seidman

Tate Shaw

Eddie Swayze

Brian Sweet

Marie Via

Scott Vrooman

Jane Way

Paul Way

Lisa Wing

Steve Zuegel

### ARTWalk 2 Project Design Team Members Present:

Tom Lichtenthal

Mark Johns

Sue Steele

Paul Kramer

Anne Lovely

William Cochran

Teresa Cochran

Marianne Kroon

## Focus Area Findings and Ideas

The charts on the next several pages show the ideas and concepts recorded by the focus area groups, each of which included more than one team. The ideas are organized by focus area. Within each focus area chart, the ideas are organized by category, and the categories by how heavily the ideas were weighted by participants.

For instance in the chart below, ideas in the “Interactive” category received 28 weight dots, making that the most heavily weighed category for the North Goodman Street/South focus group. The next most heavily weighted category included specific design ideas and is labeled “Design” and so forth. Most of the categories were chosen by the participants during the event. Some of the categories have been refined to allow consistent ideas to be labeled consistently and to underline the commonalities is the teams’ ideas that can help to guide the ARTWalk 2 design team. If the same idea was suggest by more than one team, that is noted as well. Within a category, similar (but not identical) ideas are also grouped together.

At the end of each chart is a listing of the ideas that received five (5) or more weight dots for each focus area. Since each person received 4 dots to place, an idea with 5 or more dots needed to be prioritized by more than one participant.

### 1. North Goodman Street/South, From University Avenue to Rochester Museum & Science Center

same idea	weighted	Category	Idea/Comment
	18	Interactive	The “interactive” category, and specifically an interactive sidewalk that leaves an image of footprints/bike tracks for a few minutes, then the image disappears.
	4	Interactive	Kiosks for public – allow participation
	3	Interactive	Fun things from underground. Things under the sidewalk that would shock you.
	2	Interactive	Brass rubbings and/or scavenger rub hunt
	1	Interactive	Photovoltaic linear strips activated by motion
		Interactive	Interactive light sensors in two locations triggering the other.
		Interactive	Sounds initiated by motion detectors (horse hooves, raindrops)
		Interactive	Remove key flags and replace with artist design sections with images to surprise the pedestrian. Anamorphic projections, images under a high-pressure resin mold.
	10	design	curvy edge with mosaic and light embedded
		design	Make the sidewalk along Goodman curved, not straight
	3	design	continuity with ARTWalk 1, should it relate???
		design	continue "brand" so that the sidewalk is recognized as "ARTWalk" connector
	1	design	Extended images, stained concrete (projected at night)
		design	sidewalk as sculpture, grade change

