From Underpasses to Unused Storefronts: The Transformative Potential of the Arts in Massachusetts, Puerto Rico, and Tennessee

October 4th 8:45-10:15 am.
TRENDS IN CREATIVE PLACEMAKING ON PROBLEM PROPERTIES:
2019 National Survey Findings
Activating space to strengthen communities
Lynn
CITY OF LYNN
Population 92,074

Rich in human and cultural capital

1 in 2 are foreign born
1 in 3 are under 25 years of age
1 in 4 Lynn residents live downtown
Arts & Culture: Successful Economic Engine

Increased walkability
Better Lighting
More Public Art
Beyond Walls
September 3, 2018 ⋆

Labor Unions fought to establish the 8 hour work day, 5 day work week (they gave us the weekend), child labor laws, sick leave and vacation time. So, on this celebratory Labor Day of picnics, bbq’s and gatherings, Beyond Walls is also remembering both the history of the holiday and how our work came together through the incredible support of Union Partners. @dc35newengland @giupat @ibew103

#beyondwallslynn #GOIUPAT #DC35 #IBEW103 #PartnershipWorks #laborday #union @Lynn, Massachusetts

783
People Reached

127
Engagements

Boost Post

Like
Comment
Share

Soraya E. Cacici, Dan Albright and 41 others
1 Share
5K+ Attendees at the 10-Day Festival

4.5M Countable Social Media Impressions

75+ Pieces of Press Valued at $400K+

$110K Spent by Mural Festival Visitors

Source: “Measuring Impacts for Beyond Walls Mural Festival, 2017 + Beyond” By Webb Management
Civic/Gov
City of Lynn
Fed, State, City Elected Officials
Mass Bay Transit Authority

Funders
Barr Foundation
Highland Street
EDIC Lynn
IBEW 103

Providers
Payette
LAM Partners
Philips Color Kinetics
Port Lighting
IBEW 103
The Team

Julia Midland
Program Manager
Development, Communications

Al Wilson
CEO
Founder of Beyond Walls

Pedro Soto
Associate Director
City Planning, Placemaking

Josie Santos
Engagement Coordinator
Community Engagement
Board of Directors

Julie Gerschick  
CEO  
Surrén, LLC

Gordy Hall  
CEO  
The Hall Company

Diane Danielson  
COO  
SVN International

Rick Jakious, Chair  
District Director  
Congressman Seth Moulton

Carolina Trujillo  
Associate Publisher  
Essex Media Group

Chris Whitlock  
CEO  
ChangeUp Global

Ana Colmenero  
Community Volunteer

Al Wilson  
CEO  
Beyond Walls
2018 Mural Festival
31 New Murals from 24 Artists
Strengthened Collaboration with Youth Group
50% Female Artist Representation
50 Community Partner Events
“Ghost Sign” Restoration
2019 Projects
Parklet Project
Connectivity
Larger canvases to attract highly acclaimed artists
Involving Youth
Jose De Diego Middle School, Miami

- Increased test scores
- Increased class attendance
- Increased school enrollment
- Reduced bullying and violence by 60%
- Gained funding for art classes
- Gained after-school arts program for students with autism
- Increased school pride
- Rollover interest from community and other schools
Mural Tours with:
Camp Fire North Shore
Boys and Girls Club
Girls Inc. Lynn
Lynn YMCA
KIPP Academy Lynn
THE CREW

Mac  Edi  Chris  Lizzy  Shawn

Carlos  Haytam  Janiah  Ty  Jah'Nyah
Thank you!
Follow us @beyondwallslynn
The Making of OMG

(Orange Mound Gallery)
2232
The Gallery before…

(OMG)
The Art Garden
before...

(OMG)
February 19, 2016
Art and Place Symposium
Orange Mound Gallery Preview
OkupArt for Survival in Caguas Bo. Pueblo

OkupArte para la supervivencia en Caguas Bo. Pueblo

Zeuz Omar, Co-Founder of Urbe Apie
Urbe Apie is a community-based organization created in 2015 with the purpose of creating cultural and social project for the economic development of the community through rescuing abandoned or unused spaces and through the arts.

Urbe Apie is, literally, an invitation to walk.

*Urbe Apie es una organización de base comunitaria creada en 2015 con la intención de gestar proyectos culturales y sociales para el desarrollo económico de la comunidad mediante el rescate de espacios abandonados o en desuso y a través de las artes.*

*Urbe Apie es, literalmente, una invitación a caminar.*
Hurricane María
El huracán María

September 2017
Septiembre 2017

More than 4,000 deaths
Más de 4,000 muertes

People left without homes, food, electricity, potable water, telecommunication, medication, vital services, transportation
Gente sin techo, comida, electricidad, agua potable, telecomunicaciones, medicina, servicios vitales, transportación

Affected mental health: solitude, PTSD, depression, suicide
Salud mental afectada: soledad, TEPT, depresión, suicidio

Where are we located?
¿Dónde estamos ubicadas?
Before María
Antes de María
Before María
Antes de María
Before María
Antes de María
After María
Después de María
After María

Después de María
ProtestArt Now
ProtestArte Ahora
¡GRACIAS!

There is SO much more... Look us up!

Website: www.urbeapie.com
Facebook: urbe apie
Instagram: urbeapie