



**DESTINATION  
GARY**

**08/20/19**

**A CITY  
(ARTFULLY)  
REBUILDING**

Lauren M. Pacheco



**SAIC**

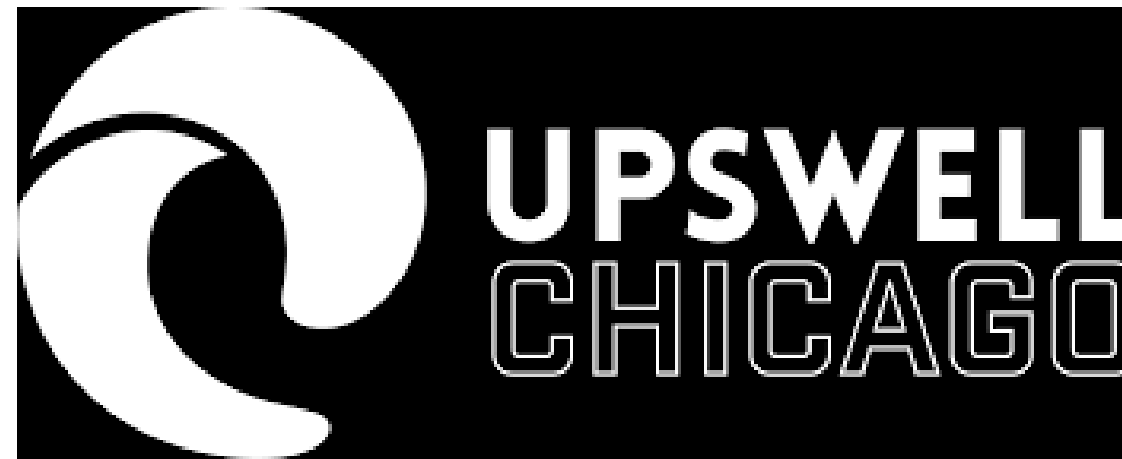
School of the Art Institute of Chicago



*Andy Warhol*

The Andy Warhol Foundation for the Visual Arts

**ARTS ADMINISTRATION & POLICY**



**Northwestern**

SCHOOL OF COMMUNICATION

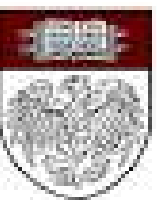


**INNOVATE INDIANA**



**KNIGHT FOUNDATION**

THE CHICAGO COMMUNITY AND AFFILIATES

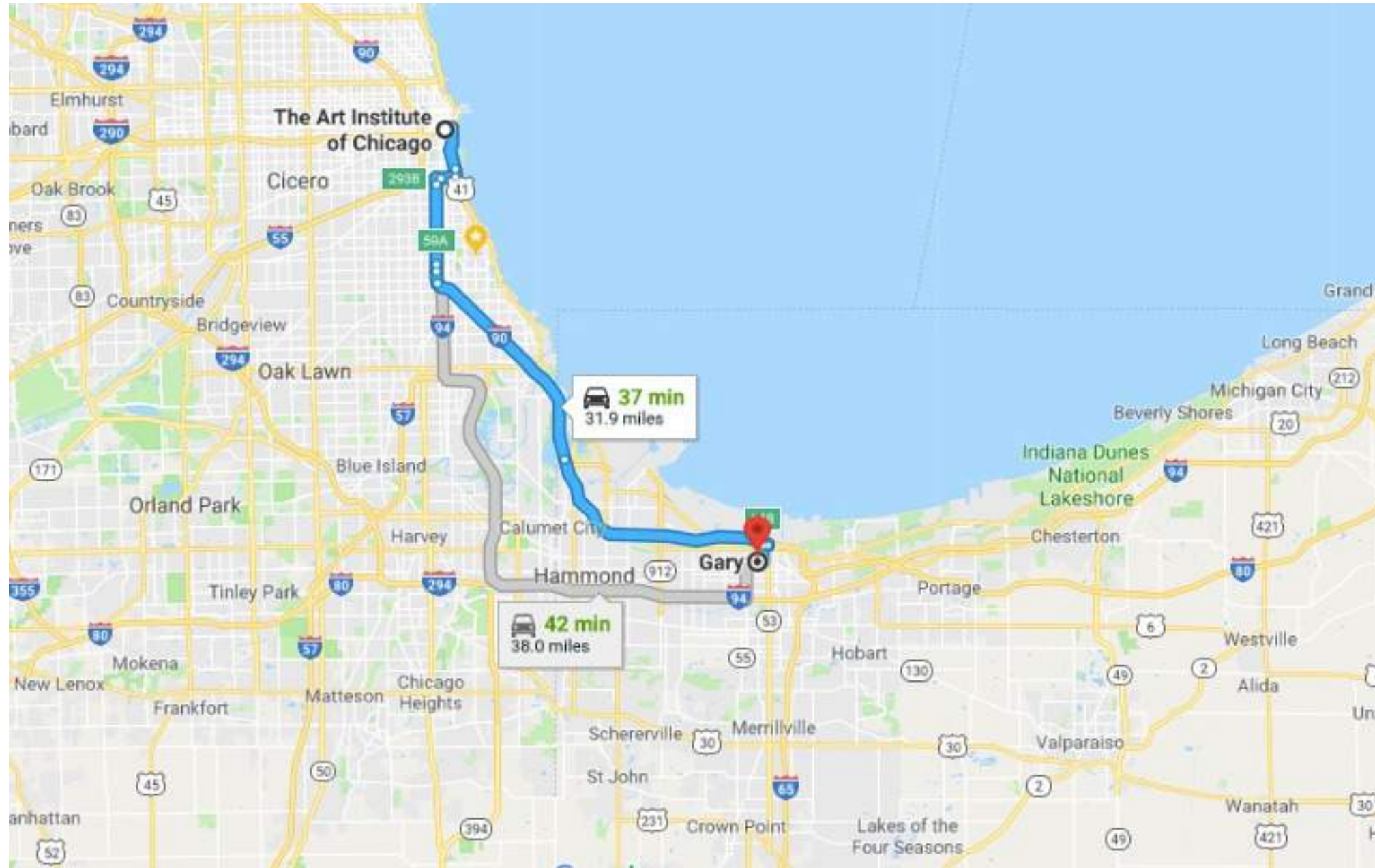


THE UNIVERSITY OF CHICAGO



INDIANA UNIVERSITY NORTHWEST SCHOOL OF THE ARTS





# 33

Miles from Downtown Chicago  
(just!)











1960 178,000 pop. | 1990 119,000 pop. | 2010 80,000 pop. | 2018 75,000 pop.

