CULTURE NOW

THOM MAYNE | THE CONTEMPORARY AMERICAN CONDITION
2010-2011 UCLA M.ARC. II

Thom Mayne
Karen Lohrmann
Dylan Barlow
Emily Cheng
Grady Gillies
Cheng Ha
Christopher Harris
Matthew Kendall
Wayne Ko
Jai Kumaran
Layton Petersen
Stacey Rigley
Clayton Taylor
Bryan Tranbarger
Sepa Sama
Yang Wang

Funding for Suprastudio 2010-2011 has been generously provided by:

Herta and Paul Amir
Joyce and Aubrey Chernick
Ralph and Shirley Shapiro
Hathaway Dinwiddie
F.J. Sciame Construction Co., Inc.
Buro Happold
Davis Langdon
John A. Martin & Associates
Balfour Beatty Construction

Supportive research has been provided by:

The RAND Corporation
Cultural Initiative Research: Initiative Types

ART FESTIVALS
- DOCUMENTA
- BIENNIAL
- MANIFESTA

ART FAIRS
- ART BASEL
- MIAMI BEACH

CULTURAL CITIES
- EUROPEAN CULTURAL CAPITALS
- WORLD EXPOS

NON-PROFITS
- CREATIVE TIME
- PUBLIC ART FUND
US Cultural Scene: Funding sources
PRIVATE GIVING TO THE ARTS AND CULTURE, PERCENTAGE OF OVERALL PHILANTHROPIC SECTOR

2009 PHILANTHROPIC CONTRIBUTIONS ($ IN BILLIONS)

- US Cultural Scene: Funding sources

- 4% of US $12.3 BILLION for Arts, Culture, and Humanities
Strategy Shift: National Endowment for the Arts (NEA) Budget comparison

HUD = Department of Housing and Urban Development
DOT = Department of Transportation
DOE = Department of Energy
EPA = Environmental Protection Agency
Strategy Shift: National Endowment for the Arts (NEA) Budget comparison

HUD = Department of Housing and Urban Development
DOT = Department of Transportation
DOE = Department of Energy
EPA = Environmental Protection Agency
Strategy Shift: Culture must be re-defined and play an active role in the U.S.
Strategy Shift: Overlap agencies to double support and attention for critical issues
Strategy Shift: Re-define culture as an interlocking armature between different agencies
In order to work at a manageable scale, only cities with a population between 50,000 and 400,000 were analyzed. A hard data scan was then used to reduce the list of cities that require immediate action. This scan incorporated statistics from the U.S. Census Bureau including demographic data, population migration, unemployment, and foreclosure trends.
**Searching for Prototype City: Criteria development**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>IDENTITY</td>
<td></td>
</tr>
<tr>
<td>CULTURAL CLIMATE</td>
<td></td>
</tr>
<tr>
<td>LEADERS</td>
<td></td>
</tr>
</tbody>
</table>
Searching for Prototype City: Criteria development
## Searching for Prototype City: Cross reference issues and potential

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>ISSUES</th>
<th>POTENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEOGRAPHY / LANDSCAPE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEOGRAPHY / URBAN FABRIC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACCESSIBILITY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NETWORKS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IDENTITY</th>
<th>ISSUES</th>
<th>POTENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>HISTORY / HERITAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INDUSTRY / PRODUCT(ION)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IMAGE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CULTURAL CLIMATE</th>
<th>ISSUES</th>
<th>POTENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXISTING ARTS ECOLOGY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EDUCATION FOCUS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSTITUTION TYPE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CULTURAL DEMAND</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEADERS</th>
<th>ISSUES</th>
<th>POTENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEMOGRAPHICS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>POWER BROKERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FUNDERS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Searching for Prototype City: Multiple cities analysed
Prototype Cities: Location of cities under investigation

- New Orleans LA
- Mobile AL
- Atlantic City NJ
- Cleveland OH
- Toledo OH
- Flint MI
- Merced-Atwater CA
- Tucson AZ
The Cuyahoga River is Cleveland’s biggest cultural asset but it is highly underutilized.

We will use the Cuyahoga River to activate East and West Cleveland while also transforming downtown.
THE RIVER IS WHERE IT'S AT!

