ART FORCE
CREATING AESTHETIC EQUATIONS FOR RESILIENT COMMUNITIES WITH SOCIAL + ECONOMIC CONNECTIONS TO PLACE
ALIGNING ART
REDEFINING PLACE
ARTISTS + PRODUCERS =
PRODUCTS → JOBS → COMMUNITY WELL-BEING
SUCCESSION OF PULSE BEATS

MAGNET FOR PHYSICAL INVESTMENT, CREATIVE ACTIVITY, ECONOMIC OPPORTUNITY

- STIMULATE NEW PRODUCTS & APPLICATIONS
- DIVERSIFY MANUFACTURING IN ECONOMICALLY DISTRESSED COMMUNITIES
- CREATE AND RETAIN JOBS
- MAINTAIN A PRODUCTION PLANT AT CAPACITY
- CONTRIBUTE TO A MORE STABLE COMMUNITY AND EDUCATED WORKFORCE
- COMPLEMENT EXISTING LOCAL AND COUNTY ECONOMIC DEVELOPMENT
- CREATE A PERMANENT CIVIC ART INSTALLATION
SPIN CYCLE
SYSTEMS-CHANGE
PRODUCT DEFINES PLACE

ARTIST
CREATIVE STRATEGIES
COMMUNITY
JOB CREATION
RETENTION

PRODUCER
EXPERIMENTATION
EXPANSION

ACTIVATING
ALIGNING
ADVANCING
### Siler City
- **Chatham County NC**
- Population (2010): 7,887 (49.8% Hispanic)

### Sanford
- **Lee County NC**

### Greenville
- **Pitt County NC**
- Population (2010): 84,554 (37% Black)

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<thead>
<tr>
<th></th>
<th>Siler City</th>
<th>Sanford</th>
<th>Greenville</th>
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<tbody>
<tr>
<td><strong>Education Level</strong> (%)</td>
<td>50.9%</td>
<td>23.8%</td>
<td>12.2%</td>
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<tr>
<td><strong>Average Per Capita Annual Income</strong></td>
<td>$13,938</td>
<td>$19,427</td>
<td>$21,980</td>
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3 WORK PROCESSES

STONE: 2D TO 3D

METAL: BRANDED PRODUCT

TEXTILES: LIFESTYLE APPLICATION
<table>
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<tr>
<th>LEE</th>
<th>Mobilization</th>
<th>Design Concepts</th>
<th>Civic Art Planning</th>
<th>Workforce Planning</th>
<th>Market Research/Test</th>
</tr>
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<td>Baseline Data</td>
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**BEST LAID PLANS ...**
CONTRASTING CONNECTIONS

\[ A > M > A \]

\[ A < M < A = M \]
HAND OF ARTIST
MIND OF MANUFACTURER

PROCESS
ARTIST → CATALYZING DESIGNS
MANUFACTURER → NEW PRODUCT SOLUTIONS
COLLABORATIONS → SKILLS TRAINING & JOBS
LOCAL LEADERSHIP → ECONOMIC PRIORITIES
RECIRCULATION OF CAPITAL → COMMUNITY STABILITY
DISTINCT CHARACTER → PRIDE OF PLACE

RESULT
RETURN ON CREATIVITY

COMMUNITY NEIGHBORHOOD → INVENTIVE QUESTIONS → TRAIN-UP

CIRCULATION OF CAPITAL ← COMMUNITY COMMITMENTS ← TOOL-UP
ARE YOU CREATIVE READY?

WHAT'S YOUR RISK TOLERANCE?

MULTIPlicative
INNOVATIONS

RAPID PROTOTYPING:
PRODUCTS & CITIES

LEGAL AGREEMENTS:
INTELLECTUAL PROPERTY & LICENSING CONTRACTS

innovate
sustain

teamship!

creative
community

design

bureaucracy
impact?
LASTING TRADITIONS

WORK • CULTURAL • SOCIAL HERITAGE
STRATEGIC DESIGN ALLIANCES
CROSS-CURRENTS STRENGTHENING THE GEOMETRY OF PLACE

CURATION OF ARTIST RESIDENCIES
• IDEATION
• PRODUCT DEVELOPMENT
• SOURCE RAW MATERIALS REGIONALLY FOR CROSS-SECTOR + VALUE-ADDED REVITALIZATION
• OPERATIONAL FACILITY DESIGN
• WORKFORCE SKILLS

CREATIVE CULTURAL + ECONOMIC COUNCILS
• INNOVATIVE PARTNERSHIPS
EDUCATIONAL OUTREACH
DIALOGUE FOR COMMUNITY DEVELOPMENT

INCREASE CROSS-SECTOR DIALOGUE + ENGAGEMENT
REMARKABLE PLACES WITH LONGTERM RESILIENCE
WHERE IMPRESSIONS ARE MADE + PERSONALITY
OF HOME AND PEOPLE IS EXPRESSED

• IDENTIFY UNIQUE ASSETS THAT CANNOT BE REPLICATED ELSEWHERE
• ASSESS CREATIVE-READINESS
• ALIGN EMERGING + ESTABLISHED ENTERPRISES
• FACILITATE LEARNINGS
• PLANNING • RESEARCH • PUBLIC ENGAGEMENT
• PRODUCE RESOURCES
• PUBLISH IDEA REPORTS FOR SMALL TOWNS, COMMUNITIES, NEIGHBORHOODS
• ORGANIZE CONFERENCES + CONVENINGS
ART FORCE
PASSION ➔ INVENTION ➔ IMPLEMENTATION ➔ TRANSLATING. TRANSFORMING. TRANSACTING.