12% White | 81% Black | 6% Latino | <1% Asian | 1% Other/2 or More Races

Adults With A College Degree: 13% Gary | 21% Lake County | 25% Indiana | 13,236 K-12 Enrollment

29,656 Jobs in Gary

\$28, 895 Gary Median Household Income | \$50, 905 Lake County Household Income

Household income has fallen -26% since 1999

42,458 total housing units | 31,205 occupied | 27% vacancy rate | 456 demolitions since 2015

23% living without health insurance | 14% Lake County | 13% Indiana

# WHERE ARE WE TODAY?

Quick Glance: Demographics

11.8 miles of lakefront

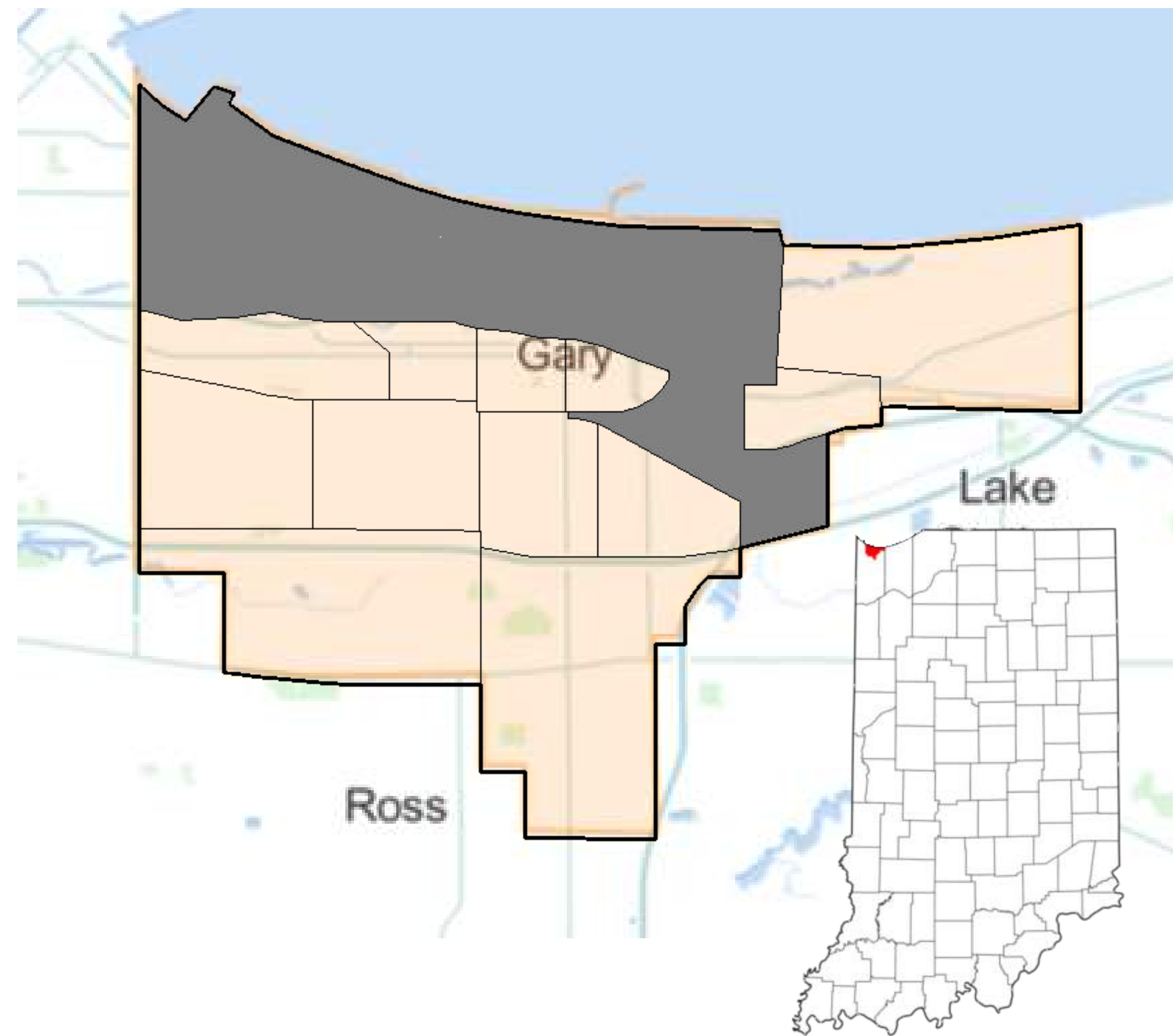
8.3 industrial

3.5 public access

3,650 acres of wetlands

665 acres of actively managed parks

14.3 miles of existing and planned trails



LAND AREA 49.72 SQ MI  
75,000 APPROX.