THE NPO SECTOR IS LARGE BUT LACKS FOCUS AND ORGANIZATION

CLEVELAND HAS A LONG HISTORY OF ART

WE ARE WILLING TO LISTEN TO YOUR PROPOSAL

IT'S EASY TO DO WHAT YOU WANT IN CLEVELAND

WE WOULD LOVE TO SEE SOMETHING HAPPEN IN CLEVELAND

THERE IS NOT A UNIFIED APPROACH TO THE RIVER VALLEY

WHAT'S SO SPECIAL ABOUT THE RIVER?

THE RIVER IS GREAT BUT IT'S NOT SAFE FOR HUMAN CONTACT

THE CUYAHOGA IS DEFINITIVE OF CLEVELAND'S HERITAGE AND CULTURE

The NPO sector is large but lacks focus and organization. Cleveland has a long history of art. We are willing to listen to your proposal. It's easy to do what you want in Cleveland. We would love to see something happen in Cleveland. There is not a unified approach to the river valley. What's so special about the river? The river is great but it's not safe for human contact. The Cuyahoga is definitive of Cleveland's heritage and culture.
TOLEDO  OH

POPULATION: 316,851 [CITY] / 650,955 [MET AREA]

ISSUES

POTENTIAL

LOCATION
GEOPGRAPHY / LANDSCAPE
Lake front (Erie), River through city (MAUMEE)

GEOPGRAPHY / URBAN FABRIC
Manufacturing city

ACCESSIBILITY
Rail route between Chicago, NYC

EXISTING ARTS ECOLOGY
TOLEDO MUSEUM OF ART

HISTORY / HERITAGE
Auto Manufacturing, Glass Production

NETWORKS
Glass, Solar production, Lake Port

INDUSTRY / PRODUCTION
Glass, Solar Production

IMAGE
Glass Manufacturing

CULTURAL CLIMATE
EXISTING ARTS ECOSYSTEM
TOLEDO MUSEUM OF ART

EDUCATION FOCUS
University of Toledo, Solar research

INSTITUTION TYPE
Music and Performing arts

CULTURAL DEMAND
Interested

LEADERS
DEMOGRAPHICS
12% unemployment

POWER BROKERS
GM, Owens Corning, Xunlight

FUNDERS
GM, Owens Corning, Xunlight

NETWORKS
Glass, Solar production, Lake Port

FUTURE OF ENERGY + URBAN RE-USE?
PLANTS CLOSED & VACANCY
GLASS INDUSTRY TRANSFORMATION

GLASS AND AUTOMOBILE INDUSTRY
MANUFACTORY DECLINE

SOLAR ENERGY PRODUCTION
THIN-FILM SOLAR CELLS

SOLAR RESEARCH

CONTINUED DEVELOPMENT
OF CREATIVE INDUSTRY

CENTER FOR VISUAL ARTS
BY FRANK GEHRY

GLASS PAVILION
BY SANAA

LESS THAN 1% OF FUNDING FROM GOVT.

LIVE WORK
CREATE TOLEDO

ARTOMATIC 419!

ART IN TARTA

ART ZONE

AMERICA'S FAVORITE ART MUSEUM
BY MODERN ART NOTES- DC BASED BLOG

PV SYSTEMS
UNIVERSITY OF TOLEDO

SOLAR ENERGY PRODUCTION

MORE PHOTOVOLTAIC SYSTEMS

FUTURE OF ENERGY + URBAN RE-USE?
Toledo, OH: Analysis and Strategy

EMPTY SPACE  →  ENERGY BELT

- VACANT SPACE
- GREEN SPACE
Toledo, OH: Conversation summary

WE HAVE ENOUGH SPACE FOR PARKING IN DOWNTOWN, BUT WE DO NOT HAVE ENOUGH WALKING SPACE

ARTESTS INVESTIGATE IDENTITY OF TOLEDO THROUGH THE LANDSCAPE

THE ADVANTAGE OF TOLEDO COULD HELP THE CITY TO TRANSFER TO A SOLAR CITY

WE HAVE STARTED TO USE CULTURE TO REACTIVATE DOWNTOWN TO MAKE PEOPLE ENGAGED

SOLAR MANUFACTURE HAS A GREAT ECONOMY IMPACT TO TOLEDO
FLINT MI

POPULATION: 124,943 (CITY) / 443,883 (METRO)