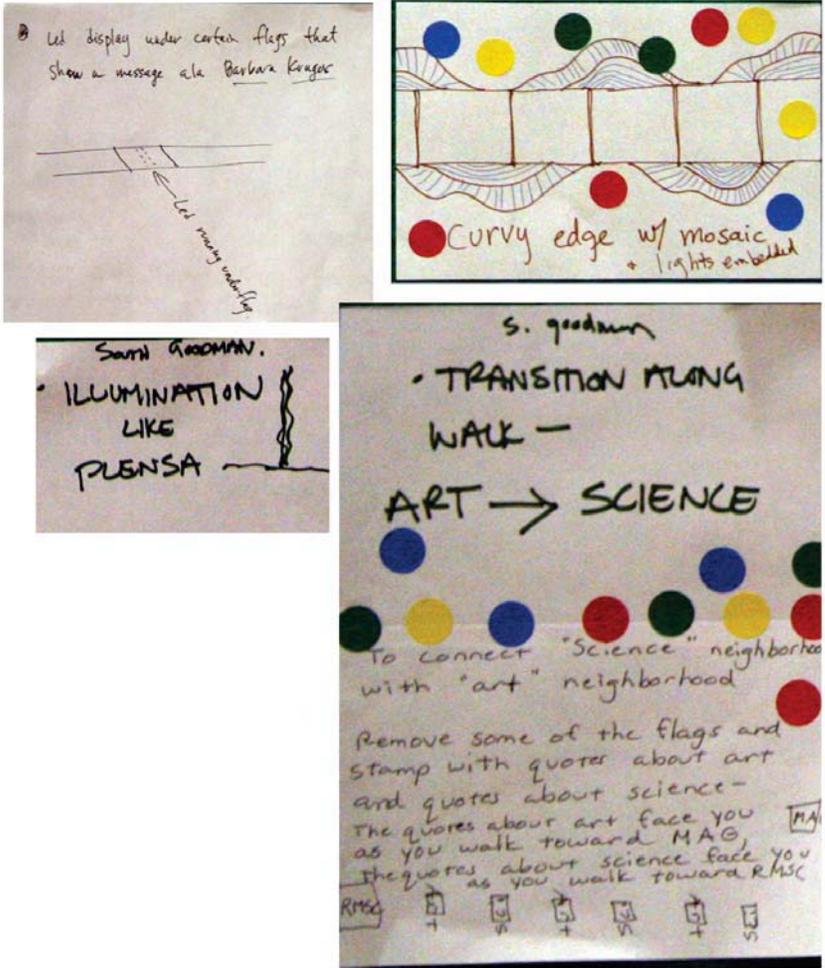
		design	one concept with many uses - art/light/uniform allows change
		design	one broad stroke
		design	engrave quotes in slate then cover with resin to preserve history (rather than replacing slate)
		design	more color, mosaics, students
		design	continue "brand" so that the sidewalk is recognized as "ARTWalk" connector
	10	light	light category
		light	LED display under certain flags that show a message ala Barbara Kruger
		light	long string of lights in ground along sidewalk
		light	illumination like Plensa
	8	text based	connect "science" with "art" - as you walk toward MAG, art quotes; toward RMSC, science quotes
	7	materials	imprinted/stained category, (most of the ideas in this category went into "content")
	6	science	science category
	1	science	Astronaut sculpture - RMSC planetarium
		science	Tie-in to planetarium - continue pattern (vertical stripes) of wall on East side of planetarium driveway along sidewalk in front of RMSC
2	1	science	representation of distances between planets by printing images of planets spaced to scale
	1	science	RMSC plaza - homage to the Earth
		science	near RMSC - sculpture/painting area displaying elements of the earth (earth, air, water, fire_ and asking through words for people to think about how each is in balance now.
		science	symbols of science and native along RMSC (constellations near planetarium)
2	1	functional	20 manhole covers along Goodman - artist designed with images that represent Rochester history
	2	transition	transition along walk from art to science
		transition	indicate type of museum you're heading toward (e.g., natural history = fossils, animals, astronomy, native plants
	1	Landscape	planters in the flower city
		Landscape	Use of trees to help facilitate concept (light, sound, time, fun, info)
		Landscape	Harvested shrubs and trees
		content	series of street plans showing development/growth of

			Rochester from early village to city.
		content	Community Corners - Flags on all 4 sides of sidewalk - show immigrants
		content	theater, dance, music - not just visual
		Question	will the adjacent landowners latch on? Can they relate?
		Other	see tracing paper - bus stop on corner of RMSC

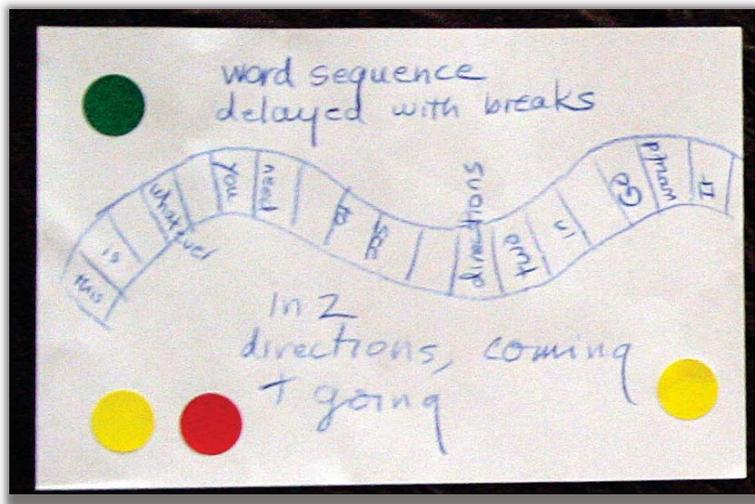
Most Heavily Weighted Ideas for North Goodman Street,  
From University Avenue to Rochester Museum & Science Center