LAND AREA 46.89 SQ MI  
883,000 APPROX.

# ARTIST AS PRESERVATIONIST



Decay Devils

Led by Tyrell Anderson, Lori Gonzalez + Andrea XXX





# ARTIST ADDRESSING CITY INFRASTRUCTURE



The Heat, Light, Water Project

Led by Jan Tichy

Artists David Rueter and Marissa Lee Benedict

Inspired by artist Jakob Jakobsen's project entitled  
The Switch (1997)





# ARTIST AS BLIGHT BUSTER

Calumet Artist Residency | Gary Poetry Project  
Led by Sam Love and Corey Hagelberg





# ARTIST AS CULTURAL DEVELOPER



## ARTHOUSE: A Social Kitchen

Led by a partnership including Gary Economic Development Corporation and Department of Commerce, led by Mayor Karen-Freeman Wilson's office, as well as lead artist Theaster Gates, Place Lab, and the Harris School of Public Policy Daley Fellowship.





# ARTIST AS AN AGRI+CULTURALIST



Fruit Futures Initiative  
Led by Francis Whitehead

## COMMUNITY LAB ORCHARD SEVEN YEAR LOT





# ARTIST AS DOCUMENTARIAN



Architectural Photographer / Photojournalist  
Led by Michelle Litvin





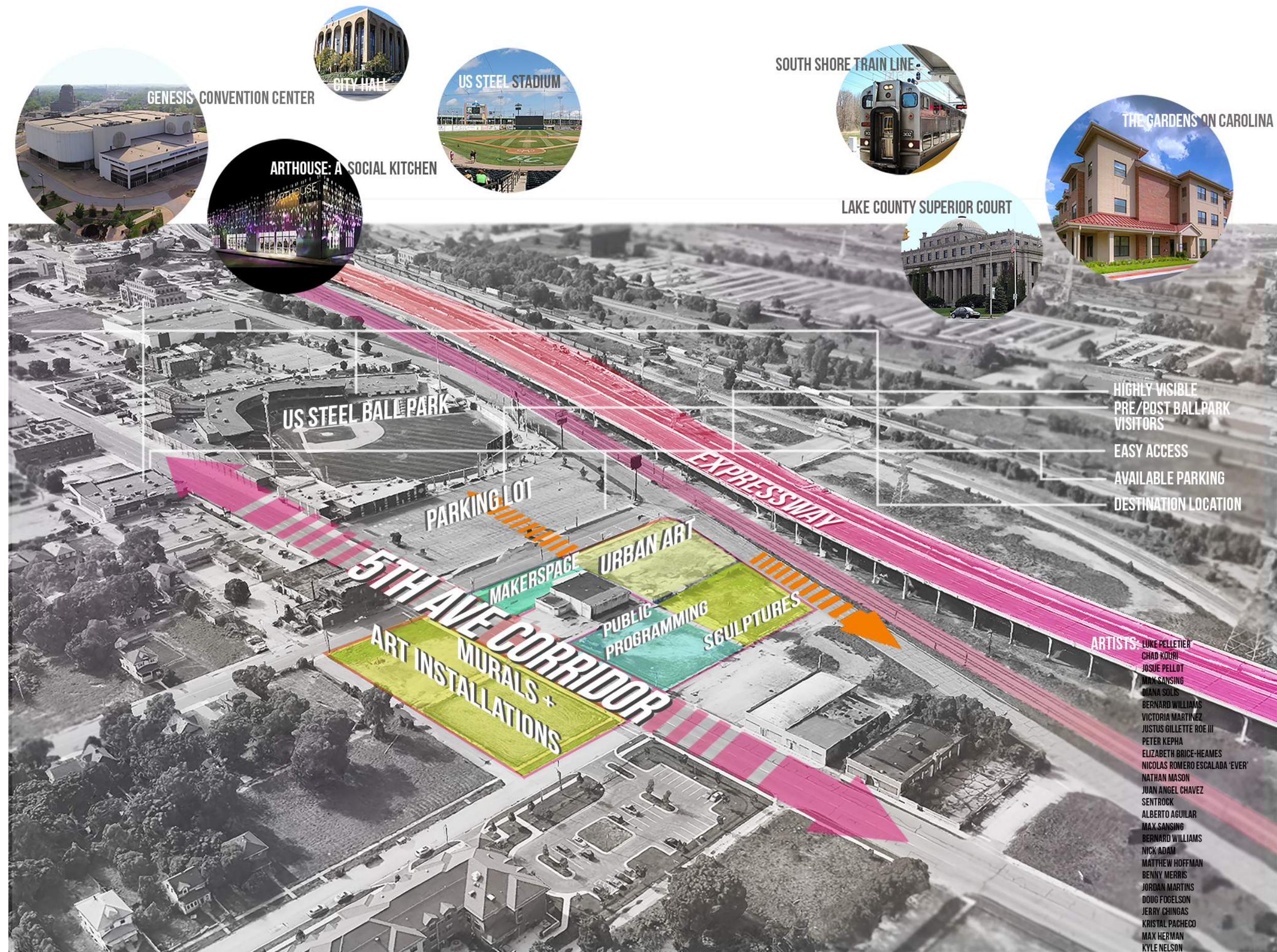
# ARTIST+ADMIN ADDRESSING DEAD SPACE



DESTINATION GARY:

- ART|PARK
- Edison Concept Houses

Led by Lauren M. Pacheco



## DESTINATION GARY: ART | PARK

REIMAGINES URBAN SPACE IN CELEBRATION OF ART AND DESIGN, TRANSFORMING VACANT SITES INTO PUBLIC SPACES, WALKABLE AND PARK-LIKE. A SERIES OF CREATIVE INSTALLATIONS INVITES EXPLORATION IN THE UNBUILT ENVIRONMENT AND CHALLENGES OUR NOTION OF TRADITIONAL ART SPACES.