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>POTENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORECLOSURE 1100+ HOMES DEMOLISHED</td>
<td>KEEP GENESEE COUNTY BEAUTIFUL Beautification through planting and landscaping</td>
</tr>
<tr>
<td>LARGEST US BROWNFIELD SITE &quot;Buick City&quot; adjacent to river</td>
<td>&quot;CULTIVATING OUR COMMUNITY&quot; Beautification project of 16 landscape sites</td>
</tr>
<tr>
<td>3M EMPLOYMENT 80,000 TO 8,000 '70s to 2010</td>
<td>HOW DO URBANITY AND LANDSCAPE CO-EXIST?</td>
</tr>
<tr>
<td>NEGATIVE IDENTITY DECLINING INDUSTRY, CRIME, UNEMPLOYMENT, UNCERTAIN FUTURE</td>
<td>Re-programming of &quot;Buick City&quot; &quot;Buick City&quot; adjacent to river</td>
</tr>
<tr>
<td>TOP 5 US CITY IN CRIME Four times the national average... Due to de-industrialization?</td>
<td>ELECTRIC CAR = FUTURE? Chevy Volt manufacturing plant in city</td>
</tr>
<tr>
<td>ARts INITIAtIve = COMMUNIty PARTICIPAtION Greater Flint Arts Council, Cultural Center, GBC Anteroom, Redding Studios, Creative Alliance</td>
<td>LAND ART, FILL VOIDS INDUSTRIAL &amp; RESIDENTIAL OPPORTUNITIES</td>
</tr>
<tr>
<td>LANDSCAPE</td>
<td>HOW DO URBANITY AND LANDSCAPE CO-EXIST?</td>
</tr>
<tr>
<td>URBAN FABRIC</td>
<td>KEEP GENESEE COUNTY BEAUTIFUL Beautification through planting and landscaping</td>
</tr>
<tr>
<td>ACCESSIBILITY</td>
<td>&quot;CULTIVATING OUR COMMUNITY&quot; Beautification project of 16 landscape sites</td>
</tr>
<tr>
<td>NETWORKS</td>
<td>HOW DO URBANITY AND LANDSCAPE CO-EXIST?</td>
</tr>
<tr>
<td>HISTORY</td>
<td>LAND ART, FILL VOIDS INDUSTRIAL &amp; RESIDENTIAL OPPORTUNITIES</td>
</tr>
<tr>
<td>INDUSTRY</td>
<td>ELECTRIC CAR = FUTURE? Chevy Volt manufacturing plant in city</td>
</tr>
<tr>
<td>IDENTITY</td>
<td>LAND ART, FILL VOIDS INDUSTRIAL &amp; RESIDENTIAL OPPORTUNITIES</td>
</tr>
<tr>
<td>ARTS ECOLOGY</td>
<td>HOW DO URBANITY AND LANDSCAPE CO-EXIST?</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>KEEP GENESEE COUNTY BEAUTIFUL Beautification through planting and landscaping</td>
</tr>
<tr>
<td>INSTITUTIONS</td>
<td>&quot;CULTIVATING OUR COMMUNITY&quot; Beautification project of 16 landscape sites</td>
</tr>
</tbody>
</table>
| CULTURAL DEMAND | "GOOD BEANS CAFE" Coffee/Arts House new community hub "We will not censor your artistic license."
| DEMOGRAPHICS | UNIVERSITY CORRIDOR CREATED Beautification through planting and landscaping |
| LEADERS | ACTIVE IN IMPROVING CITY Beautification through planting and landscaping |
| FUNDERS | ENERGY IMPROVEMENT GRANT 2010 recipient from Department of Energy |
| LEADERS | "GOOD BEANS CAFE" Coffee/Arts House new community hub "We will not censor your artistic license."
| CENTER FOR COMMUNITY PROGRESS "FLINT FUTURE NOW" Non-profit to improve community |
| FUNDERS | SENEESE LAND BANK Turning the blight of the city back around |

FLINT MI

ISSUES

LEADERS

FUNDERS

CULTURE

IMAGE

DEMOGRAPHICS

NETWORKS

ACCESSIBILITY

URBAN FABRIC

LANDSCAPE

HISTORY

INDUSTRY

IDENTITY

ARTS ECOLOGY

EDUCATION

INSTITUTIONS

CULTURAL DEMAND

MEET & CONFER

POTENTIAL
Using Flint’s Vacancy as an asset for re-shaping the city. Viewing the city as “SPACE POSITIVE”.

