


SMART PLAN

A FUNCTIONAL ART PLAN FOR NEW BEDFORD CITY HALL

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MARCH 2015

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Any form of art is a form of power; it has impact, it can affect change - it can not only move us, it makes us move.

- Ossie Davis, American Actor

THE ART INVESTMENT:

From "8 Reasons to partner with the arts," Americans for the Arts

- **RECRUIT TALENT:** Employees want to live and work in a vibrant community.
- **PUT YOUR COMPANY IN THE SPOTLIGHT:** The arts help you build market share, enhance your brand and reach new customers.
- **ADVANCE CORPORATE OBJECTIVES & STRATEGIES:** The arts help you get your message across in engaging ways.
- **FOSTER CRITICAL THINKING:** Did you know that creativity is among the top applied skills sought by employers?
- **ENGAGE YOUR EMPLOYEES:** The arts challenge employees to be their best.
- **EMBRACE DIVERSITY & TEAM BUILDING:** The arts create an environment that blends backgrounds, ethnicities and cultures.
- **SAY THANKS:** The arts are a great way to show you appreciate your employees.
- **CONTRIBUTE TO THE ECONOMY & QUALITY OF LIFE:** When you partner with local arts, you partner with the whole city.

SMART PLAN

GOAL

SMART Plan's goal is to engage the New Bedford City Hall building integrating the arts through a series of mindfully designed art exhibition spaces to benefit the city's residents, employees and visitors, while contributing to the overall aesthetic improvement of the building.

STRATEGY

The SMART plan will accomplish this by highlighting pride in the multicultural history of the city, creating an environment of appreciation and collaboration in the present, and building positive confidence in the city's innovative future.

