



**URBAN ART AS A FORM OF URBAN ECOLOGY IN THE  
WEST WARD OF EASTON**

**FALL 2011 LAFAYETTE COLLEGE  
TECHNOLOGY CLINIC FINAL REPORT**

# EXECUTIVE SUMMARY

*Urban Art as a form of Urban Ecology in the West Ward* is part of an ongoing and continuous process to revitalize the West Ward of Easton, PA. Through the Wells Fargo Regional Foundation and the CACLV, the Technology Clinic is working to make the West Ward a safer, healthier, and happier place. This project hopes to encourage a greater sense of pride within the community and increase participation among West Ward Citizens.

## Identification of Objectives:

In trying to make the West Ward “the greenest little neighborhood in Pennsylvania,” it has become clear there was a need to focus on a specific aspect of the West Ward that would influence as many people as possible. Our main approach to this project will be to sponsor and run urban arts projects in the West Ward and to engage the local community to physically create the pieces of art to build a sense of ownership between the residents and the community..

## Theories of Development

1. **Urban ecology** is a subfield of ecology that focuses upon the interactions of organisms in urban settings, specifically those of the community at large, and nature.
2. **Urban art as a form of urban ecology** focuses specifically on members of a community coming together to transform their public spaces into vital places that are both aesthetically pleasing and create a sense of community pride.

**Objectives:** The following are the main objectives this project is intended to accomplish:

1. Increase a sense of community between residents of the West Ward
2. Provide additional opportunities for residents to experience art and how it impacts their community
3. Be economically sustainable and have a positive economic impact in the West Ward
4. Increase resident investment in their neighborhoods
5. Work with already existing art opportunities and make them more accessible to the residents in the West Ward

**Results:** The flower installation, located next to the 8th street staircase on Northampton Street, was an excellent place to recreate a seasonal design (a pumpkin for the fall), which gathered a lot of community attention and was very well received by residents in the West Ward and the City of Easton as a whole. The mural festival, in the EACC gymnasium, brought local student organizations together through the creation of Easton-themed tyvek murals. Finally, the chalk festival, located directly in front of the WWNP, further connected local groups as well as utilized the local urban sidewalk for the purpose of art.

**Recommendations:** The three projects, varying in success, offered different artistic opportunities for the children of Easton. Therefore, the Technology Clinic recommends that the flower installation should become a three season patterned flower design near the 8th street stairs. Additionally, the mural and chalk festivals have the capability to positively affect the community but resources would be needed in order to assure that they are recreated in the future.



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## WHAT IS THE TECHNOLOGY CLINIC?

The Technology Clinic is a program that engages small groups of students, nominated by professors and assembled with two faculty facilitators of Lafayette College. Each Technology Clinic team tackles projects that span two semesters, which can vary from sustainability, to improving traffic patterns and riverside landscapes for local governments and corporate sponsors. The make-up of each team is deliberately interdisciplinary, with members selected from the four divisions of the college: sciences, social sciences, engineering and humanities. Since Tech Clinic's founding in 1986, the course has offered its participants rewarding experiences through projects that emphasize problem-solving and consulting skills.



## PARTICIPANTS

**Anne Bond** (Class of 2013) is a junior from Radnor, Pennsylvania. A double major in Anthropology/Sociology and Geology, she hopes to one day pursue a career in Archaeology. Outside of work, Anne sings in concert choir, is a member of the student run theatre group the Marquis Players, is the Assistant New Member Educator/Music Chair of Delta Delta Delta, and works as a camp counselor during the summer.

**Andrew Chun** (Class of 2012) is a Senior from Monroe, New York, pursuing a Bachelor of Arts in Government and Law with a minor in Environmental Science. Andrew is pursuing an honors thesis in the Government and Law department studying government implementation in respect to water quality in the Raritan River Basin. Outside of the classroom, Andrew is a Head Resident, President and Captain of the Lafayette Mock Trial team, and volunteers his time to the Art for the Young at Heart program out of the Landis Center. After graduation, Andrew aspires to attend law school to pursue a career in Environmental Law.

## PARTICIPANTS

**Sam Griffith** (Class of 2013) is a junior from Ocean City, New Jersey, where she can't get enough of the beach. She is a double major English and History, with a minor in Asian Studies. She is a Marquis Scholar and an EXCEL Scholar in the English and History Departments. She is also a member of the Lafayette Mock Trial Team, is the Press Representative for LEAP (Lafayette Environmental Awareness and Protection), is a Writing Associate with the College Writing Program, and recently performed in the college's production of *The Laramie Project*. Sam hopes to graduate from law school, become a lawyer, and write novels.

**Hamish MacPhail** (Class of 2013) is a junior from Bedford, Massachusetts pursuing a B.A. in Government/Law. Recently, he was admitted to the University of Edinburgh Parliamentary Internship program for the spring of 2012. He is a resident adviser, club baseball player, a cappella singer and active member of the Phi Kappa Psi fraternity. Hamish plans on attending law school after he graduates from Lafayette.