Intelligently organizing vacancy into a network of connected spaces that reshape the city fabric.
"Transforming the Flint river from an industrial landscape into a community environment."

Sara McDonnell
Project Coordinator,
Center for Applied Environmental Research

"Not Grassroot but Grasstop foundations."

Jonathan Jarosz
Interim Director,
Center for Applied Environmental Research

"Vacancy has created numerous Food Deserts."

Leyla Sanker
Project Coordinator,
Center for Applied Environmental Research

The FIA is filling the gap of art education that public schools can no longer fill.

Tracy Stewart
Development Officer,
Flint Institute of Arts

"Growing opportunity, opportunity for reinvention."

John Bracey
Executive Director,
Michigan Council for Arts and Cultural Affairs

"This is a tactile hands on community."

Kathryn K. Sharaugh
Assistant Director of Development,
Flint Institute of Arts

"Flint activist bring hope unfortunately they are met with equal despair."

Linda L. Moxam
Director of Development,
Flint Cultural Center Corporation

"Flint is going through a renaissance."

Marsha B. Clark
Interim President and CEO,
Flint Cultural Center Corporation

"A history of management vs. labor."

Douglas Weiland
Executive Director,
Genesee Land Bank

Use the land and populate that land. Taking control of our landscape.

Daniel Kildee
President,
Center for Community Progress
ATLANTIC CITY

LOCATION
- **GEOGRAPHY / LANDSCAPE**: Beach/marsh - city reached by bridge (34% water)
- **GEOGRAPHY / URBAN FABRIC**: Casino/commercial buildings, boardwalk, wind farm
- **ACCESSIBILITY**: NYC - 2 hours (express train), Philly - 1 hour
- **NETWORKS**: Casino/entertainment circuit, dedicated rail/expressway
- **HISTORY / HERITAGE**: Resort town > prohibition > hotel/gambling
- **EXISTING ARTS ECOSYSTEM**: Visiting musicians/entertainers to casinos
- **IMAGE**: City of decline, crime, corruption - Sin City of East

IDENTITY
- **CULTURAL DEMAND**: Low - city focuses on shopping, tourism and $$
- **NEGATIVE IDENTITY / MONO-CULTURE**: Gambling, liquor, sex
- **EXISTING ARTS ECOSYSTEM**: Visiting musicians/entertainers to casinos
- **EDUCATION FOCUS**: Atlantic City Arts Center at Garden Pier
- **INSTITUTION TYPE**: Atlantic City Arts Center at Garden Pier
- **POWER BROKERS**: AC Redevelopment Authority, Wynn, Trump, Gov Christie
- **FUNDERS**: Casinos, CRDA

CULTURAL CLIMATE
- **UNEQUAL WEALTH DISTRIBUTION**: Resorts/Casinos vs. working-class neighborhoods
- **STATE TO TAKE CONTROL OF TOURISM ZONES**: To "revive flagging economy"
- **23% VACANCY RATE, 23% BELOW POVERTY LINE**: Poverty, crime, corruption still primary issues - 12,000 CASINO JOBS LOST
- **REVEL CASINO - NEW BUT EMPTY**: Finished exterior, empty interior due to funding issues
- **WORLD'S LONGEST BOARDWALK**: Engage audience outdoors - connecting with adjacent towns

LEADERS
- **DEVELOPMENTS ABANDONED**: Due to economic crisis and bankruptcy
- **INVESTMENT IN COMMUNITY**: How can funds divert through community/people?
- **NEGATIVE IDENTITY / MONO-CULTURE**: Leisure, liquor, sex
- **UNIQUE WEALTH DISTRIBUTION**: Resorts/Casinos vs. working-class neighborhoods
- **STATE TO TAKE CONTROL OF TOURISM ZONES**: To "revive flagging economy"
- **23% VACANCY RATE, 23% BELOW POVERTY LINE**: Poverty, crime, corruption still primary issues - 12,000 CASINO JOBS LOST

