

# PUBLIC FESTIVALS PUBLIC SPECTACLE

how festivals impact civic life and economic development

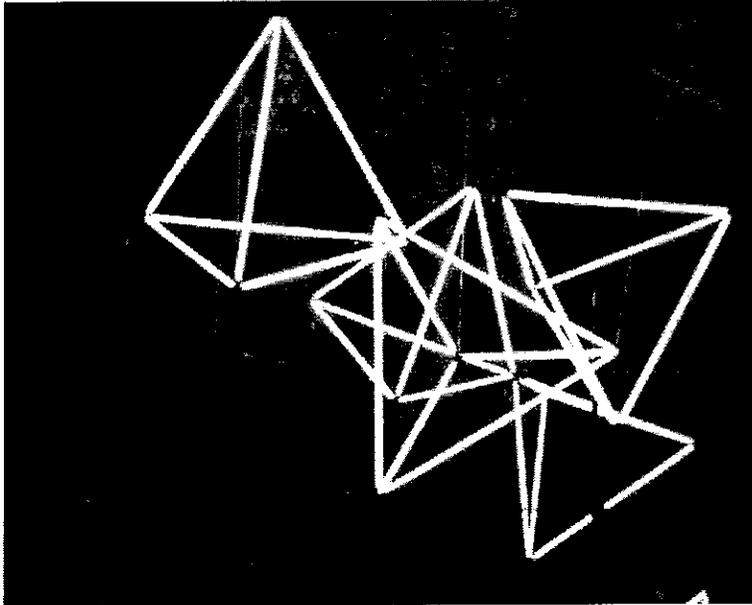
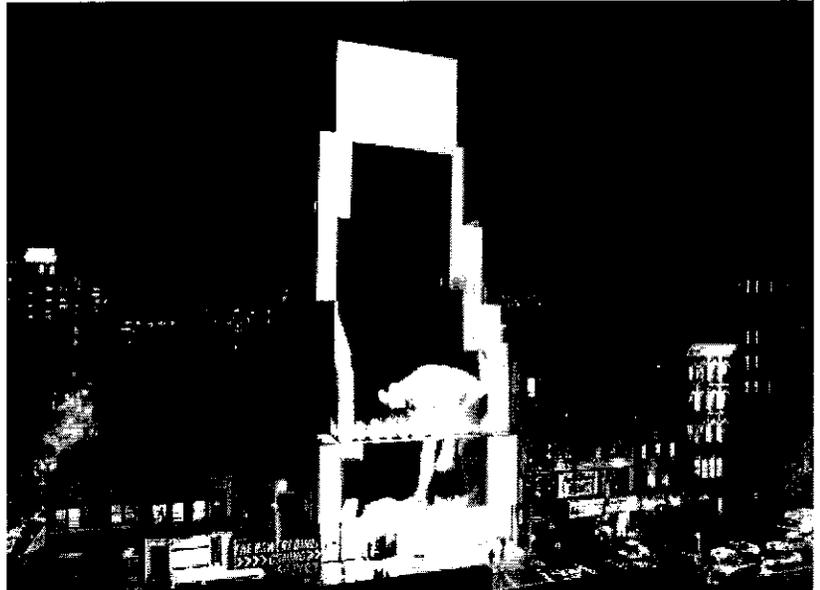


*ranna muessig, m.i.t department of urban studies and planning*

*my background*

# NUIT BLANCHE NEW YORK

Aligned with international Nuit Blanche network. 4 major events each with 75 artist projects. Create immersive, intimate urban environment.