## ADVISORS

**Dan Bauer** is a Professor Emeritus of Anthropology at Lafayette College and Associate Directory/Founder of the Technology Clinic program. His interests have ranged from engineering and technology to journalism and photography. Throughout his career as an anthropologist, he has done research in Peru, Mexico, and Ethiopia.

**Lawrence Malinconico** is a professor of Geology at Lafayette College and Director of the Technology Clinic program. He specializes in natural disaster tectonics and applied geophysics. He has worked and studied in 20 different countries including Pakistan, Italy, and Ecuador. He is a 20-year resident of Easton and currently lives on College Hill.



# WHAT IS URBAN ECOLOGY?

Urban Ecology is a subfield of ecology which deals with the interactions of organisms in urban settings. Urban ecologists study wildlife and the use of natural space in an attempt to understand both the extent of those resources and the ways in which they are affected by pollution, over-development, and other pressures. Studies that yield a better understanding of urban ecosystems will inevitably aid in the design of a healthy, green, more biodiverse and efficiently managed community.

(<http://www.urbaneco.org/sc/scoverview.asp>).



## PAST URBAN ECOLOGY PROJECTS

As part of an ongoing effort to improve and revitalize the West Ward of the City of Easton, Lafayette College, the Wells Fargo Regional Foundation, and citizens of the City of Easton have been working together in a series of Technology Clinic projects.

The three most recent efforts included:

1. Urban ecology of the West Ward
2. Water in the West Ward
3. Strengthening community connections using green investment in the West Ward



## OVERARCHING GOALS OF PREVIOUS PROJECTS

These projects focus on the continuing themes that we feel are important to help residents of the West Ward neighborhood feel more invested in their community by:

1. Creating a greener and more beautiful Easton
2. Reducing health and safety concerns
3. Getting citizens motivated, united, and involved in making positive changes in their community



# OUR PROJECT





## OUR PROJECT

Our project, *Urban Art as a Form of Urban Ecology in the West Ward*, is aimed towards using art as a form of urban ecology. The Technology Clinic believes art can be an excellent means to promote urban ecology and help foster a greater sense of community. Examples of urban art in other urban environments include:

1. Murals (Philadelphia Mural Project)
2. Chalk festivals (Sarasota Chalk Festival)
3. Revitalization of post-industrial neighborhoods (MASS MoCA)



## OUR PROJECT

By engaging the community in art projects, we:

1. Improved the aesthetic value of the West Ward
2. Created bonds between residents and neighborhoods
3. Developed a sense of community ownership
4. Increased community pride

We accomplished this by partnering with:

1. The Easton Area Community Center
2. Boys and Girls Club
3. Neighbors and neighborhoods



# URBAN ART- MURALS

**“When we create art with each other and for each other, the force of life can triumph.”**

**-City of Philadelphia Mural Arts Program**





## URBAN ART- MURALS

The Philadelphia Mural Project provides local artists with a unique opportunity to create meaningful and beautiful public displays. The project hopes to use the art of storytelling to create change. Murals replace old walls with colorful and detailed works of art. One of the main goals of the mural project is to use sweat equity to encourage a sense of community involvement. Additionally, there may be potential for economic benefits (<http://muralarts.org>)

# URBAN ART- CHALK FESTIVALS

The 2010 Sarasota Chalk Festival is the first international street painting festival in the United States of America. The festival is produced by Avenida de Colores Inc. It allows students to experience the visual and performing arts and enriches the community with cultural events. During the event, more than 250 renowned local artists and international artists createe spectacular chalk murals on concrete areas.



More than 80,000 people attended the 7-day event, and several documentaries were created about the festival. The festival brought in revenue to the community and even had opportunities for the local community to get involved through volunteering and through creating art themselves through the “Little Chalk’ers” (for the young and young at heart) to create their own masterpieces at the festival. (<http://www.chalkfestival.com>)



## URBAN ART- POST-INDUSTRIAL REVITALIZATION

Massachusetts Museum of Contemporary Art (MASS MoCA) is a visual and performing arts center in North Adams, Massachusetts. The project was created to use various forms of art to create economic opportunity in Western Massachusetts. Established in an old factory building, MASS MoCA draws over 102,000 visitors a year. Considered the zenith of economically beneficial art centers, MASS MoCA is commonly used as a template for other projects nationwide. The site, which sits on 13 acres of land, is the largest center for contemporary art in the United States (<http://www.massmoca.org>)



**Wells Fargo**  
Regional Foundation

## OUR PARTNERS

**chansonnette**  
**fringe**  
16 saturdays  
may 7 - august 20  
west ward • easton **fest**

**Experience the Art**  
**Hear the Sounds**  
**Taste the Flavors**



**BOYS & GIRLS CLUB**  
**OF EASTON**



**NATIONAL**  
**ENDOWMENT**  
**FOR THE ARTS**



Community Action Committee  
of the Lehigh Valley, Inc.

