

pARTicipate

Increasing the value of public art to Pittsburgh communities

PROBLEM 1

Some citizens feel the public art in their community does not reflect their identity.

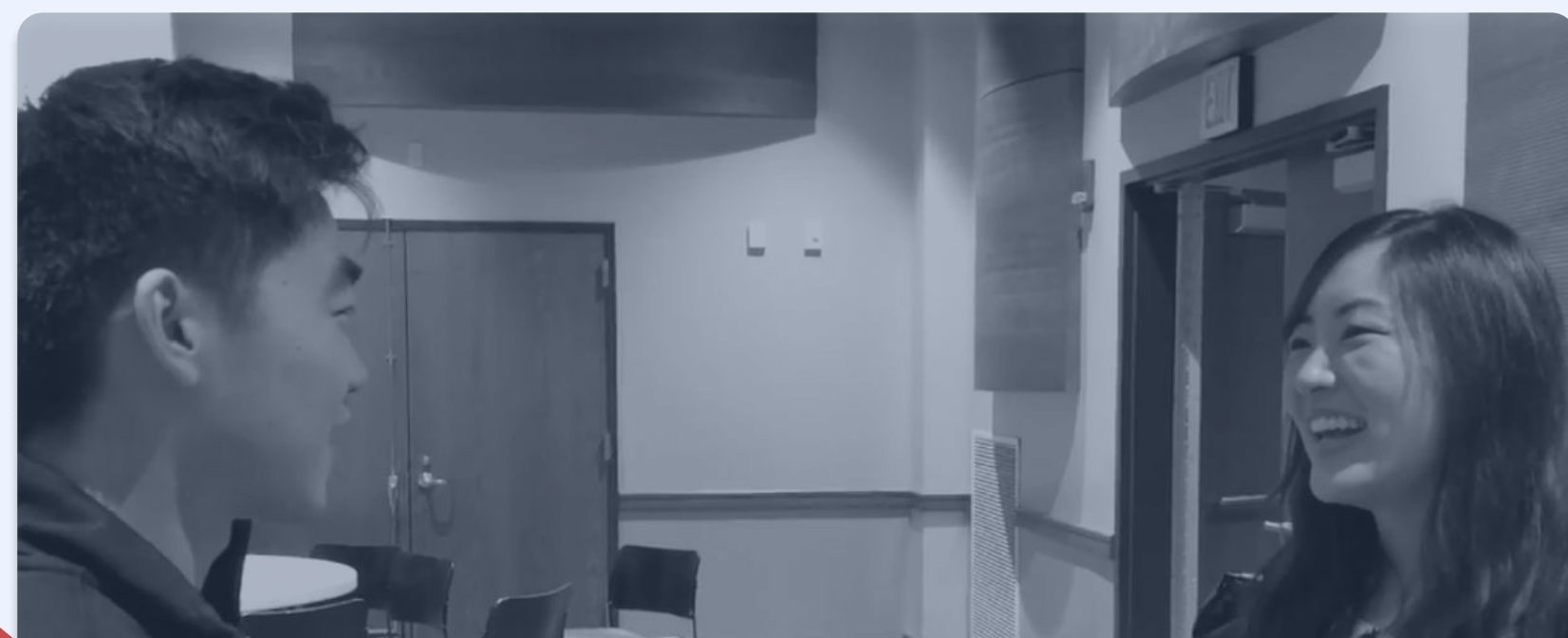
PROBLEM 2

Public art frequently lacks the attributes that citizens connect with: the intent of the piece, the history of its location, themes of personal relevance, and dialogue around the piece.

PROBLEM 3

The creation process of public art may not take community values into account.

METHODS



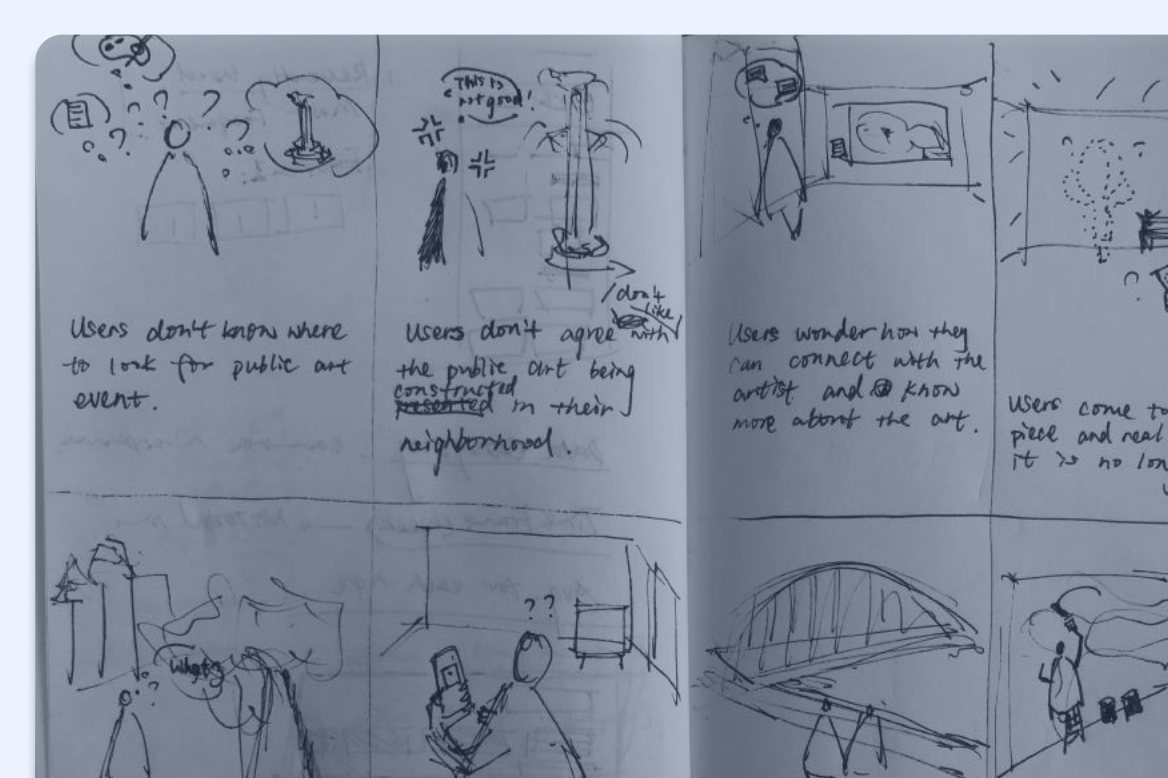
CONTEXTUAL INQUIRY & INTERCEPT INTERVIEWS