my background

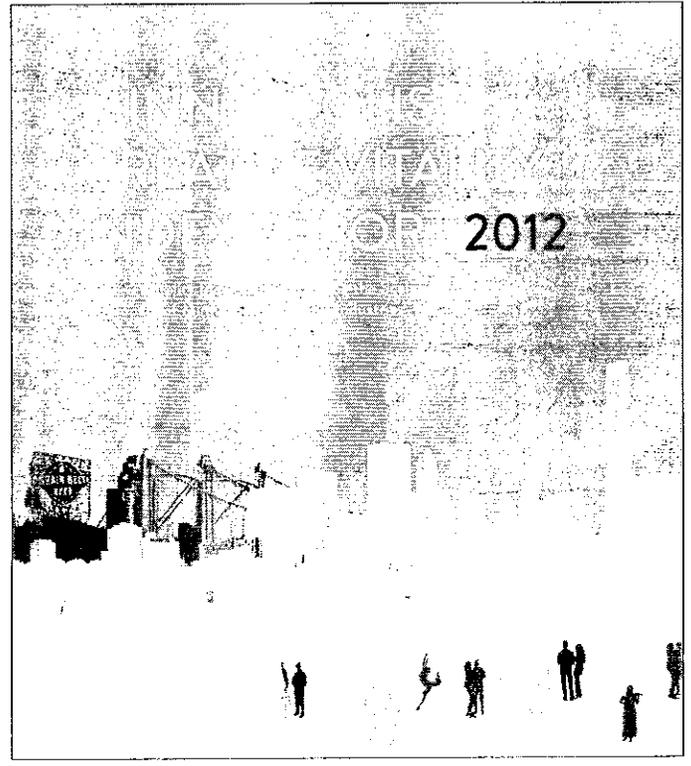
# PREVIOUS RESEARCH

## How Art Spaces Matter II

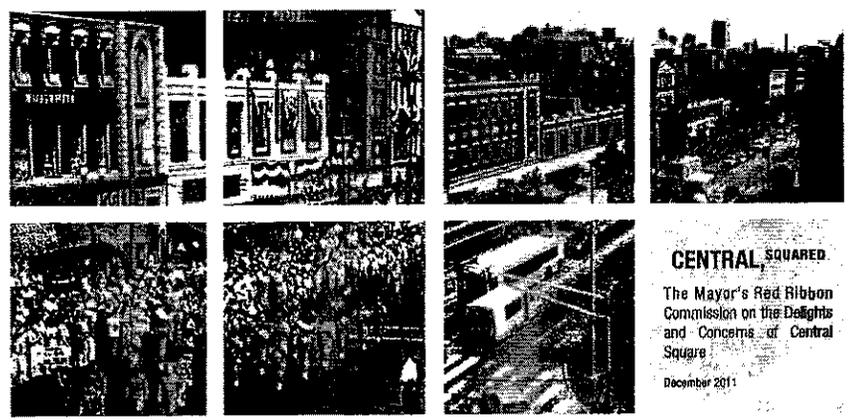


July 2011  
The Riverside, Tashiro Kaplan and Insights from  
Five Artspace Case Studies and Four Cities