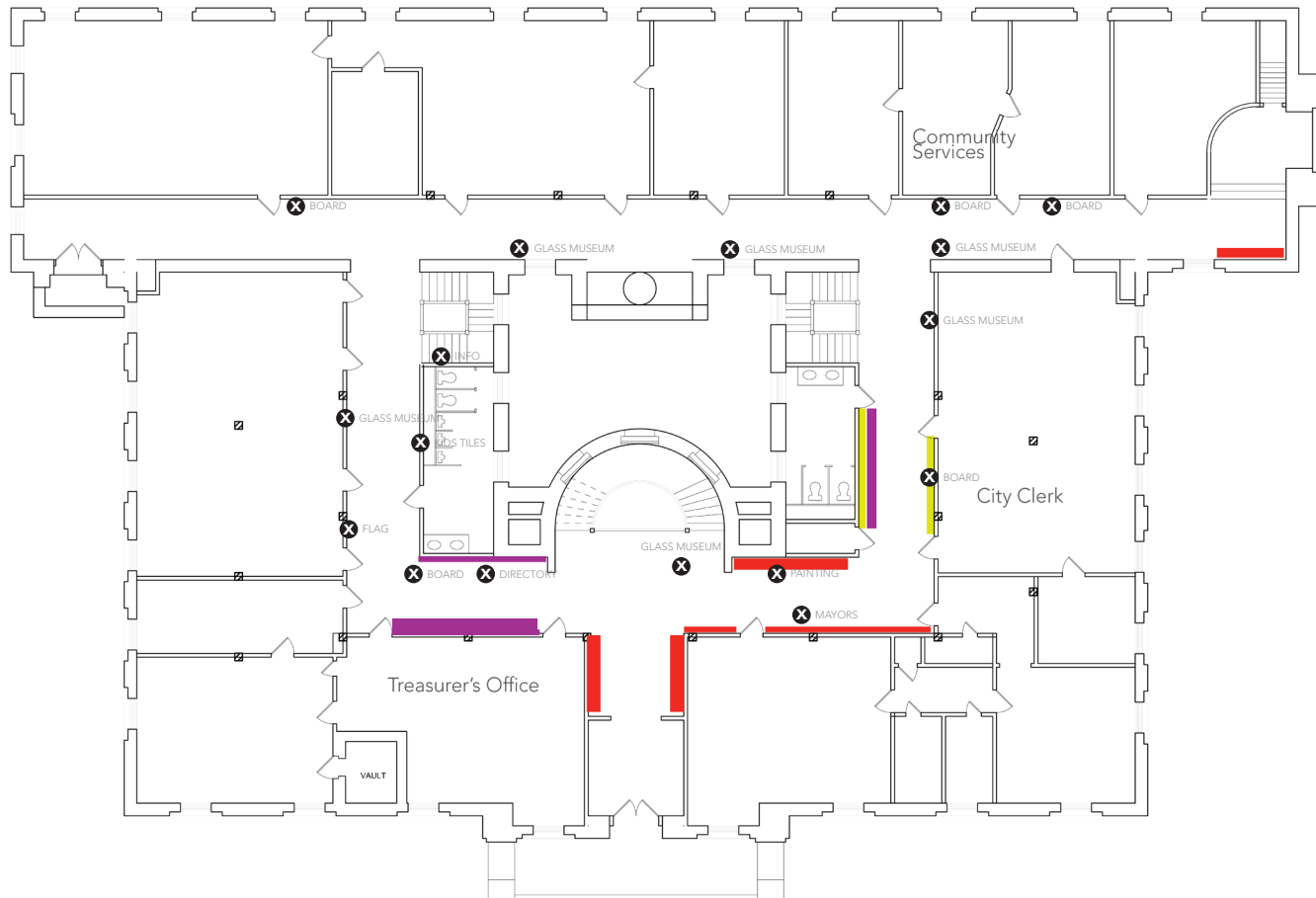
VISION

The plan seeks to enhance the established 6 values of the "New Bedford Way," to further the long-term vision for the City of New Bedford. Drawing on existing cultural resources, the SMART plan will draw attention to the importance of arts and creativity in the city.

GOALS OF THIS STUDY:

1. To **make observations about the use** of building's space including hallways, entrances and waiting areas
2. To **identify maximum impact areas** within City Hall, based on the building's use
3. To **identify the specific potential** of the areas, based on needs
4. To **recommend the type of art** that will serve the benefit in those areas
5. To **provide ideas** for low-cost art exhibits drawing on the local talent
6. To **suggest the appropriate display systems** for the areas considering security and long-term maintenance

1ST FLOOR - OBSERVATIONS



WAITING AREA

USER: residents of the city, some with kids
KEY WORDS: Engagement, pride, unity

HIGH-STRESS AREA

USER: residents of the city
KEY WORDS: tranquility, beauty, pride

MAXIMUM IMPACT AREA

USER: residents, city employees, media and press representatives, Ashley room visitors, waiting on events in Ashley Room, tourists
KEY WORDS: Respect, pride, identity

 CURRENT PLACEMENT

The most appropriate artwork on the first floor would need to accomplish several goals at once:

1. To balance the stress of the waiting areas and engage the mind while in waiting
2. To be an ambassador for the city's image
3. To create pride in New Bedford, it's multicultural community and history

RECOMMENDED ARTWORK:

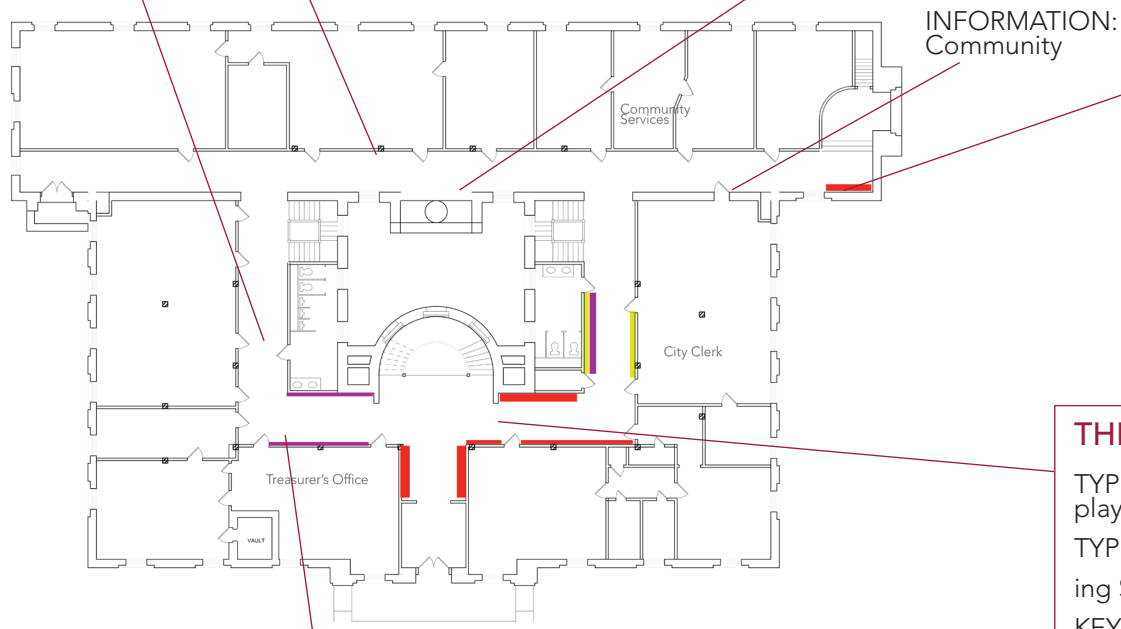
Black and White photography
Mosaics
Murals
Oil/Acrylic Painting

1ST FLOOR - EXHIBITION AREAS

? INFORMATION:
Events, brochures
and posters

MAYOR'S OF NEW BEDFORD GALLERY
TYPE OF ARTWORK: Black and White Photography
TYPE OF INSTALLATION: Permanent, nail
KEY WORDS: Respect, pride, identity, unity
HIGH PRIORITY

HISTORY PARALLEL: CITY HALL AND THE CITY
TYPE OF ARTWORK: Display of a time line of New Bedford's City Hall, major events in NB, designed by graphic artist, printed on foam core, complementing the Mayor's of New Bedford
TYPE OF INSTALLATION: Permanent
KEY WORDS: Respect, pride, identity, unity
LOW PRIORITY



A SPLASH OF COLOR
TYPE OF ARTWORK: Colorful Mosaic based on NB theme
TYPE OF INSTALLATION: Permanent
KEY WORDS: Welcoming, pride, positive
Must be low maintenance and inexpensive since this area is a low security area
LOW PRIORITY

THE WOW FACTOR
TYPE OF ARTWORK: Oil Painting, possibly bronze sculpture display
TYPE OF INSTALLATION: Temporary on Loan from Library (Hanging System) or Permanent
KEY WORDS: Welcoming, pride, positive, identity, respect
This is your chance to impress
HIGH PRIORITY

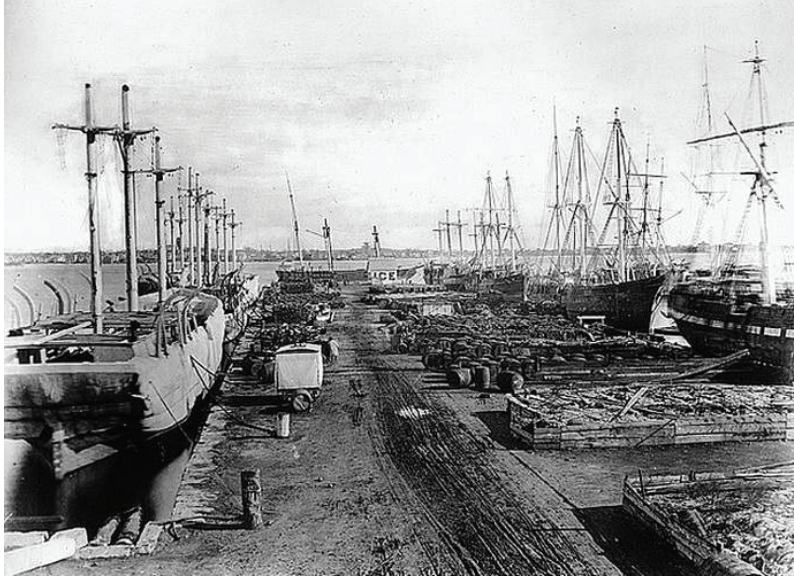
NEW BEDFORD PANORAMA
TYPE OF ARTWORK: oil painting
TYPE OF INSTALLATION: permanent
KEY WORDS: peace, pride, inclusion
HIGH PRIORITY