"Artists are messengers. Everyone has a voice, but not everyone has an audience"

"I would take my friend to the cultural district to learn about the history of the city through art"



COMPETITIVE THINK ALOUD



STORYBOARDING & SPEED DATING

"I've never thought about it, but I would definitely vote on art in my community if given the chance!"

"[After performing this activity] my community felt bigger"



EXPERIENCE PROTOTYPING

"We have a lot of murals - I wanted to pick something we don't have that would be used by a lot of people"

INSIGHTS

Public art downtown does not engage viewers because it is not relevant to them.

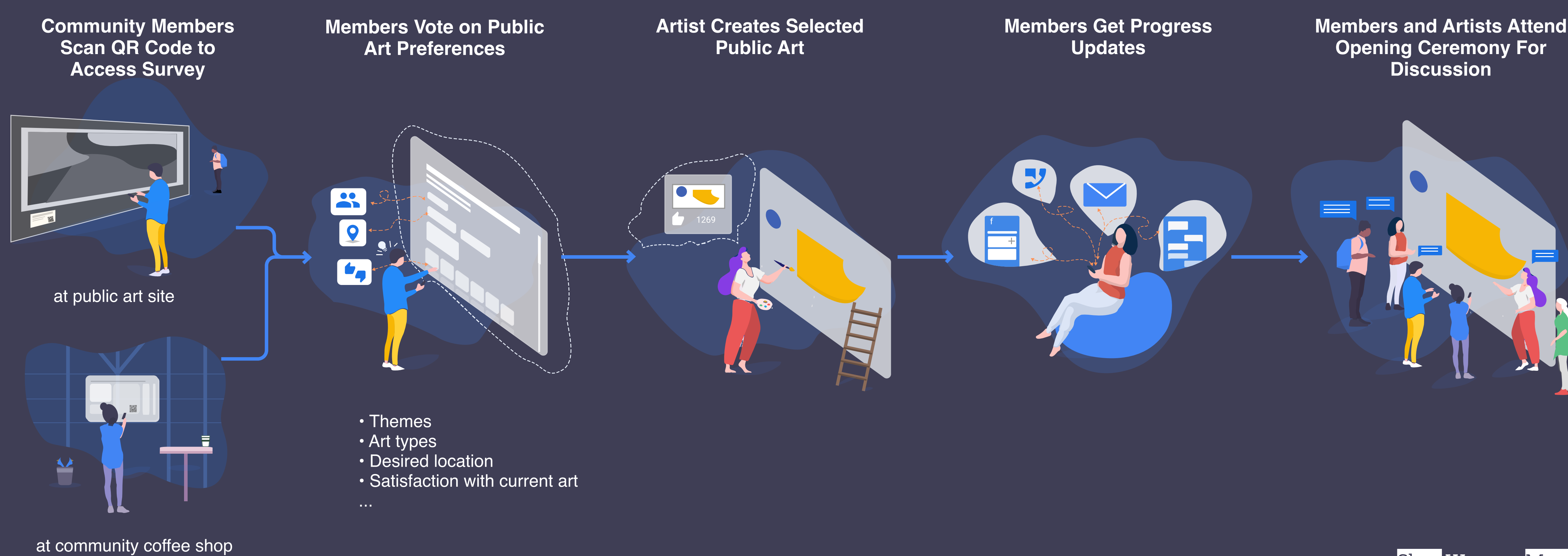
Users value public art when they know its context: the background of the art or artist, or the history of its neighborhood.

Minor involvement in the art creation process early on might enhance, and continue to create, community connections.

When selecting types of art, participants thought about the needs of their entire community.

SOLUTION

Solicit community needs, values, and involvement in art co-creation process



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What are your top 5 public art themes?

please drag and drop your selections, ranking them from 1-5 in the boxes below.

globalism	sustainability	local figures	local history	peace
sports	diversity	connectivity	education	resilience
evolution	music	immigrants	future hopes	mutual support
immigrants	+	+	+	+
1	2	3	4	5

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