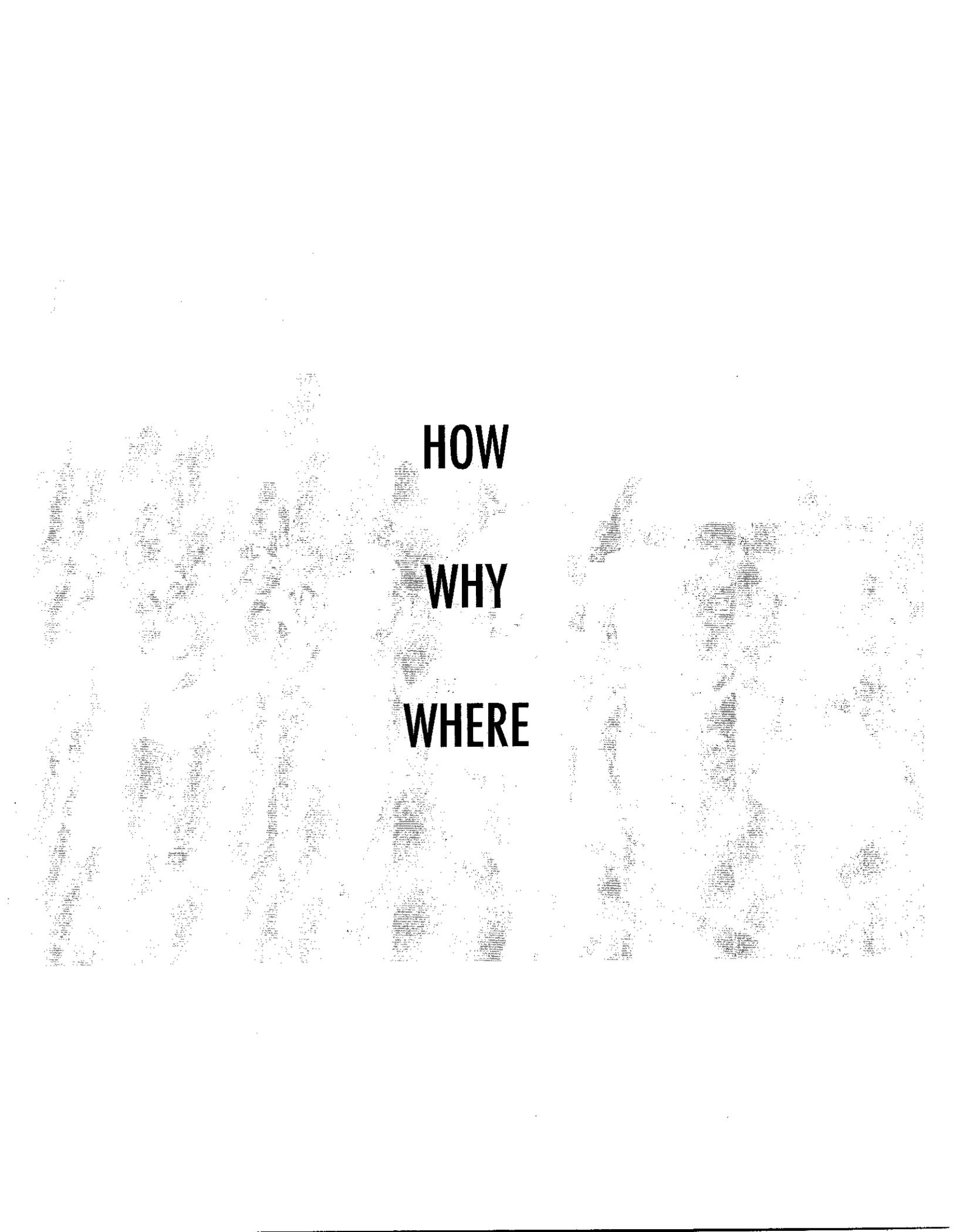
metris  
arts  
consult



2012



**CENTRAL SQUARED**  
The Mayor's Red Ribbon  
Commission on the Delights  
and Concerns of Central  
Square  
December 2011



**HOW**

**WHY**

**WHERE**

HOW

artists...governments...cultural institutions



**WHY**



To capture vibrancy and local culture, to feel a sense of  
community in civic spaces

cultural...economic...placemaking



# DEFINING CULTURAL IMPACT

new audiences



## Live from Your Neighborhood

*A National Study of Outdoor Arts Festivals*

National Endowment for the Arts  
Research Report #51

VOLUME ONE: SUMMARY REPORT

new experiences

Explore a constellation of urban arts and discover the city in a new light.



[northernspark.org](http://northernspark.org)

# DEFINING ECONOMIC IMPACT



2012 SOUTH BY SOUTHWEST  
CITY OF AUSTIN ECONOMIC IMPACT ANALYSIS

MUSIC – FILM – INTERACTIVE – EDU – ECO

jobs  
concessions  
catering  
parking  
retail spending  
tax revenue  
hotels  
restaurants  
bars  
advertising