A great nation  
deserves great art.

# COMMUNITY ACTION COMMITTEE OF THE LEHIGH VALLEY

The mission of the CACLV is to “improve the quality of life by building a community in which all people have access to economic opportunity, the ability to pursue that opportunity, and have a voice in the decisions that affect their lives.” The CACLV offers many programs that aid families, individuals, and communities in a variety of ways including the West Ward Neighborhood Partnership (<http://portal.caclv.org/pages/about-us.php>).



Community Action Committee  
of the Lehigh Valley, Inc.



# WEST WARD NEIGHBORHOOD PARTNERSHIP

The Technology Clinic worked closely with the WWNP, a division of the CACLV, under the Wells Fargo Regional Foundation grant.

We worked in cooperation with Esther Guzman, Dennis Lieb, and Sophia Feller at the WWNP to:

1. Recognize citizens' needs
2. Provide access to local residents
3. Act as a liaison with other community organizations



# WELLS FARGO REGIONAL FOUNDATION

The Wells Fargo Regional Foundation (WFRF) aims to improve the quality of life for children and families living in low-income neighborhoods in New Jersey, Delaware, and eastern Pennsylvania. The WFRF concentrates its resources on the creation and implementation of resident-driven neighborhood plans and awards Neighborhood Planning grants and Neighborhood Implementation grants to support long-term, resident-driven neighborhood revitalization (<https://www.wellsfargo.com/about/regional-foundation/index>).



The WFRF (formerly the Wachovia Regional Foundation) is a primary source of funding for the Technology Clinic's projects that have focused on the West Ward over the past several years. They have also helped fund specific efforts by the WWNP and CACLV to develop neighborhood revitalization projects.



# EASTON AREA COMMUNITY CENTER

Located in the West Ward, the EACC is a non-profit social services center that provides after school care, summer day camp, and fitness programs.



The EACC has served the West Ward for over 50 years. The purpose of the organization is:

1. To give children a safe after school place to do homework, participate in activities, and gain important life skills
2. Help keep children off the streets and offer an alternative to gangs and criminal activity
3. Provide positive role models and programs to help at-risk youth learn and succeed
4. Help further educate the youth of today and aid in the social, physical and mental development of these individuals

# BOYS AND GIRLS CLUB OF EASTON

The Boys and Girls Club of Easton's vision is to enable all young people and their families to reach their full potential as productive, caring, and responsible citizens.

By teaming quality leadership with people and programming, they seek to provide an affordable, accessible, fun, youth-driven club that helps members constructively channel their lives through academic, cultural, athletic, health, arts enrichment, and spiritual programs resulting in educated, skilled, and moral citizens and community leaders.



**BOYS & GIRLS CLUB  
OF EASTON**



## THE LANDIS CENTER- LAFAYETTE COLLEGE



The mission of the Landis Center is to strive to “cultivate personal, civic, and intellectual growth for students through meaningful and effective service experiences and foster college-community partnerships that contribute to the well-being of the community, both locally and globally.” The Landis Center is a valuable resource for community involvement (<http://landiscenter.lafayette.edu>).

# CLASSES/ORGANIZATIONS- LAFAYETTE COLLEGE

- First Year Seminar- “Taking It to the Streets”
  - Bonnie Winfield’s class was divided between the 3 projects in the fall semester to assist in program implementation
- Art 109- Drawing I
  - Nestor Gil’s class designed a mural for mural festival
- LAVA
  - Lafayette Association of Visual Artists
  - Provided artists to design a mural for mural festivals





# THE NATIONAL ENDOWMENT FOR THE ARTS



NATIONAL  
ENDOWMENT  
FOR THE ARTS

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A great nation  
deserves great art.

The NEA is an independent agency, funded by the federal government, that awards financial support to “artistic excellence, creativity, and innovation for the benefit of individuals and communities.”

Specifically, the NEA provides grants and funding for large and small art projects nationwide. To date, the NEA has provided over \$4 billion dollars since its creation in 1965 (<http://www.nea.gov/about/index.html>).

# ART OF THE URBAN ENVIRONMENTS FESTIVAL

Last year, Easton, Pennsylvania received a \$200,000 grant from the National Endowment for the Arts through the Mayors' Institute on City Design 25<sup>th</sup> Anniversary Initiative (MICD25) to create an urban arts festival. In partnership with various organizations in the City of Easton and the greater Lehigh Valley, with further financial help from Lafayette College, the City of Easton is planning the Arts of the Urban Environment Festival. The festival will showcase ten sites, created by accredited artists from around the country, throughout the city. These installations will serve as new public venues for performances and other arts activities. The festival will run from May 7<sup>th</sup>, 2011 until October 10<sup>th</sup>, 2011 (Columbus Day). The festival hopes to revitalize local businesses with revenue from tourism, as well as liven the post-industrial streets of Easton (<http://www.nea.gov/national/micd25/index.html>).