	28	Interactive	Ingeractive category
	18	Interactive	The "interactive" category, and specifically an interactive sidewalk that leaves an image of footprints/bike tracks for a few minutes, then the image disappears.
	14	Design	Specific design ideas/category
	10	design	curvy edge with mosaic and light embedded
	10	light	light category
	8	text based	connect "science" with "art" - as you walk toward MAG, art quotes; toward RMSC, science quotes
	7	materials	imprinted/stained category, (most of the ideas in this category went into "content")
	6	science	science category

Drawings from North Goodman Street/South:



Drawing from North Goodman Street/North:





*Above: Participants discuss the North Goodman Street/North focus area.*

## 2. North Goodman Street, from University Avenue to Village Gate

same idea	weighted	Category	Idea/Comment
	11	connect dest	category
	11	connect dest	pathways have a relationship to Anderson Alley and Village Gate
	1	connect dest	connect destinations from MAG to Village Gate Main Entrance
2		connect dest	crosswalks that "link" the roads (see tracing paper- not a straight sidewalk - large "squiggle" on AA side north of MAG; images embedded in the road pointing down AA and in front of AA.
		connect dest	wavy, colorful sidewalk art from Anderson Avenue to Village Gate
		connect dest	Sidewalk should lead you, excite you at both ends, sequentially draw people through with an accumulation of forms (big, small, big), games, stories
	6	language	A story - messages in the sidewalk
	4	language	Word sequence delayed with breaks, in 2 directions, coming & going
	4	lang/history	Rochester History: Education Words Q&A
	1	language	positive affirmations
		language	narrative, riddles, questions, poems
2	6	landscape	No tree removal, work with existing, consider designing ribbon wall around them

	4	landscape	pleasing landscape category
		landscape	see tracing paper - trees along parking lots with a sidewalk curving around each one.
		landscape	see tracing paper - wavy, ribbon-like sidewalk with trees, shrubs in the middle of the curves (ribbon wall to ACC)
	4	light/sound/ interactive	category
		light	well lit sidewalk, good sidewalk lighting, pedestrian scale
		light/sound/ interactive	pedestrian interaction
		light/sound/ interactive	lighting to pull you through at night
		light/sound/ interactive	sound
		interactive	at MAG along North Goodman Street - educational sidewalk portion for children protected from the street by the fence
	1	design	use fence taken down in other locations on the MAG grounds
		design	leaf patterns/symbols
		design	protect art gallery portion from graffiti
		design	sidewalk to have embedded art relating to trees such as leaves, names of particular adjacent trees, etc.
		design	mosaics that interpret works of art in the art gallery
		design	create aesthetic walking experience
		design	local culture and history
		design	color, abstract shapes
		design	see tracing paper - ribbony patterns "cutting through" a standard paver-type look
		Other	draw people in to the neighborhood; get Rochester's name on the map
		Other	We need continuity

Most Heavily Weighted Ideas for North Goodman Street,  
from University Avenue to Village Gate

	15	Language	Category of language-based interventions
	11	connect dest	Category about connecting the various destinations
	11	connect dest	Pathways have a relationship to Anderson Alley and Village Gate
	10	Landscape	Category about pleasing landscape and preserving trees
	6	language	A story - messages in the sidewalk
2	6	landscape	No tree removal, work with existing, consider designing ribbon wall around them



*Above and below: All participants weight their priorities across all the boards.*