MEDIA CONTACTS

Greyhill Advisors 

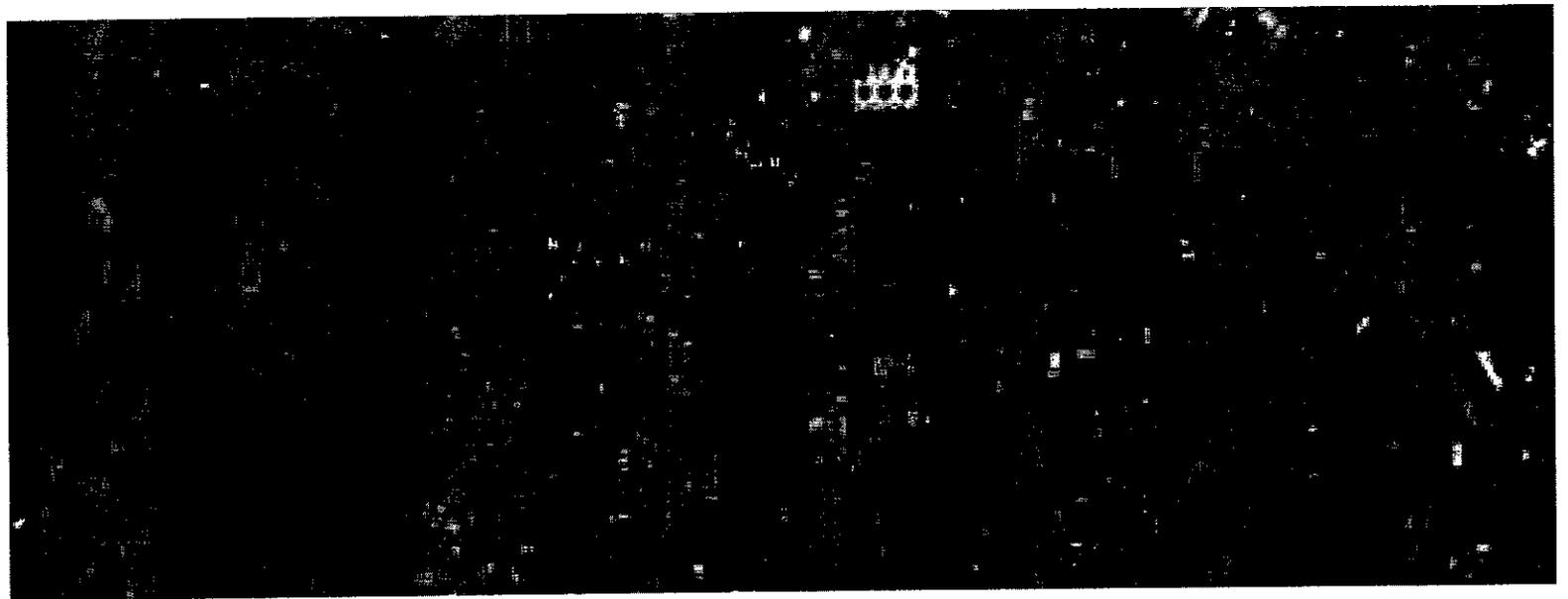
Greyhill Advisors  
Ben Loftsgaarden, *Partner*  
Direct: 512.786.6100  
ben@greyhill.com