URBANWORKS  
SCHOOL OF THE ART INSTITUTE OF CHICAGO  
MINNEAPOLIS COLLEGE OF ART AND DESIGN  
EASTERN MICHIGAN UNIVERSITY  
LATENT DESIGN  
AMONG OTHERS...



# #PAINT Indiana GARY

> CREATIVE CONTRIBUTIONS  
ACROSS MORE THAN 60  
SURFACES + VACANT LOTS

> ACTIVATING IMAGINATIONS  
+ MOBILIZING STAKEHOLDERS

> OVER \$200,000 WORTH  
OF ART DONATED BY OVER  
60 ARTISTS

> ARTISTS REPRESENTING  
NORTHWEST INDIANA,  
CHICAGO, MEXICO, SPAIN,  
SAN FRANCISCO, BALTIMORE,  
ARGENTINA, AMONG OTHERS

> CREATING A WALKABLE,  
SELF-GUIDED ART TOUR

> FUNDING TO SUPPORT  
PROJECT SUPPLIES +  
PROJECT CATALOGUE

[www.destinationgary.com](http://www.destinationgary.com)

> #PAINTGARY IS INTERESTED  
IN REINFORCING THE NOTION  
OF CULTURE AND USING IT  
AS A TOOL FOR A  
CONVERSATION IN  
RELEVANCE AND REBUILDING

> SUPPORTS EXISTING  
REDEVELOPMENT AND LOCAL  
INITIATIVES

> ADDRESSES DECADES OF  
DISINVESTMENT AND BLIGHT

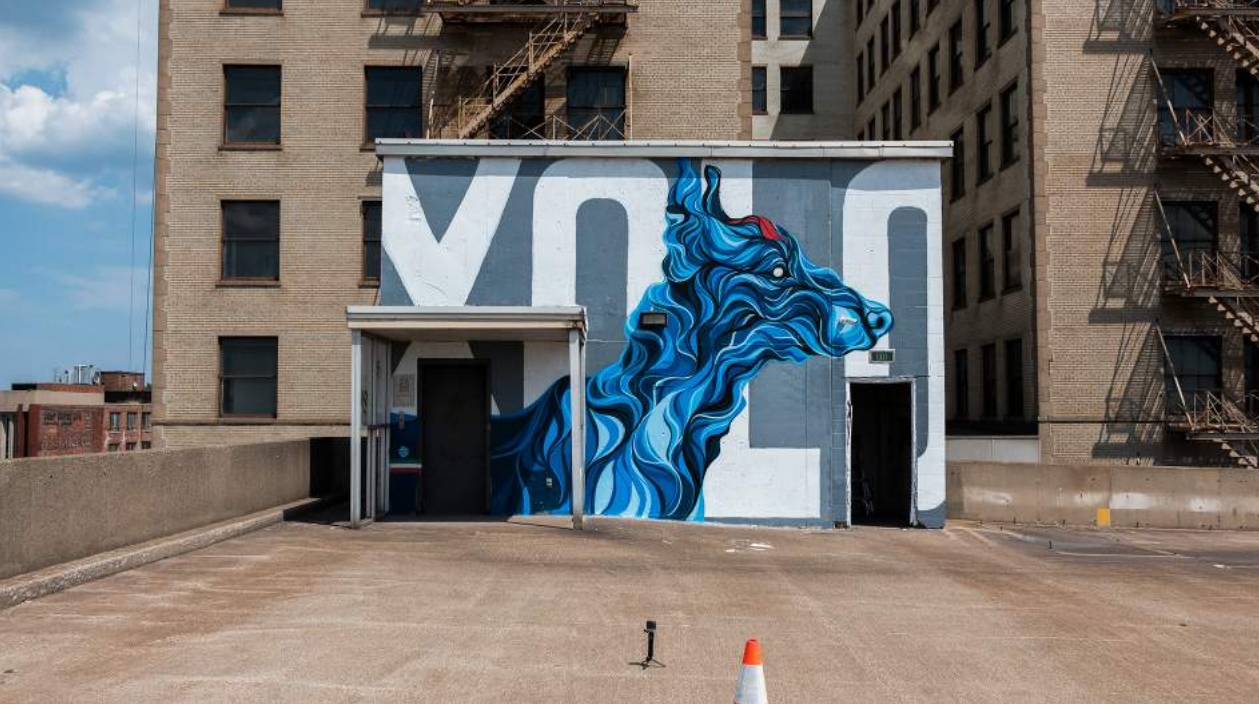
ART INTERVENTION.  
ART ACTIVISM.  
ARTS ENGAGE. ART  
IMPACTS. BLIGHT ART.  
#REBUILD.