STAGES:
1ST LOW COST
HIGH PRIORITY
EASY ADMINISTRATION
2ND LOW PRIORITY
HIGHER COST

THEME: IDENTITY
ELEMENT: STONE

1ST FLOOR - LOOK AND FEEL

HISTORIC, RESPECTFUL

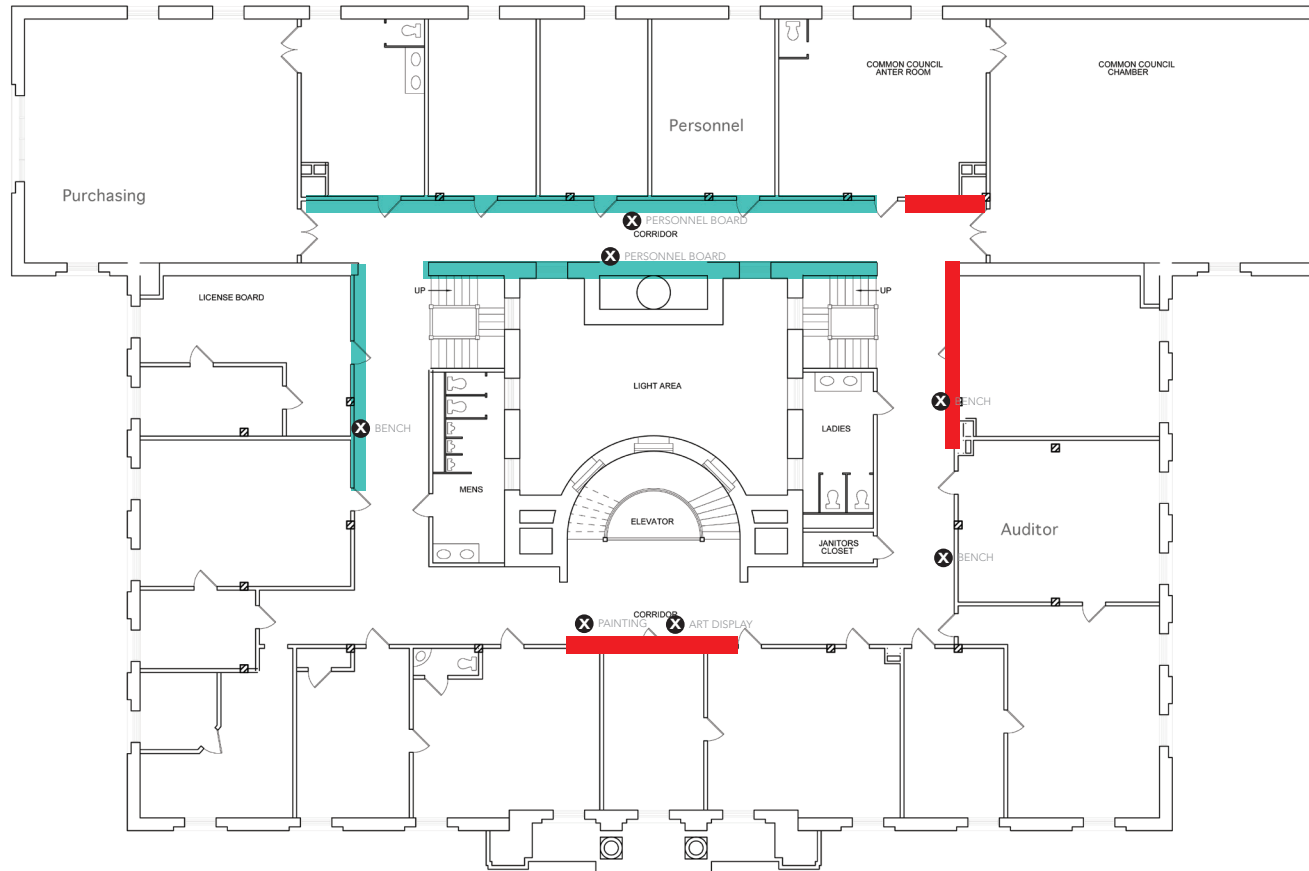


HONORABLE



SKILLFUL, CONFIDENT

2ND FLOOR - OBSERVATIONS



EMPLOYEE AREA

USER: employees of the city
KEY WORDS: Engagement, pride, unity, appreciation, care, compassion