ISSUES
- **COMPETITION IN ADJ. STATES**: PA, DE, MD, NY, CT
- **GAMBLING = CULTURE?**

POTENTIAL
- **WETLAND TOURISM/ENGAGEMENT**: Media interventions, advertising, art platform?
- **INDUSTRY DIVERSITY**: Large audience, but art?
- **CREATION OF ARTS ECOSYSTEM**: Who is target audience and are they interested in us?
- **INVESTMENT IN COMMUNITY**: How can funds divert through community/people?
- **NEGATIVE IDENTITY / MONO-CULTURE**: Leisure, liquor, sex
- **UNEQUAL WEALTH DISTRIBUTION**: Resorts/Casinos vs. working-class neighborhoods
- **STATE TO TAKE CONTROL OF TOURISM ZONES**: To "revive flagging economy"
- **23% VACANCY RATE, 23% BELOW POVERTY LINE**: Poverty, crime, corruption still primary issues - 12,000 CASINO JOBS LOST
Focus the development funds on the part of the city that needs it the most.

Create a link between the Marina and the Boardwalk areas of the city.
Atlantic City, NJ: Conversation in progress

CONVERSATION IN PROGRESS!
MOBILE, AL


ISSUES

NO PUBLIC ACCESS TO WATERFRONT
Railroads and ports create separation

LIMITED ACCESS TO BEACH, WATER RECREATION
45 minute drive to nearest beach

4x national cancer rate
Industrial fabric w/ little accountability

MASTERPLAN JEOPARDIZED
placed on hold to fund bridge project

8th largest US port
110 mil. invested in the infrastructure in 2004

HURRICANE (KATRINA)
Area prone to hurricane damage

BP OIL SPILL
Tourism/fishing affected, but city protected via barrier islands

Conduit for regional rehabilitation
Proximity to Bayou La Batre, New Orleans

60% graduation rate

SUPERFICIAL ARTS COMMUNITY
Downtown retail galleries empty

EPA NON-ATTAINMENT
Formal designation by EPA as contaminated zone will prevent future industrial growth.

BP fines for oil spill still need to be allocated.

POTENTIAL

ENGAGE WATERFRONT/DOWNTOWN

REINTERPRETATION OF MASTERPLAN
Work with industries and communities to create symbiotic solution of co-existing.