SXSW  
Elizabeth Derczo, *Media Coordinator*  
512.467.7979  
elizabeth@sxsw.com

# WHERE

Case studies: New York...Providence...Austin...Minneapolis



# RIVER TO RIVER

**where:** lower manhattan

**how:** alliance for downtown

new york, port authority

**why:** to revitalize lower  
manhattan after 9/11



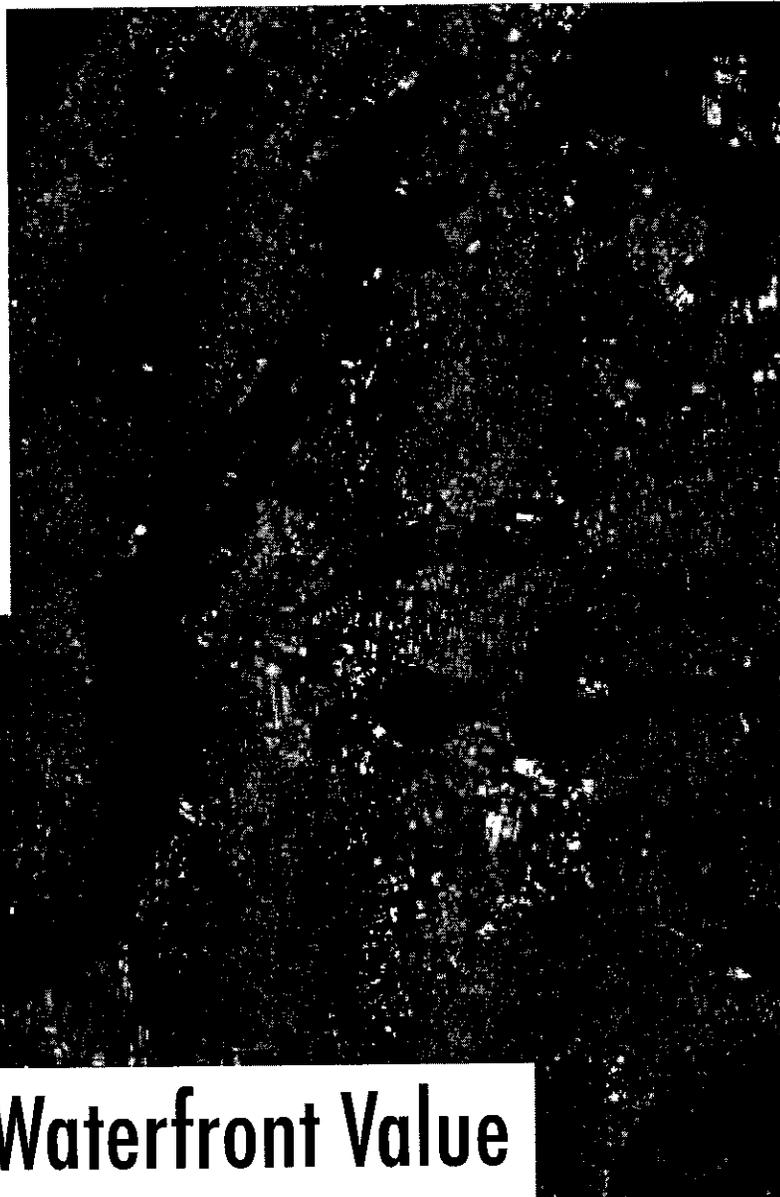
# RIVER TO RIVER

**scale:** 25 venues

**theme:** music, dance, theater

**audience:** 100,000 annually

**economic:** unknown



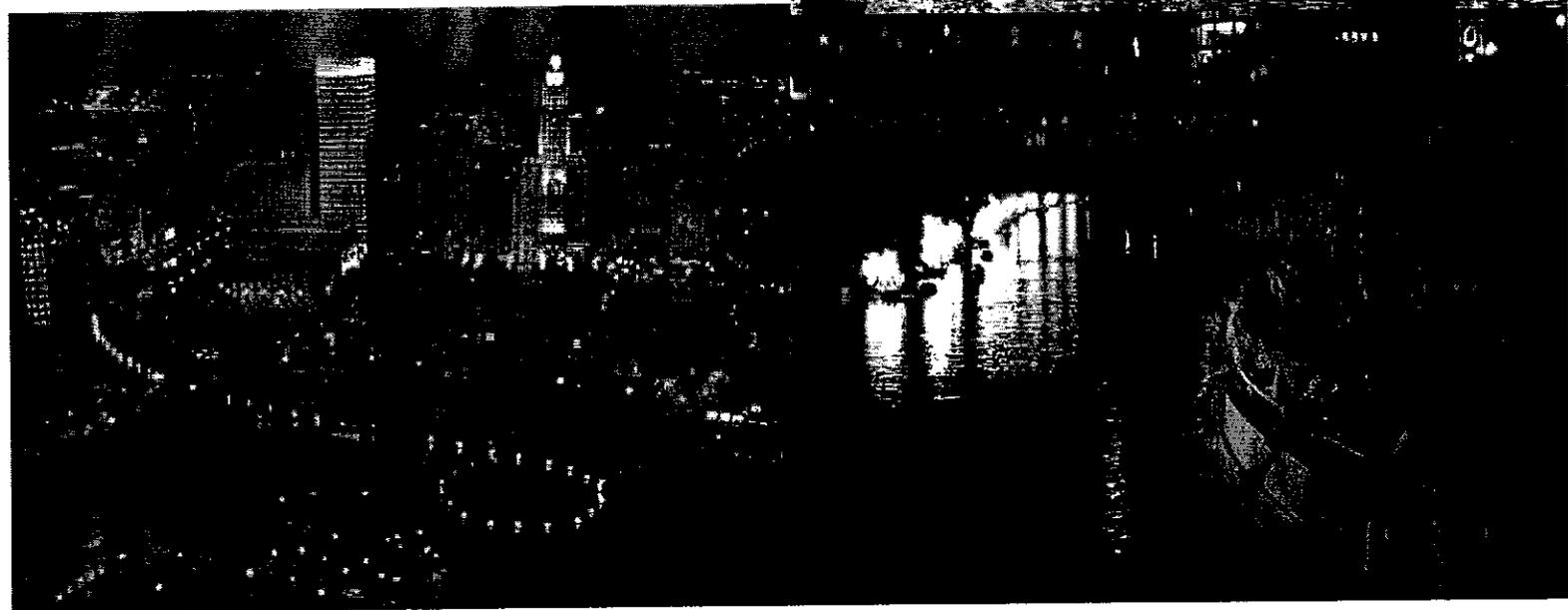
**Lessons: City-initiated, Waterfront Value**

# WATERFIRE

**where:** downtown providence

**how:** artist-driven, city supported

**why:** to celebrate the river and the city's regeneration



# WATERFIRE

**scale:** over 1/2 mile of river

**theme:** music, public

spectacle

**audience:** 350,000 annually

(avg 40,000 per night)