MAXIMUM IMPACT AREA

USER: residents, city employees, media and press representatives
KEY WORDS: Unity, collaboration, respect, pride, identity

X CURRENT PLACEMENT

The most appropriate artwork on the second floor would need to accomplish two goals:

1. To create community of engagement and City employee appreciation
2. To be an ambassador for the city, leading to the City Council's Chamber

RECOMMENDED ARTWORK:

- Color Photography
- Drawing
- Watercolor painting
- Wooden statue, 3D work

2ND FLOOR - EXHIBITION AREAS

STAGES:

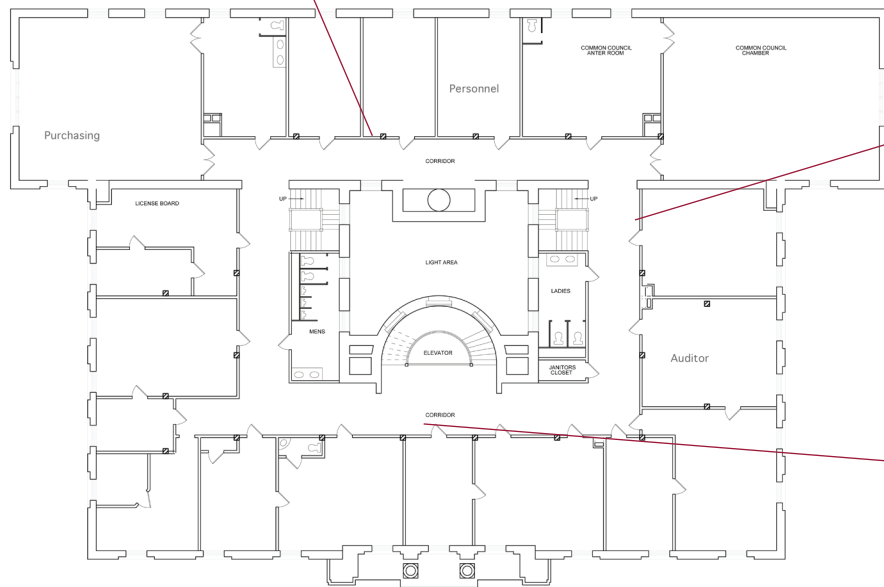
1ST LOW COST
HIGH PRIORITY
EASY ADMINISTRATION

2ND LOW PRIORITY
HIGHER COST

EMPLOYEES GALLERY **LOW COST**
TYPE OF ARTWORK: Photography
TYPE OF INSTALLATION: track installation system
KEY WORDS: Respect, pride, identity, unity

NEW BEDFORD UNITED **HIGH PRIORITY**
TYPE OF ARTWORK: painting or color photography
TYPE OF INSTALLATION: Permanent
KEY WORDS: Welcoming, pride, positive, inclusive

CULTURES OF NEW BEDFORD
TYPE OF ARTWORK: Drawing, painting
TYPE OF INSTALLATION: Temporary (1-2 years)
KEY WORDS: unity, communication, community, diversity
LOW PRIORITY