Coastal initiative to benefit the gulf region

ECOLOGICAL INITIATIVE
that benefits INDUSTRY + educates COMMUNITY

100-1000.org
Regional initiative to create redundancy in ecology after oil spill

CLEAN WATER ACT

FUNDING FOR CULTURAL INITIATIVE TO RESTORE THE GULF

LEADERS

POWER BROKERS
Corporations: + Austral, Aerospace; - BP

FUNDERS

CIVIL RIGHTS LOCATION
Racial tension and segregation part of city history

BIRTHPLACE OF MARDI GRAS
Racial tension and segregation part of city history

BP OIL SPILL
Tourism/fishing affected, but city protected via barrier islands

CONDUIT FOR REGIONAL REHABILITATION
Proximity to Bayou La Batre, New Orleans

60% graduation rate

FUNDING FOR CULTURAL INITIATIVE TO RESTORE THE GULF

RACIAL DIVIDE
African American population downtown, white in suburbs

Cultural Demand
Citizens are active w/ varied interests

INSTITUTION TYPE
Art museums, Civic Center, successful opera

EDUCATION FOCUS
Higher education w/ religious affiliations

EXISTING ARTS ECOLOGY
Gulf cultural center: high supply / high demand

IMAGE
Port city - 9th largest in US, Gulf = Katrina / Oil spill

HISTORY / HERITAGE
French colony -> port -> WWII manuf. -> Civil Rights

INDUSTRY / PRODUCTION
Shipbuilding, steel, aerospace, healthcare

NETWORKS
Rail Port, i-10, Port, two Airports

ACCESSIBILITY
Major city b/t New Orleans and St Petersburg FL

LOCATION
Port city, protected historic downtown

GEOGRAPHY / URBAN FABRIC
Diverse ecosystem: Gulf, Mobile Bay, Mobile River

GEOGRAPHY / LANDSCAPE
Diverse ecosystem: Gulf, Mobile Bay, Mobile River

GEOGRAPHY / URBAN FABRIC
Port city, protected historic downtown

ACCESSIBILITY
Major city b/t New Orleans and St Petersburg FL

NETWORKS
Rail Port, i-10, Port, two Airports

HISTORY / HERITAGE
French colony -> port -> WWII manuf. -> Civil Rights

INDUSTRY / PRODUCTION
Shipbuilding, steel, aerospace, healthcare

EXISTING ARTS ECOLOGY
Gulf cultural center: high supply / high demand

EDUCATION FOCUS
Higher education w/ religious affiliations

INSTITUTION TYPE
Art museums, Civic Center, successful opera

CULTURAL CLIMATE
Art museums, Civic Center, successful opera

CULTURAL DEMAND
Citizens are active w/ varied interests

EXISTING ARTS ECOLOGY
Gulf cultural center: high supply / high demand

EDUCATION FOCUS
Higher education w/ religious affiliations

INSTITUTION TYPE
Art museums, Civic Center, successful opera

CULTURAL DEMAND
Citizens are active w/ varied interests

DEMOGRAPHICS
Mixed - 50% black, 50% white
Using existing environmental initiatives, we aim to ameliorate the shoreline and reduce the stigma of contamination.

By reconnecting the community with the waterfront, we will instigate dialogue regarding restoration efforts both locally and regionally.
Mobile, AL: Conversation summary

**Bill Finch**
Senior Fellow
100-1000.org
Ocean Foundation

- Mobile was the central hub for responders during the oil spill.
- Bayou La Batre suffered the pit of the devastation because no one trusts their product (fish) anymore.

**Chastidy Piper**
Regional Planner
Dept. of Housing and Urban Development

- It's rarely discussed, but segregation is an issue in Mobile.

**Bert Hoffmann**
Planner II
Dept. of Housing and Urban Development

- There's a huge disconnect between the waterfront and the city. It would be great if we could actually reach the shoreline!

**Bob Burnett**
Director
Mobile Arts Council

- Mobile art galleries multiplied from 5 to 38 in four years.

**Diane Burnett**
Regional Planning Director
South Alabama Regional Planning Commission

- We would like to collaborate with you.

**Bethany Kraft**
Executive Director
Alabama Coastal Foundation
100-1000.org

- We earn 89% of our sales during the summer and that's when the spill occurred.

**Missy Zing**
Real Estate Agent
Mobile and Daphne Bay Realtors

- We need to stop saying that this bad area is good enough for "those" people.

**Cole Appelman**
Director
Mobile Housing Board

- Serving about 73% of nation's seafood, it's essential that an awareness is developed about the conditions in the Gulf.

- As first responders, we saw the devastation of the oil spill and the community interest to help.

- We would like to collaborate with you.

- It's rarely discussed, but segregation is an issue in Mobile.
New Orleans, LA: Analysis and Strategy

HIGHEST POPULATION RETURN AFTER KATRINA

HIGHEST VACANCY RATES

CREATE A CULTURAL BRIDGE BETWEEN POPULATION NODES
CULTURE IS THE DNA OF NOLA.
TUCSON AZ

POPULATION: 548,555 [CITY] / 1,023 [MET AREA]

ISSUES

FORECLOSURES

Downtown revitalization efforts not successful

NEGATIVE REGIONAL IDENTITY
Border security, immigration, ethnic studies, gun control

SCARCITY OF WATER
Resource consumption vs. conservation

INFRASTRUCTURAL OPPORTUNITY

IRRIGATE WITH POTENTIAL

CONTROL SPRAWL/GROWTH/RESOURCES

POTENTIAL

Top 20 Art Destinations in US

SUBVERSIVE ARTS FOCUS

“Downtowns work when there is expensive land locked in near water... when there is night life and private sector jobs. We have neither.”

FORGET THE DOWNTOWN CORE?
GO WHERE THE PEOPLE ARE

INSTITUTIONS

URBAN FABRIC

NETWORKS

HISTORY

INDUSTRY

IDENTITY

ARTS ECOLOGY

EDUCATION

LEADERS

FUNDS

LANDSCAPE

URBAN FABRIC

ACCESSIBILITY

NETWORKS

HISTORY

INDUSTRY

IDENTITY

ARTS ECOLOGY

EDUCATION

LEADERS

FUNDS

UNIVERSITY AS CITY CULTURAL CENTER
University of Arizona - cultural hub & downtown location

COMMUNITY PARTICIPATION REQUIRED FOR ACTIVATION

CITY FOCUS ON TOURISM AND RETAIL

SCARCITY OF WATER
Resource consumption vs. conservation

IRRIGATE WITH POTENTIAL

CONTROL SPRAWL/GROWTH/RESOURCES

POTENTIAL

Top 20 Art Destinations in US

SUBVERSIVE ARTS FOCUS

“Downtowns work when there is expensive land locked in near water... when there is night life and private sector jobs. We have neither.”