**economic:** \$40 million



**Lessons: Civic Spectacle**

# SOUTH BY SOUTHWEST

**where:** Austin, TX

**how:** artist-driven, city supported, since 1987

**why:** to celebrate local music scene



# SOUTH BY SOUTHWEST

**scale:** over 100 venues, 16,000 performers, conference center

**theme:** entrepreneur culture, music

**audience:** 20,000 registrants, 65,000 participants

**economic:** \$190 million impact in Austin, venues and bars report 45% increase in sales



**Lessons: Conference-Turned-Event**

# NORTHERN SPARK

**where:** Minneapolis, MN

**how:** artist-driven, city supported, institution supported

**why:** to celebrate the river, local culture



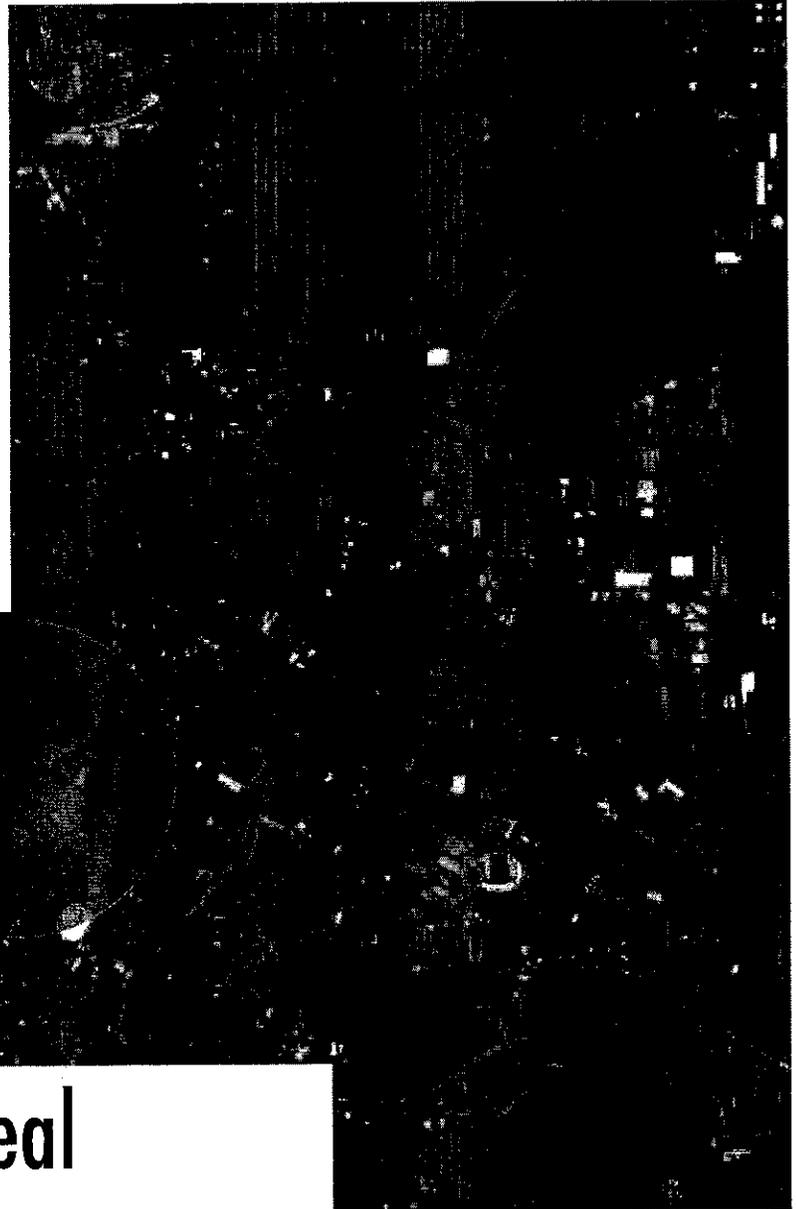