### 3. University Avenue, from Goodman Street to the School of the Arts

same idea	weighted	Category	Idea/Comment
	16	design	environmental "green" designs: take advantage of natural elements (snow melt & rain), reflection/refraction of light, collect and recycle water, sun/solar, wind/turbine power generation
2	2	design	no need to match embossed tiles of ARTWalk I; sidewalk needs its own identity
2	2	design	color coding as way finding (freedom trail of Boston; not like U of R); sidewalk doubles as way finding
		design	emblem that connects sidewalks like trails that lead individuals (e.g., lights, flower city, unified design of history)
	2	design	fence color - can it be changed? Change fence color/design treatment to create theme/unify environment
		design	no color. Neutral embellished with color (mosaics)
		design	low level graphics in sidewalk
		design	don't over-design this portion because of context
		design	organic/graphic detail referencing ARTWalk I mosaics in the "bump outs"
		design	common theme throughout ARTWalk 2
		design	bump-outs should blend
	5	technical	architectural design that helps prevent ICE BUILDUP and lasts through the winter
2	4	technical	geothermal heating system to enable design freedom (35 degrees); heated sidewalks
	6	text based	Poet commissioned work that guides you through ARTWalk (+Braille & sign language, different languages)
	1	text based	Progressive sidewalk stories - stories that start and end from A&B
	1	text based	Sidewalk Stories - Rochester history, oral/personal history in sidewalk
		text based	words and quotations in the sidewalk in a pattern - reflect on the purpose and significance of art in our culture.
	4	Lighting	lighting that moves you along sidewalk from above
	2	Lighting	category
		Lighting	lighting, perhaps neon?, framing the fence entries

	4	Interactive	Music/art/educational references and/or educational interactive artwork @ "3 corners"
	1	Interactive	Like etch-a-sketch, slates, near SOTA
	1	Interactive	Wellness Centers and/or "mile markers" for a walking trail
		Interactive	Rebus, word game, interactive component
		Interactive	Labyrinths, etches or carved into seating areas, multiple on a small scale, people can trace with fingers. Meditative place to sit and be peaceful
		Interactive	see tracing paper -- some kind of trough that collects rainwater and allows it to run down the length (Erie Canal, Genesee River) have it collect in a natural fountain. Could be multi-leveled, perhaps hinged to fill up and drop down to the next level (Rube Goldberg machine, self propelled, gravity driven)
		Interactive	rainwater fountain to play in or with -- see tracing paper
		Interactive	Near SOTA - get in touch with inner child gathering place - musical theater dance steps that create sound
	2	materials	reflected elements/surfaces framing key areas in bump out/tree areas (Olafar Elision)
	2	material	imprinted, text/graphical accents/color Category
2	1	materials	sparkle sidewalks/mica, like walking on diamonds
		materials	progression of paving materials (brick, slate, granite, mica) going toward SOTA
		materials	granite should be avoided if it isn't durable considering elements/weather
	3	content	continuum of imprints in sidewalk from RMSC to SOTA, evolving from science/nature/history at RMSC to visual art themes in front of MAG to dance steps/piano keys at SOTA
		content	sidewalk with designs (pottery, reflect MAG ... timeline of development of art from primitive to cubist to modern); going toward SOTA designs become more interactive
		content	SOTA influence: childlike themes

Most Heavily Weighted Ideas for University Avenue,  
from Goodman Street to School of the Arts

	22	Design	The specific design idea category
	16	design	environmental "green" designs: take advantage of natural elements (snow melt & rain), reflection/refraction of light, collect and recycle water, sun/solar, wind/turbine power generation
	9	Technical	The category about specific technical ideas to enhance user experience
	9	Text based	The category about language or text-based interventions
	5	technical	architectural design that helps prevent ICE BUILDUP and lasts through the winter
	6	text based	Poet commissioned work that guides you through ARTWalk (+Braille & sign language, different languages)
	6	Lighting	Category
	6	Interactive	Category
	5	Content	Category



*Above: Reporting out in plenary session. Below: documenting priorities for the North Goodman Street/North leg.*