# CHANSONNETTE



*Chansonnette will be coordinating the Fringe Festival, which will be run in parallel with the Arts of the Urban Environment Festival from May 7<sup>th</sup> until August 20<sup>th</sup>, 2011.*

Chansonnette Theatre, Inc., was established in September 1948 with the merger of the Express Glee Club and The Easton Players Guild. The driving force behind the unification of these two performing groups was to establish a community theater to promote the performing arts and bring bigger and better musicals to the Easton area, which it has done for many years

The purpose of Chansonnette continues to be fourfold:

1. Produce a variety of theatrical productions of merit
2. Foster musical and dramatic arts
3. Provide an outlet for local talent
4. Encourage young people in the arts

## PROJECT OBJECTIVES

1. Increase a sense of community between residents of the West Ward
2. Provide additional opportunities for residents to experience art and how it impacts their community
3. Be economically sustainable and have a positive economic impact in the West Ward
4. Increase resident investment in their neighborhoods
5. Work with already existing art opportunities and make them more accessible to the residents in the West Ward





**BENEFITS**





# SWEAT EQUITY



Sweat equity is the idea that citizens will take a vested interest in their community if they contribute their own time and labor into a project. Therefore, citizens would be less likely to destroy or deface projects they or their fellow citizens worked hard to create. Residents of the West Ward will take more pride in urban art if they have been involved with creating or improving it.

By encouraging resident involvement in Technology Clinic projects, we hope to foster a sense of community pride and identity.



## COMMUNITY PRIDE AND IDENTITY

The West Ward is comprised of numerous ethnicities, which has led to divisions within the community. The community lacks cohesiveness, preventing residents from interacting with their neighbors. Through our projects, we hope to facilitate the creation of a unified identity within the West Ward. Urban art can serve as an intermediary force with the ability to bring the community together through a sense of collective accomplishment.



## ECONOMIC IMPACT

Urban art has been demonstrated to have pronounced economic benefits for the community and local businesses. Urban art projects provide incentives for communities to work together, which will better neighborhood aesthetics and, in turn, raise property values. This will attract more businesses to the area, increase economic activity, and encourage more people to come to the area to live, work, and socialize.

In all of our projects the Technology Clinic attempts to purchase all of our supplies from local businesses, in our effort to be economically sustainable. This shows support for local businesses and provides employment opportunities for the community. This also gives the local business additional opportunities to showcase and promote their business and their support for the community as a whole.



# MID-PROJECT SUMMARY



# GOALS

- In the first half of our project, we sought to:
  1. Identify opportunities for urban art to be implemented or build off of existing program
  2. Bridge the gap between the community and already existing programs to incorporate urban art into both through proposing feasible community urban art projects
  3. Implement one art project (Flower Installation)





# IDENTIFY OPPORTUNITIES

1. Art of the Urban  
Environments Festival



2. Fringe Festival



3. Easton Area Community  
Center



4. Boys and Girls Club



**BOYS & GIRLS CLUB  
OF EASTON**

# PROPOSED COMMUNITY PROJECTS

- Flower Installation
- Chalk Festival
- Block Party
- Mural Wall





# IMPLEMENTING THE FLOWER INSTALLATION

- In order to bridge the gap between the Art of the Urban Environments Festival and the West Ward, we proposed to install a flower display to increase awareness of the festival, as well as get the public to physically participate in creating the display
- Design was of the Shad Flower, the main logo of the AUEF





# IMPLEMENTING THE FLOWER INSTALLATION



## ○ Participation

- Brought together children from the EACC with members of the WWNP, neighbors, Lafayette Students, the City of Easton, and local businesses together to complete the installation
- Mayor Panto, Department of Public Works
- Cheapskate Clothing, Easton Baking Company, Edge of the Woods Nursery, Palmer Nursery, Worm Composting Company
- Art of the Urban Environments Festival



# DAY OF INSTALLATION





# DAY OF INSTALLATION





# OVERALL BENEFITS FROM INSTALLATION





## BENEFITS

- **Sweat Equity**
  - T-shirts designed by kids from EACC
  - Kids and neighbors physically put installation together
- **Community Pride**
  - Sense of ownership and protectiveness developed over installation
  - Kids would say “We did that!” (Bonnie Buncher)
- **Economic Impact**
  - Supported local businesses
  - Provided opportunity for Cheapskate Clothing to teach aspects of entrepreneurship
- **Environmental Impact**
  - Native plants and compost!