# NORTHERN SPARK

**scale:** 118 artists, 28 venues

**theme:** visual and performance art

**audience:** 40,000

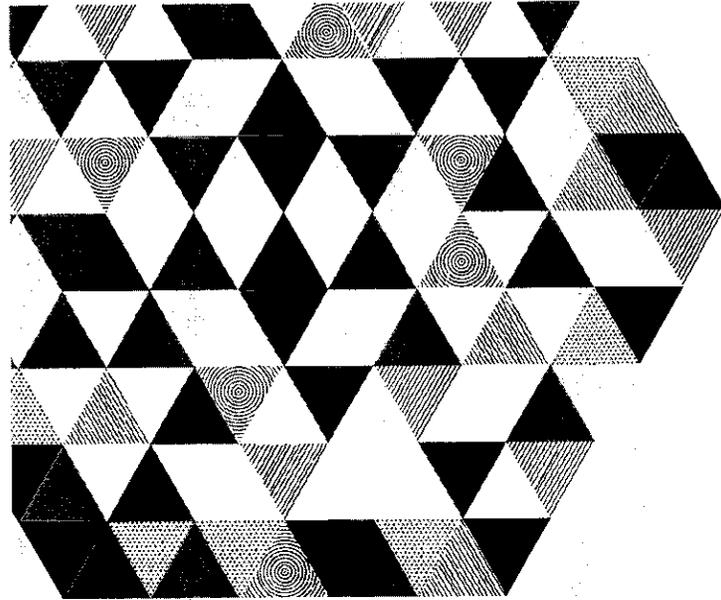
**economic:** unknown



**Lessons: City-Wide Appeal**

# CREATIVE PLACEMAKING

“In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.”



## Creative PLACEMAKING

Ann Markusen *Markusen Economic Research Services*  
Anne Gadwa *Metris Arts Consulting*

### EXECUTIVE SUMMARY

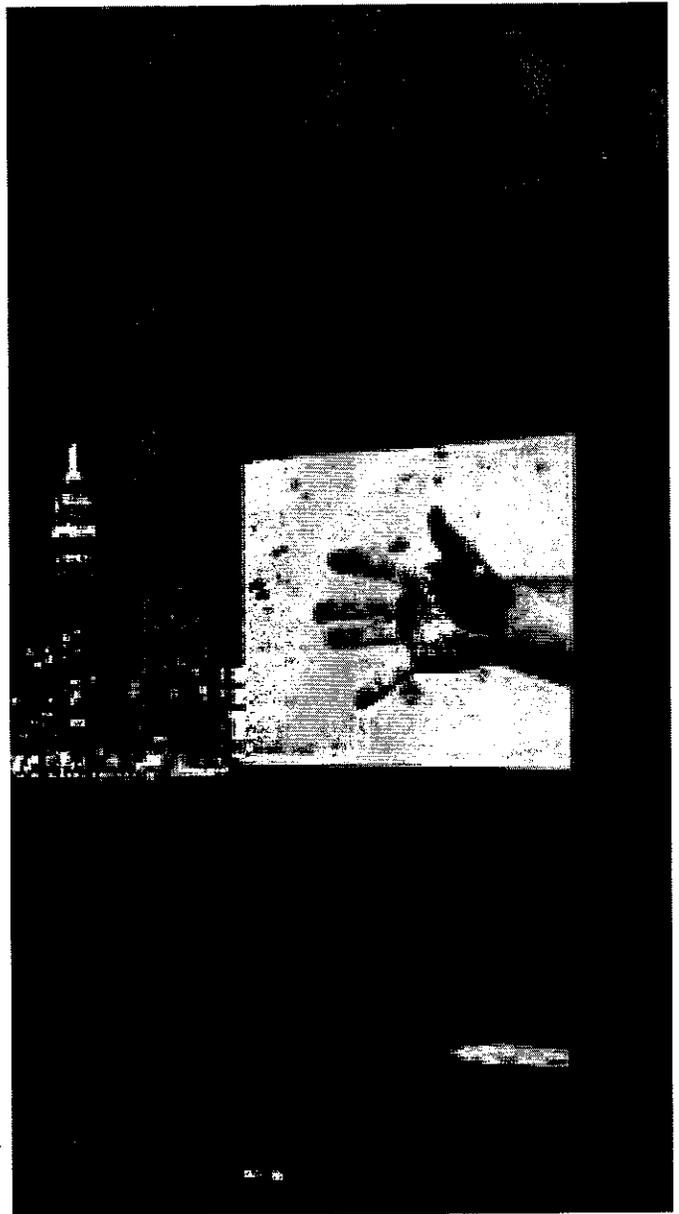


A White Paper for The Mayors' Institute on City Design, a leadership initiative of the National Endowment for the Arts in partnership with the United States Conference of Mayors and American Architectural Foundation.