FORGET THE DOWNTOWN CORE?
GO WHERE THE PEOPLE ARE

INSTITUTIONS

URBAN FABRIC

NETWORKS

HISTORY

INDUSTRY

IDENTITY

ARTS ECOLOGY

EDUCATION

LEADERS

FUNDS

UNIVERSITY AS CITY CULTURAL CENTER
University of Arizona - cultural hub & downtown location

COMMUNITY PARTICIPATION REQUIRED FOR ACTIVATION

CITY FOCUS ON TOURISM AND RETAIL

SCARCITY OF WATER
Resource consumption vs. conservation
Tucson’s rapid growth and expansive sprawl puts extensive strain on the resource it desperately needs yet abundantly lacks - water.

Existing and future infrastructures represent the instrument and the opportunity to not only manage its water resources, but to irrigate the city with potential for urban transformation.
MICHELLE OBAMA PROMOTES UC MERCEDE: Gives her only commencement speech of 2009 and commends the students and the focus of education in the central valley. UC Chancellor Carol Tomlinson-Keasey calls for more culture.

WATER REUSE

UNEMPLOYMENT DUE TO IMMIGRANT LABOR

6th Largest $ producing AG land in country

URBAN NODES GROWING INDEPENDENTLY

MONOCULTURE AGRICULTURE BASE - 3

CRESE IN STUDENTS

UC Chancellor Carol Tomlinson-Keasey calls for more culture.

UC MERCEDE

INCREASE IN STUDENTS

IMAGETRANSAOFMATION (EDUCATION)

URBAN GROWTH

ECOLOGICAL TRANSFORMATION

WATER REUSE

EASY ACCESS TO LA & SF IN FUTURE

33% of workforce in AG

CALIFORNIA HIGH SPEED RAIL

POPULATION:102,471 (CITY) / 245,321 (METRO)
Merced - Atwater, CA: Analysis and Strategy

High Speed Rail completion date 2020 | CALIFORNIA HIGH SPEED RAIL + UC MERCED = NETWORK FOR CULTURE!
Merced - Atwater, CA: Conversation summary

**John**
Former Farmer

**Margaret Stevenson Malberti**
Artist

**Rob Hernandez**
Artist

**Dee Near**
Reference Librarian
Merced College

**Kevin Hammon**
Art Hop Founder

**Mark J. Hendrickson**
Director
Department of Commerce Aviation and Economic Development

**Charlie**
Farmer and Agriculture Museum Founder

**Joey Essig**
Rentals and Operations Director
Merced Multicultural Arts Center

**I MOVED HERE TO LIVE AND WORK AS AN ARTIST, I HAVE MY OWN HOUSE NOW**

**WE TRY TO ACTIVATE ARTS SO IT WORKS FOR MERCED**

**WE ARE BRINGING INDUSTRIES TO TOWN SO UC MERCED GRADUATES COULD STAY IN TOWN AND INNOVATE**

**I FOUND A MUSEUM AND I GOT NO SUPPORT FROM THE CITY**

**IN 1970'S FARMER KIDS USED TO COME TO DOWNTOWN AND CRUISE AROUND, AND SPEND THEIR MONEY, BUT THEY BEAUTIFIED IT AND ITS LIFE STOPPED**

**THEY BUILD ALL THOSE EXPENSIVE HOUSES OUT THERE ON FARMLAND WHILE THERE IS 20% UNEMPLOYMENT**

**I AM HERE FROM SACRAMENTO FOR ART HOP**
Summary: Moving Forward

Thom Mayne
Karen Lohrmann

Dylan Barlow
Emily Cheng
Grady Gillies
Cheng Ha
Christopher Harris
Matthew Kendall
Wayne Ko
Jai Kumaran
Layton Petersen
Stacey Rigley
Clayton Taylor
Bryan Tranbarger
Sepa Sama
Yang Wang