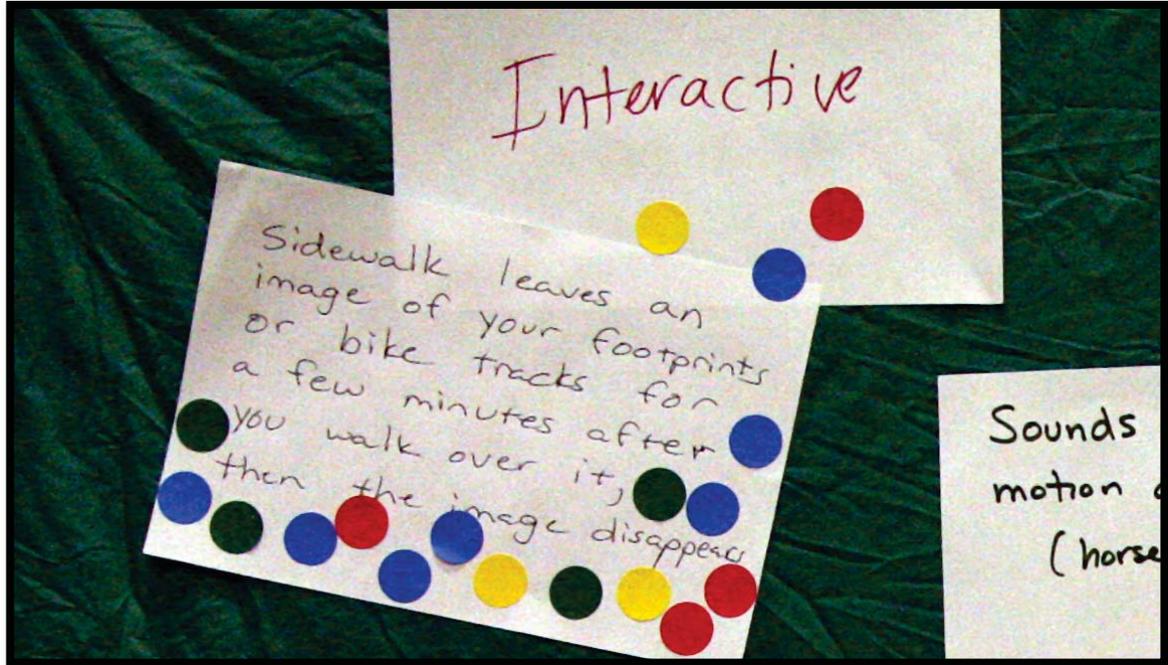
## Closing Plenary Session Findings

- Emblem as a cohesive marker, potentially in the intersection at North Goodman Street and University Avenue – color, unifies, medallion marking the center
- Design embedded in the road ... energy, bright parts, ARTWalk having designed streets
- Encourage people to come, accessible art
- Use images that draw from history
- Water, rainwater, snow melt, wind, sunlight, green space: an environmental approach



*Above and next page: Each participant had four dots to place anywhere on any board to weight ideas or themes they saw as key priorities. These three photos show some priorities.*





## Ideas & Themes Most Heavily Weighted by Participants

Ideas listed in order of highest to lowest ranking

1. Environmental/green design strategies that take advantage of and play with natural elements (snow melt, rain, reflection/refraction of light, collection and recycling of water, sun/solar elements, wind/turbine power generation). Preserve existing trees. Use geothermal techniques to make sidewalks more accessible in winter. (35 dots)
2. An interactive experience, perhaps images of footprints/bike tracks that remain for a few minutes, lights and sound, kiosks, or music/art/education/science references. (30 dots)
3. Connecting destinations throughout the ARTWalk 2 zone, especially Anderson Alley and Village Gate, RMSC, MAG & SOTA. (22 dots)
4. Text/language based works, stories, poems, word sequences that lead pedestrians through the ARTWalk 2 zone, potentially in different languages or with a Rochester history theme. (20 dots)
5. Light (18 dots)
6. Science, especially its connection with art. (14 dots)
7. A non-rectilinear sidewalk, perhaps with a curvy edge, mosaics and light embedded. (10 dots)

## Common & Emergent Themes

- Teams working on all three legs focus areas identified an interest in:
  - A variety of interactive features, including light, sound, footprints and games.
  - Lighting
  - Text or language-based interventions
- Several teams identified the sidewalks as an opportunity to show a progression of some sort. There were prominent themes of connection and transition.
- A nature/environmental focus was included by multiple tables:
  - Geothermal and other snowmelt and energy producing green technology
  - An homage to the Earth at RMSC and one to the river at MAG
  - Identification of trees and leaves
  - The desire to preserve as many trees as possible
- A desire for more liberal use of strong color near Village Gate and Anderson Alley.
- Both North Goodman Street/North teams illustrated the sidewalk in a serpentine form, which was echoed by one North Goodman Street/South team that illustrated a similar form created by preserved the existing straight sidewalk and using curving sections on alternating sides of it to create visual.