## GOALS FOR 2<sup>ND</sup> HALF OF PROJECT

- Since the flower installation in the spring was so successful, we sought to facilitate additional projects, based upon our past project proposals
  - Chalk Festival
  - Mural Festival
  - Second Flower Installation
- Since these projects could potentially be adopted and implemented again, we sought to provide a framework for every aspect of all 3 projects to community leaders.
  - Community leaders can follow steps taken for easy replication, or use as inspiration for future projects



# SUMMER AND 2<sup>ND</sup> SEMESTER PROJECTS





# CHALK FESTIVALS!





## CHALK FESTIVALS- “KIDS IN THE CORNER”

- During Heritage Day this summer, members of the Technology Clinic created an impromptu chalking activity for Eastonians. With the help of the Main Street Initiative and Curt Ehly, the corner of the circle in front of the Crayola Factory was reserved for personalized chalk murals. Over 100 people participated by the day’s end.



## BENEFITS

- The Kids in the Corner festival helped gauge general interest for future chalk festivals
- Created bonds with community organizations
- Helped worked out potential obstacles and issues before the larger fall chalk festival



## CHALK FESTIVALS- HALLOWEEN FESTIVAL

- Background
  - Chalk is one of the simplest and most interactive art forms
  - Children, regardless of their artistic ability or socio-economic status, can pick up a piece of chalk and color on the sidewalk or pavement
  - Chalk allows for children of different artistic abilities to interact with each other by creating their own personal masterpiece
  - Used successful features of “Kids in the Corner” festival such as spontaneity and individualism



## CHALK FESTIVAL: HOW TO

1. Identify interested participants in the community
2. Reserve a specific location by contacting land lord/owner
3. Decide on available day for the festival to take place
4. Ask local businesses for chalk/food donations by explaining the festival's purpose
5. If donations are not possible, purchase chalk/food from local family businesses (if possible) to support the local economy as much as possible
6. Confirm with participants on date, time, location and expected number of participants
7. Ask local student groups or non-profit organizations for volunteers (the more the merrier)
8. Pick up chalk/food donations
9. Meet on the day of the festival and chalk!

# 1. IDENTIFY INTERESTED COMMUNITY PARTICIPANTS

## ○ Student Participants

- EACC
  - Established participant with the Technology Clinic projects
- Boys and Girls Club of Easton
  - Newly found participant
  - Terrifically enthusiastic and helpful
- Members of Bonnie Winfield's First Year Seminar course
  - Community Art based class



## 2. IDENTIFY LOCATION

- Public Property

- Any areas owned by the City of Easton should be reviewed and passed by City Council and the Department of Public Works

- Private Property

- Permission from landlord should be granted with specifics worked out in advance. In some cases insurance may be needed to protect all parties involved

### 3. FIND AVAILABLE DATES

- With the interested participants and location determined, decide on a universally acceptable day as soon as possible
- Be sure to update any groups on date changes
- Remind participants a week in advance to assure attendance



## 4. LOCAL BUSINESS SUPPORT/DONATIONS

- Restate Project's Purpose
  - Urban Ecology
  - Sustainability
- Local Businesses/Organizations
  - Easton Baking Company
  - Crayola Company
  - West Ward Neighborhood Partnership
  - Cheapskate Clothing



## 5. PURCHASE SUPPLIES FROM LOCAL BUSINESSES (IF POSSIBLE)

- Supplies and cost:
  - Chalk and sidewalk provided by the WWNP (Donated)
  - Food Provided by the Easton Area Baking Company (Donated)
  - If the food and chalk were paid for, the overall cost would be around \$75-\$100 (depending on number of participants)





## 6. FINALIZE DATE, TIME AND LOCATION WITH PARTICIPANTS WITH PARTICIPANTS

- Check with the participants and confirm the number of expected attendees
- Prepare the site, if necessary
- Thank the landlord/city formally with an email or letter



## 7. VOLUNTEERS, NON-PROFITS, AND STUDENT GROUP HELP

- Teens in the Community
  - Lafayette Student Coordinator- Ryan O'Sullivan
- Bonnie Winfield's First Year Seminar
  - Locate Lehigh Valley classes (Easton HS, Lafayette College etc.) that relate to the purpose of the project
- West Ward Neighborhood Partnership
- Individuals interested in community involvement
  - Will Rockafellow



# 9. MEET ON THE DAY OF THE FESTIVAL AND CHALK!



## ASSESSMENT

- The festival was successful through its ease and low cost
- The organizations believed that the Halloween theme added to the event and made it more capable of sustainability
- Cold weather impacted attendance
  - Having the festival earlier in the fall may increase participation
- Organizations seemed interested in potential chalk opportunities in the future



# PORTABLE MURALS



## MURAL FESTIVAL

The Mural Festival centered around the creation of multiple murals by different community groups. Artists met with the groups prior to the festival to design the murals. The theme of the Mural Festival was “What Does Easton Mean to You?”