THEME: UNITY
ELEMENT: WOOD

2ND FLOOR - LOOK AND FEEL

WARM, INVITING



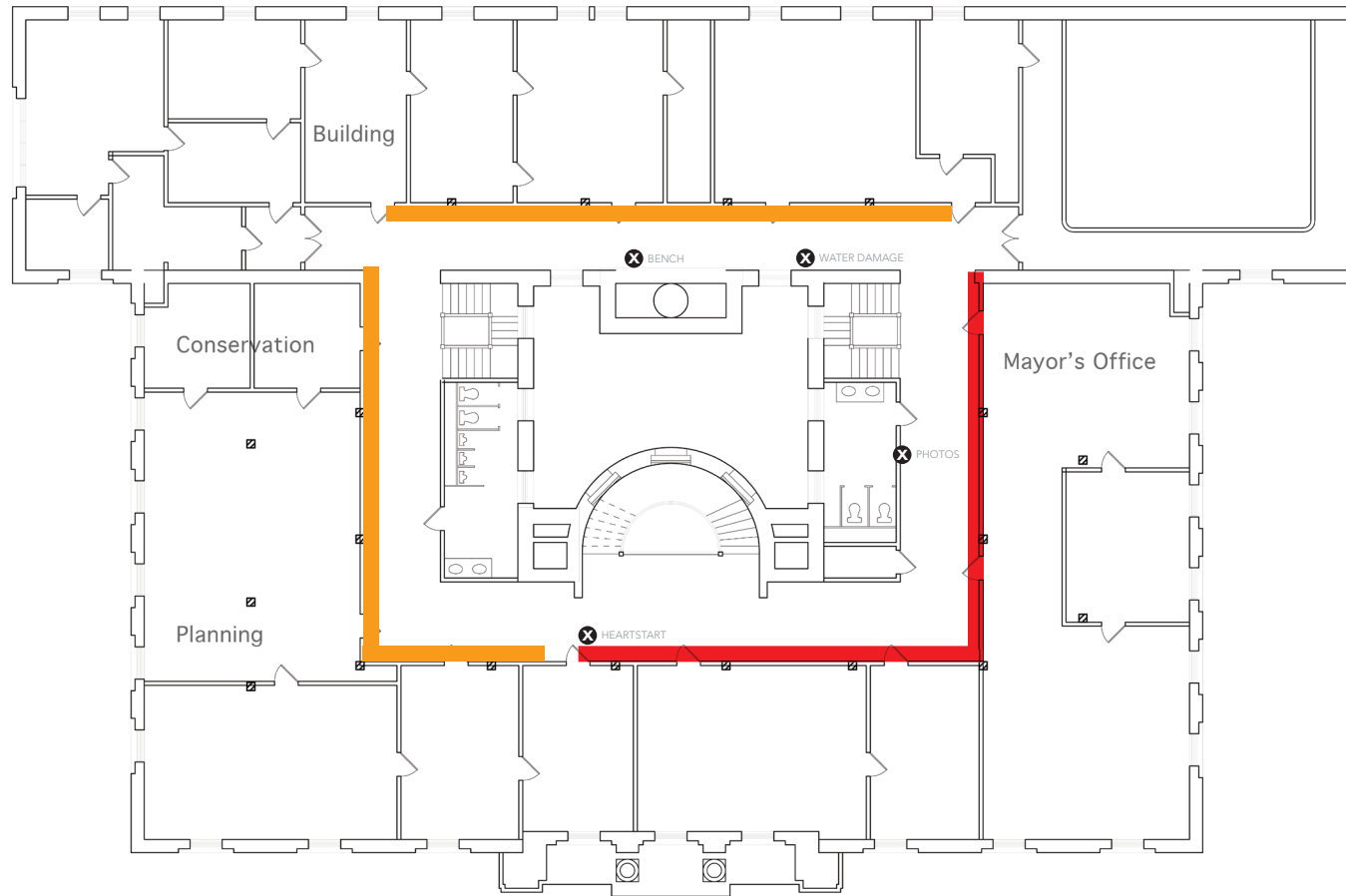
PEACEFUL



POSITIVE, ENGAGING



3RD FLOOR - OBSERVATIONS



THE VOID

USER: employees of the city, contractors
KEY WORDS: Transparency, innovation, new projects



MAXIMUM IMPACT AREA

USER: city employees, Mayor's Office Visitors, State/City Officials, Press
KEY WORDS: Transparency, innovation, progress, inclusion, pride

X CURRENT PLACEMENT

The most appropriate artwork on the third floor would need to accomplish three goals:

1. Allow room for ideas, projects and their display
2. Enhance the image of the Mayor's Office
3. Create the feeling of progress