*Above: Grouping ideas and themes into common categories.*

## 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 IDW#2 is consistent with these principles. It underlined the desire for the sidewalks to especially reflect principles 2, 4, 5, 7, and 8 listed above.

### Genesee Community Charter School 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 – maybe a maze at MAG?
2. Public art needs to be well-planned and maintained
3. RMSC: oversized object, science-related artwork
4. MAG: 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 the IDW#2 is consistent with these principles. It underlined the desire for the sidewalks to especially reflect principles 1a, 1b, 1d, 1e, 2, 3, and 4 listed above.

### MAG Plaza Design Workshop

#### Most important goals/purposes/functions for this space

Connecting People to People & People to Place	Making the MAG 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

**MAG Plaza Design Workshop (continued)**  
**Most important goals/purposes/functions for this space**

<b>Connecting People to People &amp; People to Place</b>	<b>Making the MAG Grounds a Wing of the Museum</b>	<b>Creating an Engaging Destination</b>
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 MAG grounds and bring them into museum. Lead into and connect people to MAG. Extend the invitation to explore MAG by bringing MAG 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	SOTA 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 MAG	Stimulate the imagination/active component—multi-level exploration
Way finding to other Culturals is essential. Need way finding.	Transitional Art that will enhance the connection to the MAG	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 the IDW#2 is consistent with these goals. It underlined the desire for the MAG 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 VG with intersection), MAG Welcome Plaza with a prominent corner sculpture and another major new piece deeper into the plaza, a science-based plaza/artwork at RMSC.
4. Public Plazas created through public/private partnerships.
5. Connective public art.
6. Distinctive sidewalks.
7. Artist-designed streetscape elements, including artist-deigned 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 RMSC, world-class art at MAG, strong community participation throughout.
11. Educational components.
12. Mass-scale public participation components.

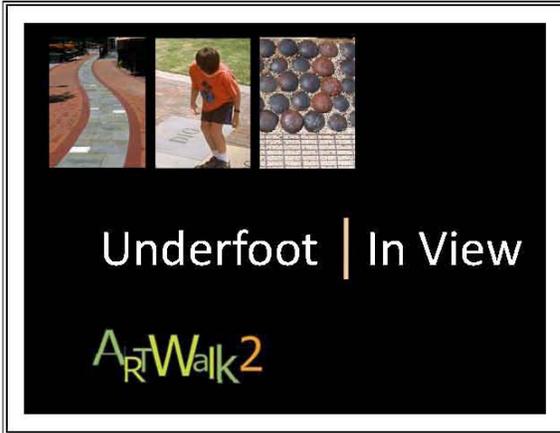
The information gathered in the IDW#2 is consistent with this plan. It underlined the desire for the project to especially include concepts 1, 4, 6, 9, 10 and 11.

## **Interactive Design Workshop #1 – Art Types, Placement, Funding**

1. 3 Corners Focus (intersection of Prince Street and University Avenue)
2. Design Integrated plaza with seating and a water feature at the University Tower Apartment Plaza
3. Integrated identity for the intersection of North Goodman Street and University Avenue
4. North Goodman Street as an interactive “corridor of light,” potentially also including sound, surface art and sculpture.
5. Interactive art throughout the project, especially at SOTA, the University Tower Apartment Plaza and RMSC.
6. Co-created art throughout the project.
7. A place for non-visual arts: movement, sound, spoken word
8. Surface Art, Light Art and Urban Furnishings at MAG.
9. A child-friendly, interactive Design Integrated space with an environmental/science theme and Urban Furnishings for RMSC.
10. Fund fewer artworks at higher levels.

The information gathered in the IDW#2 is consistent with these goals. It underlined the desire for the project to especially include interactivity, co-created art, Light Art and improved lighting, child-friendly interactive design in some places, science themes in some places, and a place in the project for non-visual arts.