## MURAL FESTIVAL: HOW TO

1. Identify/contact community groups
2. Find available artists for sketching
3. Identify location/date
4. Connect artists with youth community groups
5. Artists create outline for the mural
6. Purchase paint and art supplies
7. Meet for the festival and fill in the mural

# 1. IDENTIFY/CONTACT COMMUNITY GROUPS

- Easton Area Community Center
  - With prior projects, the EACC has been able and willing to participate in community art programs
- Boys and Girls Club of Easton
  - New to the project, the Boys and Girls Club offered more youth resources and were eager to help.
  - Teen Center on Northampton St.
  - New Center in South Side, Easton





## 2. FIND AVAILABLE ARTISTS FOR SKETCHING

- Meghan Miklavic
  - Lafayette College art and psychology major, 2012
- Will Rockafellow
  - Lafayette College art major, 2014
- Ryan O'Sullivan
  - Lafayette College psychology major, 2014; Community volunteer and artist
- Professor Nestor Gil's Art 109 Drawing I Class



### 3. IDENTIFY LOCATION/DATE

- The original location chosen for the Mural Festival was the St. Anthony's Parking Lot.
  - Open space
  - Visible to public
  - Proximity to groups
  - Ease of cleanup
- Due to inclement weather, the Festival was held indoors in the EACC gym.
- October 14, 2011, the date of the Festival, was agreed upon by participants in advance
  - Rain location agreed upon in advance



## 4. CONNECT ARTISTS WITH YOUTH COMMUNITY GROUPS

- Schedule date for artists to meet with groups in advance to design murals
  - Ensure ample time is left for artists to design the murals before the Festival date
- Increases sense of community pride and ownership of the artwork
- Increases sweat equity



## 5. ARTISTS CREATE OUTLINE FOR THE MURAL

- Julia Guarch, from Professor Gil's drawing class, met with children from the EACC to design the mural
- Meghan Miklavic met with the Boys and Girls' Club of Easton at the Teen Center to design their mural
- Will Rockafellow designed a third mural for the Festival featuring the word "Easton" in graffiti letters.
- All murals were created in the week before the Festival.



## 6. PURCHASE PAINT AND SUPPLIES

- Tyvec
  - Affordable
  - Portable
  - Durable
  - Compatible with paint
    - Tyvec purchased cost \$140.57
    - 2 x 48.25" x 10 yards
- Acrylic Paint
  - Compatible with the Tyvec
  - Durable
    - Paint purchased cost \$180
- Supplies (paint brushes, rollers, trays, paper towels)
  - Supplies purchased cost \$33
- The Easton Baking Company generously donated a large amount of baked goods for the festival.



# EACC MURAL





# B&G CLUB MURAL



# GRAFFITI MURAL





# SUGGESTED IMPROVEMENTS

1. Location
2. Communication
3. Timing



## LOCATION

- Although the mural festival was successful indoors, it could be more successful outdoors
- On a practical level, an outdoor location would minimize the effects of paint splatter and allow more space for painting
- It would also open up the festival to the surrounding neighborhoods and residents



# COMMUNICATION

- Communication between artists and groups also presented a challenge during the course of this Festival because so many different groups were involved.
- Despite the difficulties communication can pose, such communication is vital to any such project because it fosters a sense of community ownership and pride.



## TIMING



- The Mural Festival included many different community organizations, artists, and groups.
- Although this high level of participation was integral to the success of the project, it was challenging to connect so many different aspects of the project in the time span of 5 weeks.
- For future mural festivals, we suggest that they be planned approximately 8 weeks in advance to the festival date.



# FLOWER INSTALLATION: TAKE 2!





## WHY DO THIS AGAIN?

- Establish methods to use empty pocket parks
- Because of the positive feedback, we wanted to establish a framework to replicate this installation again for this location, and serve as inspiration for similar locations
- Plan on replicating at 8<sup>th</sup> Street location for Spring, Summer, and Fall







## FLOWER INSTALLATION- HOW TO

1. Identify Location
2. Contact neighbors to gauge interest
3. Develop design/logo
4. Identify and/or contact community leaders
5. Identify and contact local businesses to participate
6. Contact local community groups to participate in installation
7. Get together to put together the display!
8. Removal of installation