[www.destinationgary.com](http://www.destinationgary.com)







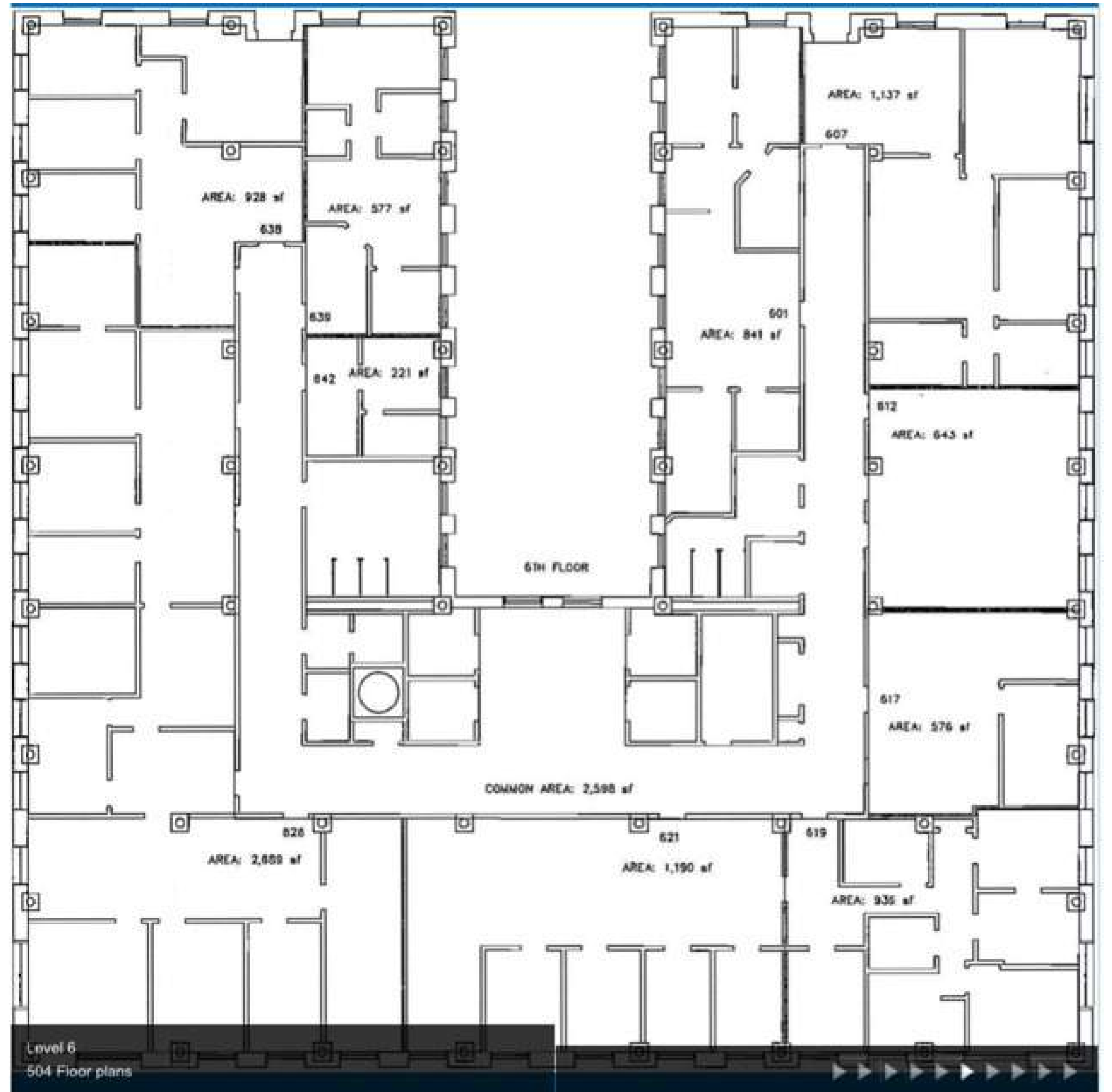
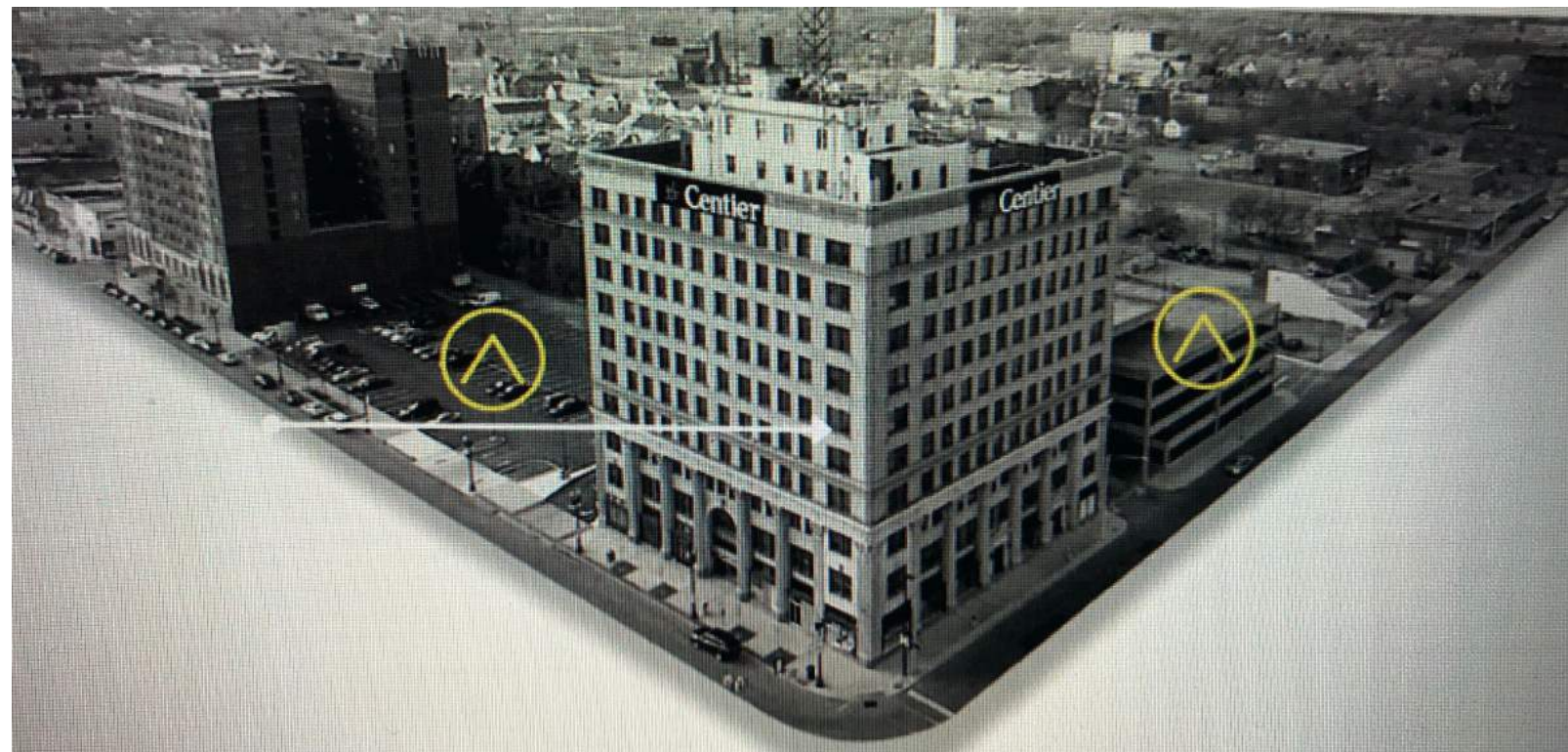