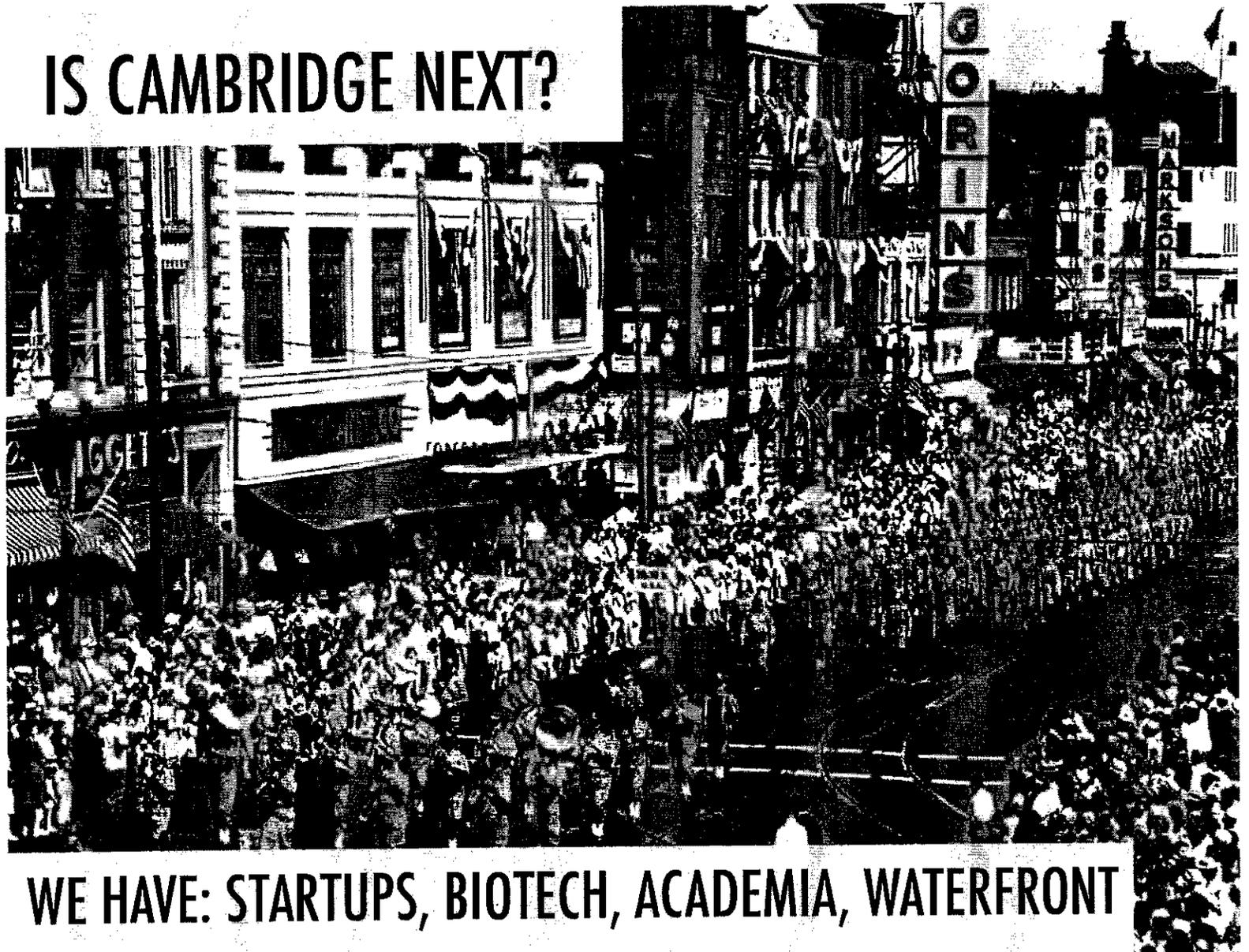
# DEFINING FEATURES OF A SUCCESSFUL MAJOR FESTIVAL

strong theme  
new way of seeing city  
out-of-doors  
local culture  
food and drink  
music and performance  
waterfronts  
mainstreets

**challenges:** *funding, permits, neighbors*



**IS CAMBRIDGE NEXT?**



**WE HAVE: STARTUPS, BIOTECH, ACADEMIA, WATERFRONT**



**THANK YOU**

anna muessig  
amuessig@mit.edu