# 1. IDENTIFY LOCATION

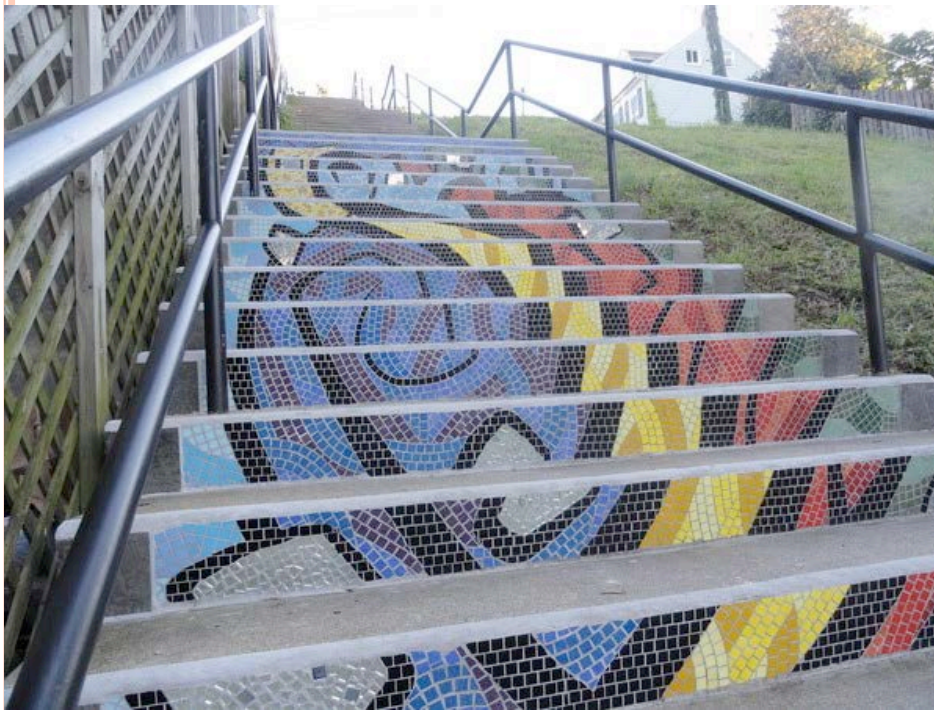


Photo by Tom Coombe,  
Easton Patch

- We choose the 8<sup>th</sup> Street Staircase for multiple reasons
  - Visibility
    - Along Northampton Road, one of the most traveled roads in Easton
    - Location can be seen as far as the Easton Cemetery
  - Ownership
    - Location was owned and managed by the City of Easton
    - Wasn't being utilized by City
  - Surrounding Area
    - Art of the Urban Environment's installation- Tributary Dreams
    - In between EACC and WWNP



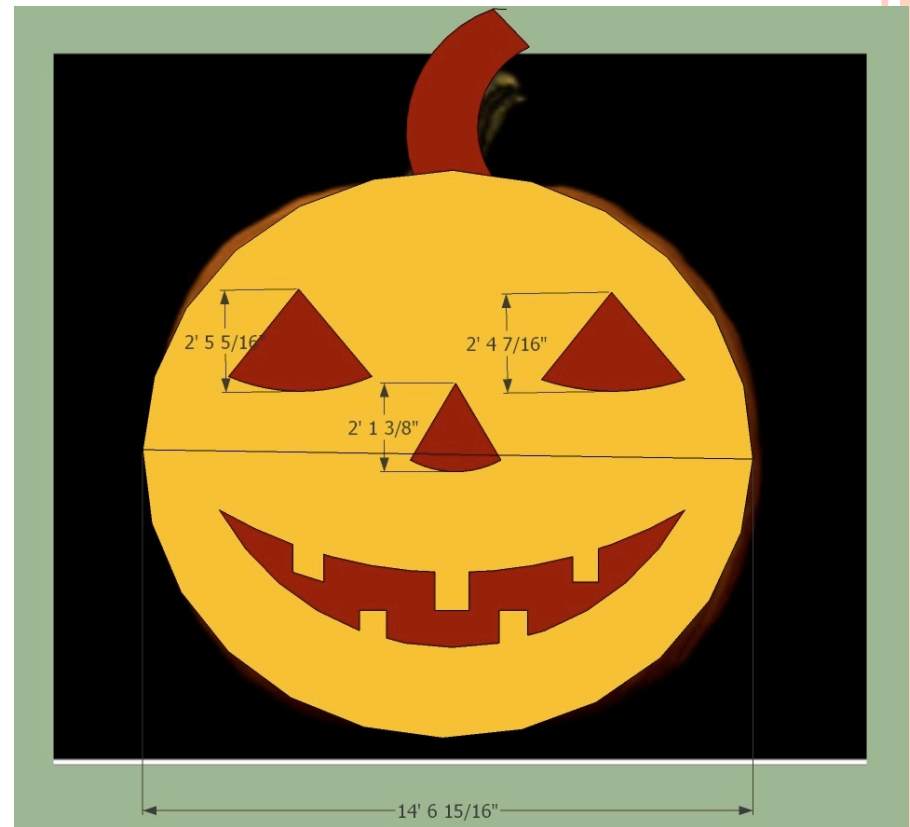
## 2. CONTACT NEIGHBORS TO GAUGE INTEREST

- According to neighbors, prior use of area for sledding in winter, nothing else
- Supposed to be a park
- Instead, just empty lot
- Neighbors were willing to water flowers through duration of installation
- Kept an eye on installation