# SIXTH FLOOR @504





# THINKING ABOUT....

- Disinvestment + Optics + Perception
- Art Administration Pipeline
- Gentrification + Displacement
- Disinvestment + Optics + Perception
- Social Benefits
- Gentrification + Displacement
- Expectations and Behaviors
- Social Benefits
- Entrepreneurism + Experimentalism
- Expectations and Behaviors
- Social Practice + Relational Aesthetics
- Places of settlement and origin
- Entrepreneurism + Experimentalism
- Visual cues
- Social Practice + Relational Aesthetics
- Codification of models
- Places of settlement and origin
- Culture planning and scheming
- Visual cues
- Codification of models
- Culture planning and scheming

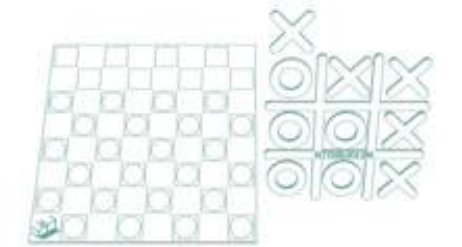
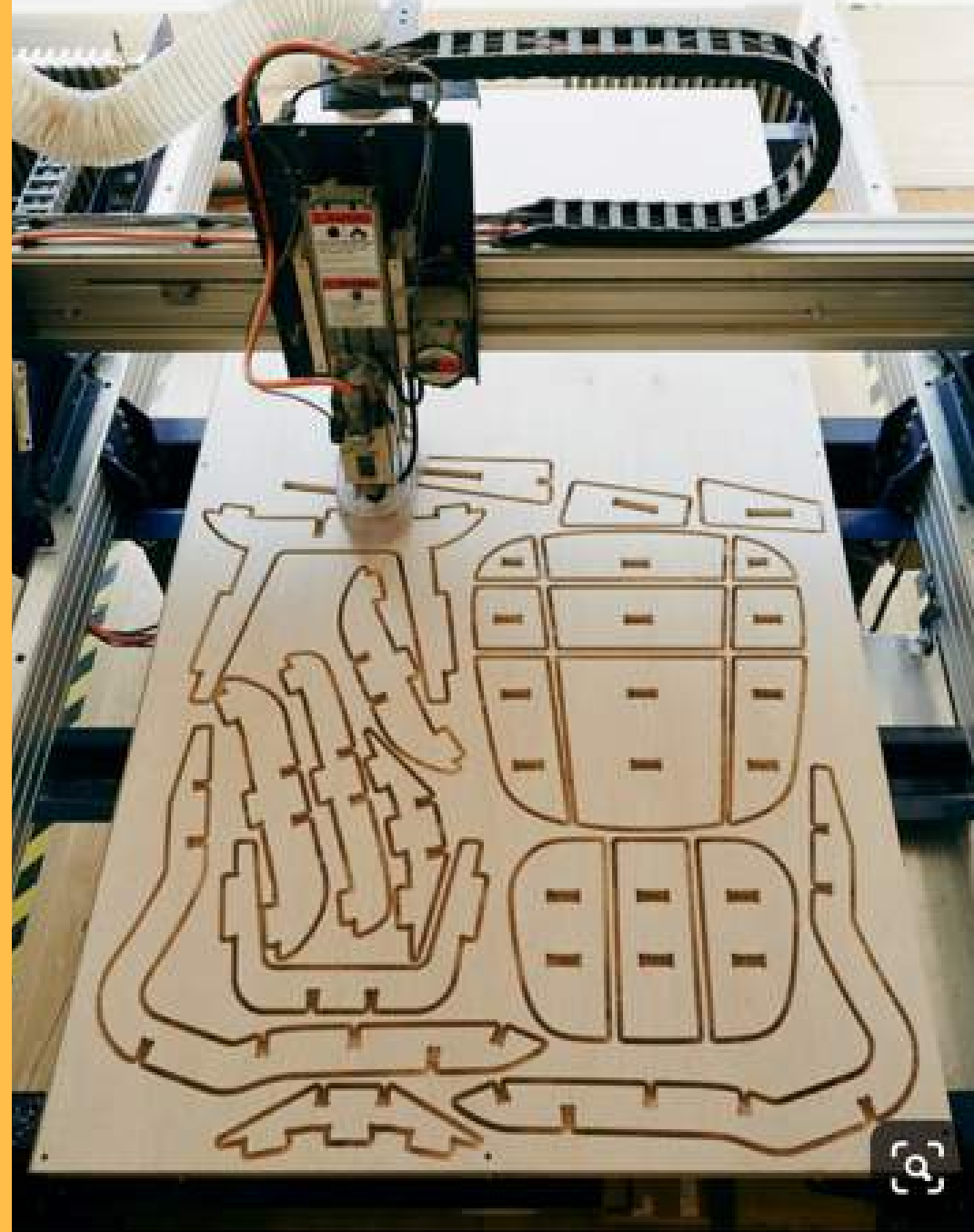
- [miniartmuseum.org](http://miniartmuseum.org)
- [busybeaver.com](http://busybeaver.com)
- [vistaprint.com](http://vistaprint.com)
- [stickermule.com](http://stickermule.com)
- [betterblockfoundation.org](http://betterblockfoundation.org)
- [openworksbymore.org](http://openworksbymore.org)
- [latentdesign.net](http://latentdesign.net)
- [candychang.com](http://candychang.com)
- [thefloatingmuseum.com](http://thefloatingmuseum.com)
- [storycorps](http://storycorps)
- [open walls baltimore](http://openwallsbaltimore)
- [wynwood walls](http://wynwoodwalls)
- [murals in eastern market, detroit](http://muralsineasternmarketdetroit)
- [ponyride, detroit](http://ponyride.com)
- [mobile street art cart, william estrada](http://mobilestreetartcart.com)
- [Canva](http://Canva)
- [Lighroom](http://Lighroom)
- [InShot](http://InShot)
- [ImgPlay](http://ImgPlay), [Photogrid](http://Photogrid), [Boomerang](http://Boomerang)



