



*Professional Program Sessions: Friday, June 8  
9:30 a.m. ~ 4:15 p.m.*

### **Creative Placemaking in a Context of Historic Preservation**

Creative Placemaking is a valuable technique for revitalizing communities if you can believe the National Endowment for the Arts, the Kresge Foundation, ArtPlace America and a host of leaders in large and small communities across the United States. Unfortunately, it's a fuzzy concept with many definitions.

Our June 8<sup>th</sup> Friday Professional Program at the Old House Fair in Bellefonte will be devoted to creative placemaking. We aspire to clarify what it is and isn't, illustrate its potential to transform communities, investigate how it works in practice and take a hard look at how it can be evaluated. There will be a slight but far from domineering emphasis on the historic built environment as a component of creative placemaking.

**Come to the Match Factory in historic Bellefonte on June 8<sup>th</sup> to learn about creative placemaking from the experts:**

**Leonardo Vazquez**, Executive Director of the [\*\*National Consortium for Creative Placemaking\*\*](#)

**Anne Gadwa Nicodemus**, Principal & CEO, [\*\*Metris Arts Consulting\*\*](#) who in 2010 coauthored the publication, *Creative Placemaking*, that coined the term

[\*\*Micah Gursky\*\*](#) who spent twelve years raising up the troubled town of Tamaqua, using creative placemaking before Anne had named it and didn't change a thing once he knew what to call it.

We have also assembled a panel of four local changemakers who will supplement the messages of experts with down-to-earth stories of fostering community through arts and culture.

*The cost of the full day program is \$25 which includes light refreshments during breaks between sessions. **AICP certification maintenance credit for the Friday Professional Program can be requested through the National Consortium for Creative Placemaking.***

*For further information and to register for both Friday and Saturday's program, please visit the Old House Fair webpage at <https://www.centrehistory.org/ohf/program/>*

## MORE TO KNOW ABOUT CREATIVE PLACEMAKING

Even before Richard Florida published [\*The Rise of the Creative Class\*](#) in 2002, government agencies, foundations, corporations and individual philanthropists acknowledged that art and culture could be more than ends in themselves. In the 1960s, some cities began developing large scale performing arts centers to promote tourism. The 1980s witnessed the creation of live/work zones for artists intended to provide cultural environments capable of drawing middle class workers back into urban centers. Florida's book encouraged the use of these arts districts as a technique for providing educated workers for employers in cities. In the 1990s, states began to consider cultural production as an economically significant industry that merited special encouragement.

In 2010, Ann Markusen and Anne Gadwa coauthored *Creative Placemaking*, a whitepaper for the [Mayor's Institute on City Design](#) (MCID). The MCID is an initiative of the [National Endowment for the Arts](#) in partnership with the [United States Conference of Mayors](#). This seminal publication coined the term “creative placemaking” and led to profound shifts in American philanthropy and arts policy. Soon, towns, states, foundations, community development organizations, artists, cultural organizations and consultants all across the land were promoting creative placemaking. This popular term has acquired multiple but not always consistent definitions.

Today, the NEA offers a webpage and several publications on creative placemaking as well as grants for creative placemaking projects. [ArtPlace America](#), a collaboration among foundations, federal agencies, and financial institutions, recently announced 23 projects that were funded by its [National Creative Placemaking Fund](#). The [Kresge Foundation](#), on its Arts & Culture webpage, announces “We focus on Creative Placemaking.” The [Local Initiatives Support Corporation](#) (LISC), which has invested 18.6 billion dollars in community development since 1979, has a webpage devoted to creative placemaking.

*The Old House Fair is hosted by a partnership of non-profit organizations to present a daylong program led by national and local thought leaders and practitioners. To register, visit:*

<https://www.centrehistory.org/ohf/>

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