# Appendix



## Underfoot | In View

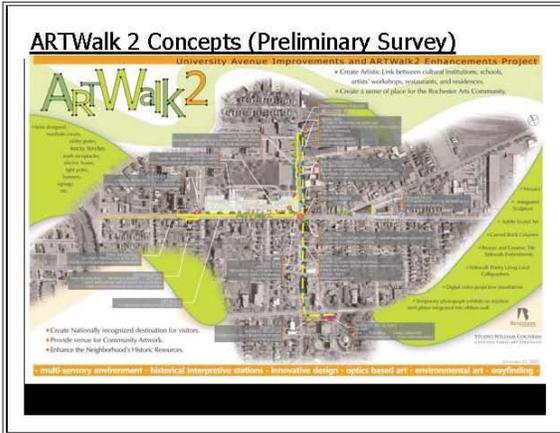
### ARTWalk 2 Interactive Design Workshop #2

- Review findings of Interactive Design Workshop #1
- Context for legs
- Sidewalk Treatment Examples

## Underfoot | In View

### ARTWalk 2 Interactive Design Workshop #2

- Interactive Portion
  - Core Values/Agreements/Questions for today
  - Separate into legs
  - Walk the site - 20 minutes
  - Work in groups – 30 minutes
    - Answer questions, collaborate, draw
    - Document your work – roles of sticky wall and Bright Ideas
    - Print your names on tracing paper.
    - At the end of 30 minutes, circle top 2 Bright Ideas, report out
    - Switch and do it all again
    - Categorize and sort the information
    - Weight your input – dots
- Last Words/Future Schedule





Artist: Vicki Scuri

Vicki Scuri  
Tribble Tor Lot, Bellevue WA, 1991

Artist-designed concrete patterning



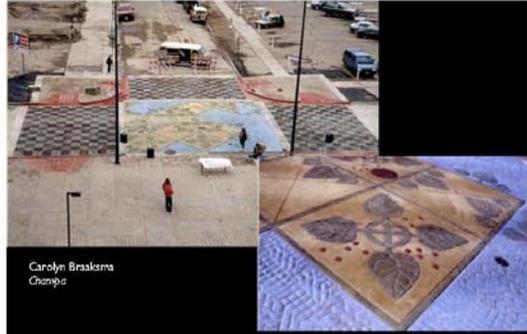
Carolyn Braskma & Barb McGee  
The Green, Charlotte, NC, 2003

Stamped, stained, saw-cut concrete in artist-designed patterns



Carolyn Braskma & Barb McGee  
The Green, Charlotte, NC, 2003

Stamped, stained, saw-cut concrete in artist-designed patterns



Carolyn Braskma  
Chicago

Stamped, stained, saw-cut concrete in artist-designed patterns



Hirsthorn Sculpture Garden, Washington, DC

Sidewalks near art often defer to the work . . .



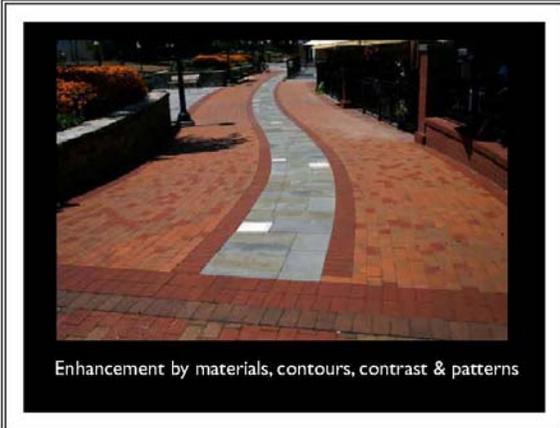
But sometimes they assert themselves creatively . . .