- Create a space inventory
- Blight Art Initiatives
- Public Paint Park
- Shipping Container
- Tiny House / Alternative Structures
- CNC Router Infrastructure
- Vinyl Murals
- Put a city/community/project deck together for artists (give + get)
- Sherwin Williams Luxon + A-100
- Activate socials IG, FB, Vimeo, YouTube...
- Get a Pinterest account!
- Research apps and get them
- Consult with architects, designers, curators, arts administrators, etc.
- Make yearly project decks with analytics
- Professional Latinx/African-American

- Invest in swag: buttons, stickers, cool s&t
- Partner Up / Be Collaborative
- Connect with University depts: comms, design, fine, performing, architecture, sociology, anthro, business, marketing, arts admin, museums studies
- Mix it up - local, emerging, high profile
- Social Stalk - not in a creepy way, it's research.
- Don't be afraid to ask
- Document. Document. Video. Photography.
- Explore other platforms: issuu.com, typeform, airtable
- Develop fellowships
- Jury invitations; honorary board memberships
- GENTRIFICATION
- Get the history right. Don't feed the mythology.
- Become a researcher. Dig in.
- Make a reader with case examples
- Storytelling





CHECKERS AND TIC-TAC-TOE BOARD

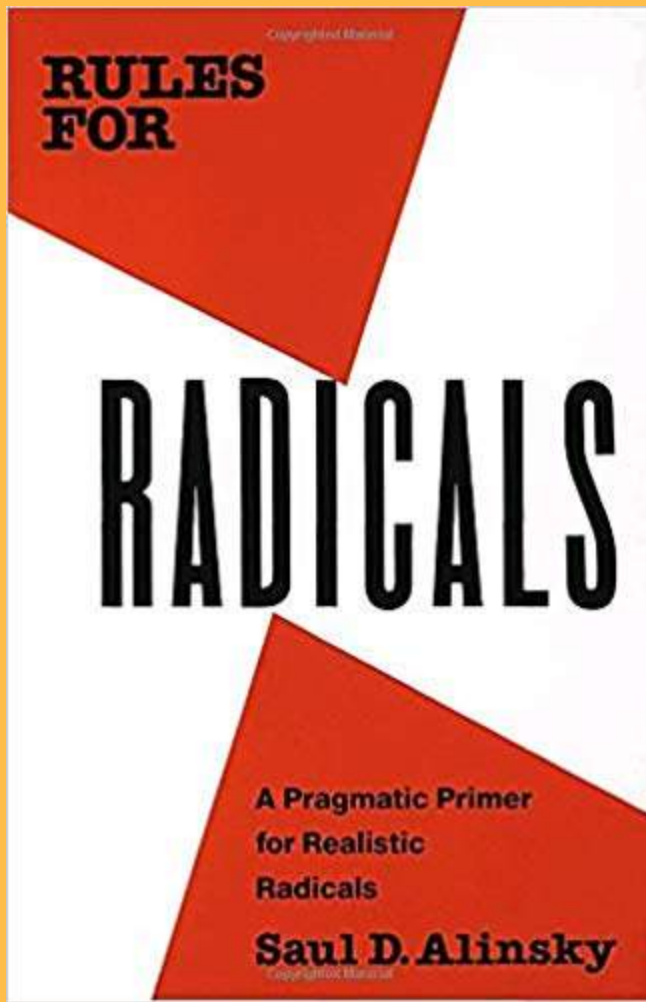


CHESS SET

BEER GARDENS / DOG PARKS / MARKETS /  
OUTDOOR ENTERTAINMENT /  
ROADWAY RETROFITS

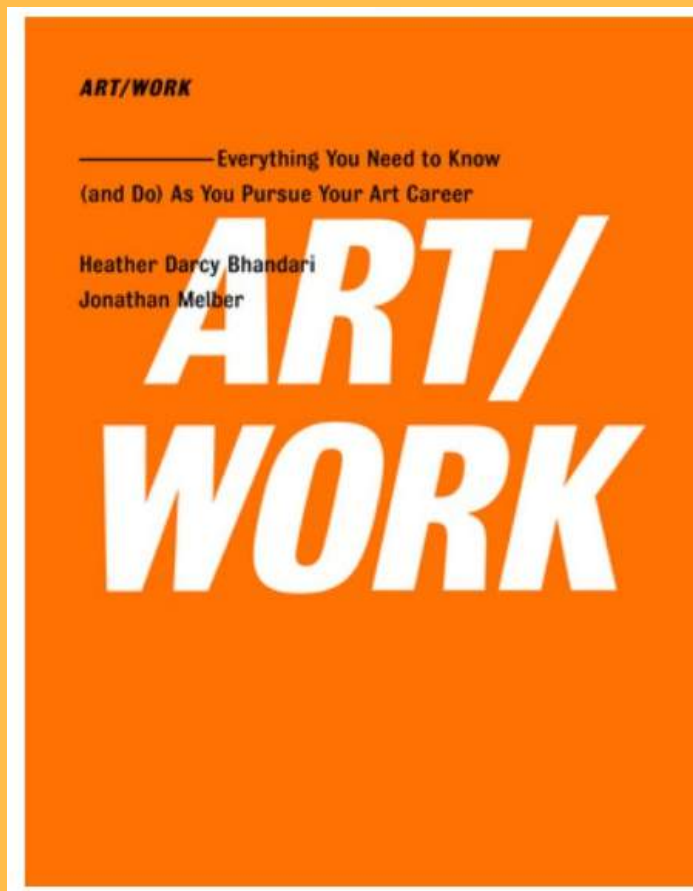
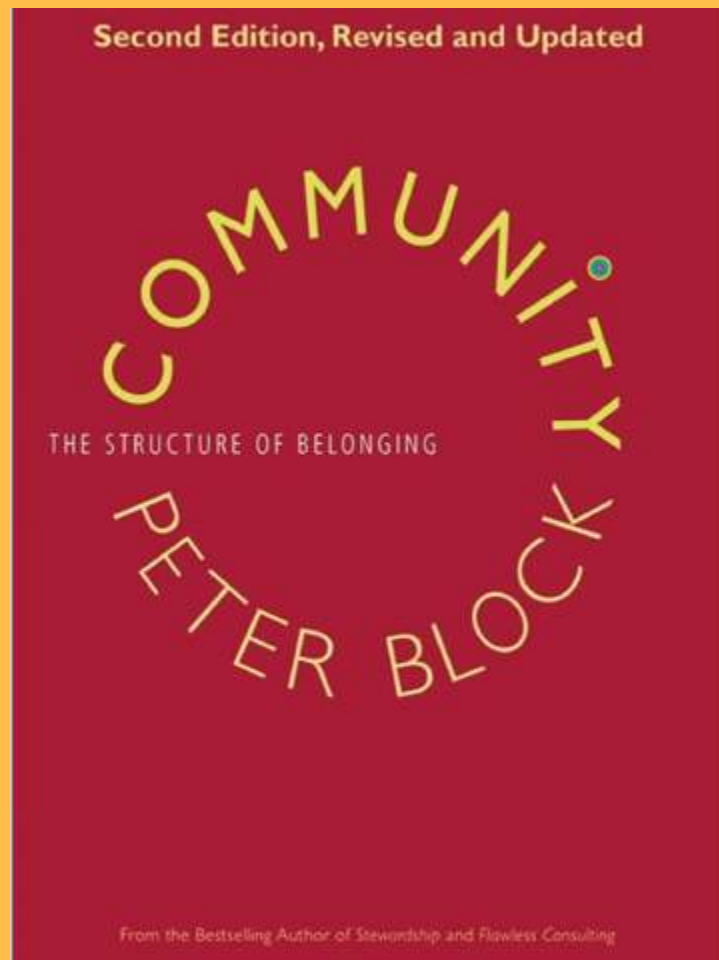