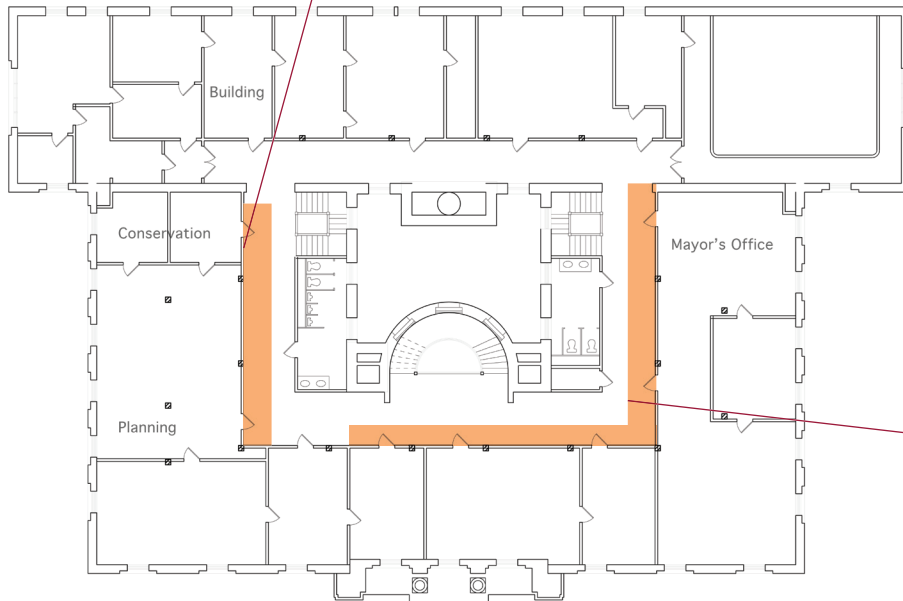
RECOMMENDED ARTWORK:

Glass,
Drawing/Sketches
Photography
Mobiles
Light Sculpture
Kinetic Sculpture

3RD FLOOR - EXHIBITION AREAS

INNOVATION GALLERY

TYPE OF ARTWORK: Drawing, plans, photos
TYPE OF INSTALLATION: double track system
This is an opportunity to showcase current projects



THEME: INNOVATION
ELEMENT: GLASS

PRIDE GALLERY

HIGH PRIORITY

TYPE OF ARTWORK: drawing, photography, 3D installation
TYPE OF INSTALLATION: Temporary, on Loan (Hanging System)
KEY WORDS: pride, resourcefulness, transparency, story telling, respect

This is your chance to impress

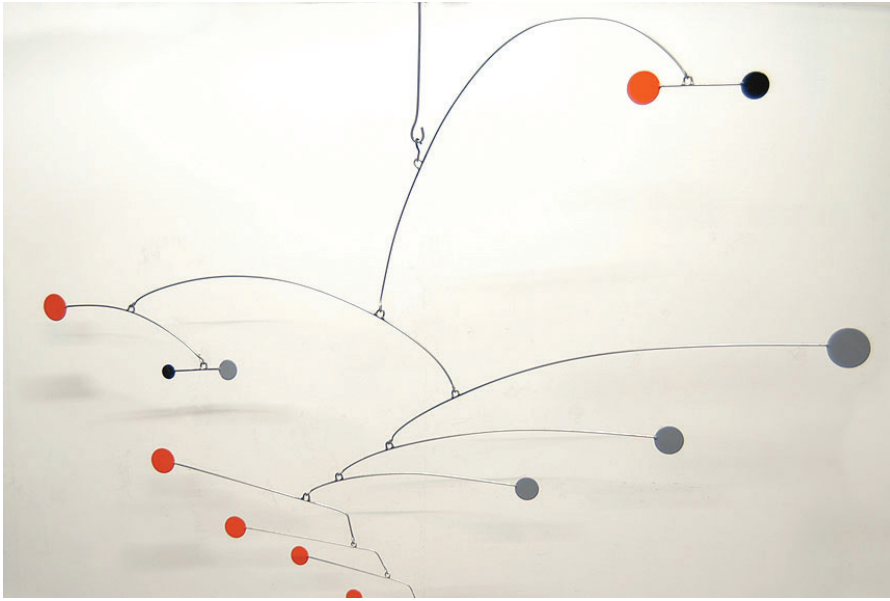
STAGES:

1ST LOW COST
HIGH PRIORITY
EASY ADMINISTRATION

2ND LOW PRIORITY
HIGHER COST

3RD FLOOR - LOOK AND FEEL

AIRY, LIGHT, MODERN



TRANSPARENT, VIBRANT



CLEAR, INFORMATIVE, HONEST



MINIMALISTIC, CLEAN

BUDGET-FRIENDLY SOLUTIONS

DRAWING ON LOCAL RESOURCES AND ENGAGING COMMUNITY

Art2Heart: An art placement program run out of New Bedford Art Museum, modeled after the Art Connection in Boston

Staff Show: encouraging the employees to be a part of the environment

Loans from the Library and Whaling Museum

Photo exhibits

Partnerships with UMass Star Store

Partnerships with local schools

EFFICIENT INSTALLATION

FOR LOW MAINTENANCE PLACEMENT



PERMANENT BUILT-IN CASE:
History Display, includes lights and shelving



TRACK SYSTEM
easy to install, can come with security latch, and optional lights



SWITCH IT UP!
High-security gallery option



EXTRA SECURITY
ArtRight T Lock security hardware



SECURITY AND SAFETY

FIRST FLOOR SECURITY THREAT: theft and vandalism

SOLUTIONS: Use of locked displays to secure the work

Displaying larger work

Location of work away from doors

Using lock system to display the paintings in the lobby

SECOND AND THIRD FLOOR SECURITY THREAT: theft by employees

SOLUTIONS: Using security lock system on the track hanging system

Hanging work that is less valuable

Using lock frames

SAFETY SUGGESTIONS:

Using frames with rounded corners vs sharp corners.

Encasing the current glass display cases in wooden frames

WHY CHOOSE THE SMART PLAN?

VALUES:

The SMART plan will reflect **ACCOUNTABILITY** by using existing resources, low budget and maintenance, with maximum impact for residents, employees and visitors.

The second floor will focus on taking pride in **INTEGRITY** (derived from Latin word meaning “whole” or “complete.”) in our work, our work community and our responsibilities as a whole municipal organization.

The 3rd Floor will lead the City Hall in **INNOVATION**, displaying the future ideas and new projects.

CONTINUOUS IMPROVEMENT is on view on the 3rd floor. By rotating exhibits we constantly showcase our what we learn and know.

By highlighting the past and the present of the city, both the 2nd and 3rd Floors will demonstrate that the way to succeed in our endeavors is via collaboration and **TEAMWORK**.

RESPECT is a theme running throughout the building. We respect the past, respect each other, and respect the work that we will do in the future.

WHAT'S NEXT:

QUESTIONS:

What is the budget?

Who will be in charge of program development and implementation?

When will we take action?

Who will be in charge of the maintenance once the placement is completed?

Where do we relocate the Glass Exhibit to?

Who owns the Glass Display Cases?

To do list:

- Investigate the security of the building to determine appropriate measures, including security cameras
- a walk Through with Anthony Amore, art security consultant

IN THE LONG TERM:

ART PLACEMENT IN OFFICES - Developing an art placement program from photography exhibited at City Hall.

INSPIRING ART BEYOND CITY HALL

ART PLACEMENT ASSISTANCE (to other public and municipal buildings)

PUBLIC ART

- Create a Master Plan
- Establish Policy and Procedure for Public Art Placement
- Coordinate a Public Art Summit to engage and educate organizations interested in Public art - the right tools would include funding opportunities, looking at locations that can benefit from public art, teaching a workshop on public art planning and maintenance

STREET PERFORMING

- Establish Policy and Procedure for Street Performing
- Work with Street Performer and Buskers advocates
- Educate police and public on Street Performing and benefits
- Develop creative funding sources for the first years of performing

ART COMMUNITY: RESOURCES AND COMMUNICATION

- Bring different organizations together by establishing clear communication
- Create a list of resources to encourage organizations to pursue art opportunities