Enhancement of sidewalk by shaping its contours



Enhancement of sidewalk by shaping its contours



Enhancement by materials, contours, contrast & patterns



Enhancement of sidewalk by imbedded lighting

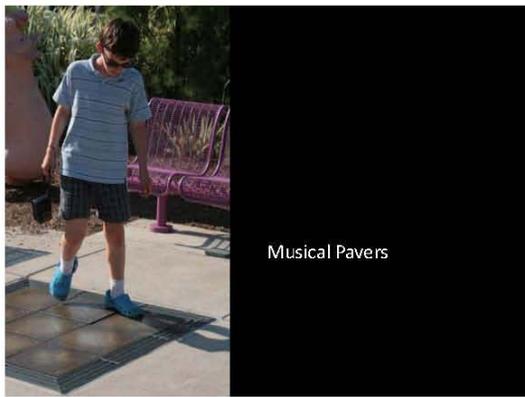




Enhancement of sidewalk by imbedded lighting



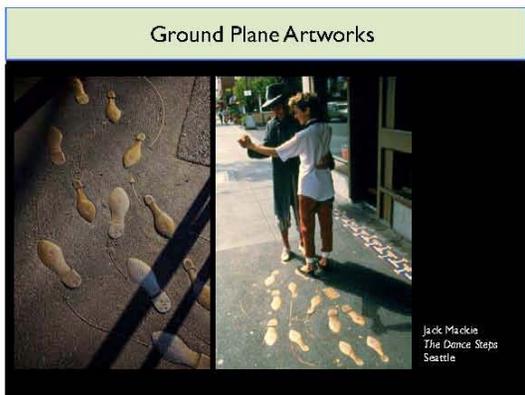
Waterjet-cut granite



Musical Pavers

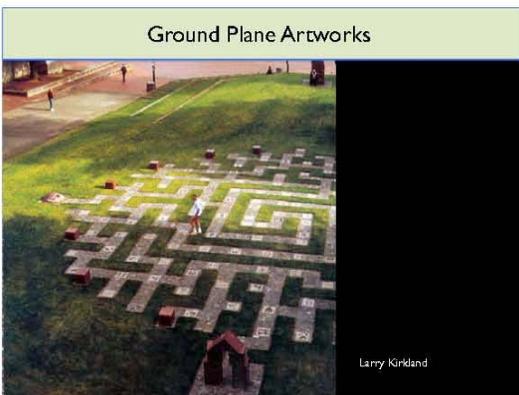


Paving patterns that engage and activate visitors



Ground Plane Artworks

Jack Mackin  
The Dance Steps  
Seattle



Ground Plane Artworks

Larry Kirkland

Sidewalk Imbedded Artworks



Joe Pedderson, Donald Fels, Jaume Plensa Quick-To-See Smith  
West Seattle Cultural Trail, detail

Sidewalk Focal Points: Mosaics



Sidewalk-Imbedded Artworks

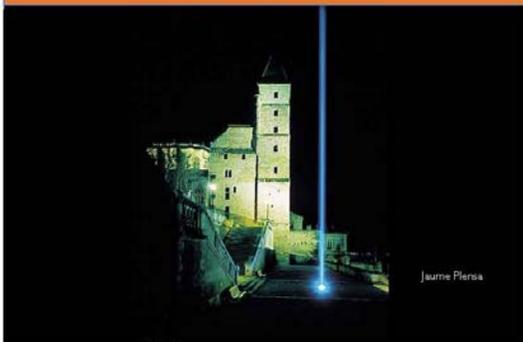


Helmut Smits  
Street Fountain

Sidewalk Imbedded Artworks



Sidewalk Imbedded Artworks



Jaume Plensa



Jaume Plensa

### Core Principles for AW2

(developed by stakeholder consensus)

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

**Be Real. Be Thoughtful. Be Fast.**

### Agreements

**Acceptance.** Suspend judgment as best you can.

**Listen with respect.**

**Sincerity.** Speak what has personal heart and meaning.

**Brevity.** Go for honesty and depth, but respect other people's time.

**Curiosity.** Seek to understand rather than persuade.

**Diversity.** Invite and honor all points of view.

**Agenda-free.** Explore your thoughts and ideas; don't promote an agenda.

**Pass if you don't wish to speak.**

**Be Real. Be Thoughtful. Be Fast.**



An example of a participant's "big idea."

What do you want the ARTWalk sidewalk to do?

- for you?
- for the neighborhood?
- for Rochester?
- for the cultural organizations?

What kind of experiences do you want someone walking along the ARTWalk sidewalk to have?

How does each leg relate to or express the community and neighborhood? To each other?

What in/about the sidewalk draws you along?

How does the ARTWalk sidewalk connect the major destinations?

How can the sidewalk contribute to ARTWalk?

What do you want the ARTWalk sidewalk to do?

- for you?
- for the neighborhood?
- for Rochester?
- for the cultural organizations?