# MELLENDEZ BENCH ATTACHMENT





## CHALLENGING THE IDEA OF MUSEUM AS DESTINATION.

The MINI ART MUSEUM takes contemporary art exhibitions to communities around the world making it possible for everyone to participate in a fine arts experience.









- **Visitor Classification + Buyer Motivation Categories**

- **Opening Crowd:** interested in the event
- **Art Enthusiasts:** frequently visit galleries but have not the intention of buying
- **Collectors:** buy works of art
- **Walk-Ins:** do not set out to go to a gallery, just enter on impulse
- **Art Professionals:** artists, dealers, critics, museum directors and so on
- **Arts Lovers:** buy for the love of art, to extend their collection, or as a source of inspiration
- **One-Timer Buyers:** buy to signal (or to aspire to) social status, or for decorative purposes
- **Dealers/Professionals:** buy to resell or in the name of the client
- **Investors/Speculators:** consider art as an alternative investment, art flippers
- **Museums/Foundations:** buy for permanent display
- **Corporate Collectors:** corporations such as UBS, JP Morgan Chase, and others
- **The Value Adder:** person(s) looking to give more value to their customer
- **The Social Media Content Creator:** create and share content quickly
- **The Producer:** person(s) putting it all together



WWW.DESTINATIONGARY.COM

**THANK  
YOU!**

**08/20/19**

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