### 3. THE DESIGN/LOGO

- Choose a variety of flowers to create one large image
  - See Appendix B for varieties of flowers broken down by season, with potential colors
- Because of the fall season, we decided to create a jack-o-lantern pattern
- 16x16 foot installation





## 4. IDENTIFY AND/OR CONTACT COMMUNITY LEADERS

- West Ward Neighborhood Partnership
  - Esther Guzman, Sophia Feller, and Dennis Lieb
- Easton Area Community Center
  - Anita Mitchell, Bonnie Buncher
- City of Easton
  - Mayor Sal Panto
  - City Council
  - Department of Public Works



## 5. IDENTIFY AND CONTACT LOCAL BUSINESSES TO PARTICIPATE

- Edge of the Woods Nursery
- Palmer Park Nursery
- Green Pond Nursery
- Department of Public Works
- Easton Baking Company





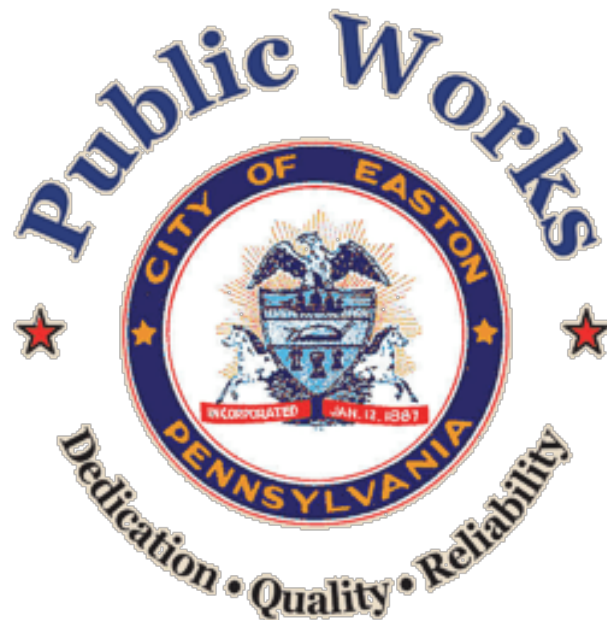
## 5A. NURSERIES

- Edge of the Woods Nursery
  - Spring installation
  - Native plants
    - Phlox and Golden Ragwort
- Palmer Nursery
  - Spring installation
  - Annuals
    - Pansies
- Green Pond Nursery
  - Fall Installation
  - Annuals
    - Chrysanthemums



## 5B. DEPARTMENT OF PUBLIC WORKS

- Permission to use location
- Donated mulch to installation
- Delivered to location





## 6. CONTACT LOCAL COMMUNITY GROUPS TO PARTICIPATE IN INSTALLATION



### ○ EACC

- Kids from after school program

### ○ Neighbors

- Kids got off the bus from school and jumped in to help
- Neighbors came out to at least watch, or pitched in a hand



## 7. THE DAY OF!





# 7. THE DAY OF!





## 8. REMOVAL

- Since installation is seasonal, it'll be necessary to remove outdated flowers and replace with new ones
  - See Appendix B for recommended flowers in each season
- Remaining flower refuse was donated to WWNP and Lafayette Organic Garden to compost
- At the end of Fall season, entire installation needs to be taken down
  - Hill used for sledding in winter
  - Wooden planks removed and will be made into more permanent frame
  - Mulch donated to WWNP, neighbors, and used in tree wells



# TOTAL COSTS

## Spring Flower Installation

Name	Unit #	Unit Cost (+ Tax)	Total
White phlox aubulata-moss pinks 4"	50	\$5.00	\$250.00
Sencio aurea-golden ragwort 6"	4	\$8.00	\$32.00
White Pansy 8"	80	\$4.50	\$360.00
Yellow Pansy 8"	20	\$4.50	\$90.00
Delivery		\$10.00	\$10.00
Lumber	8- 2x8 feet		\$71.80
<b>Total</b>			<b>\$813.80</b>

## Fall Flower Installation

Name	Unit #	Unit Cost (+ Tax)	Total
Chrysanthe mums-Pumpkin 8"	133	~\$5.07	~\$674.31
Chrysanthe mums-Yellow 8"	40	~\$5.07	~\$202.8
Chrysanthe mums-Maroon 8"	4	~\$5.07	~\$20.31
<b>Total</b>			<b>\$919.00 (actual)</b>



## ASSESSMENT

- Overall, this project was wildly successful
- Installation was relatively untouched throughout the display both times
- Neighborhood watched/maintained installation
- Kids involved took parents to look at installation
- When being de-constructed for winter, neighbors (kids and adults alike) asked when we were putting it back up
- Mayor Panto
  - Want to use methods to spread idea to other pocket parks
  - Wish to install benches in area for visitors to sit and relax



# RECOMMENDATIONS

## ○ Reducing Costs

- Ordering the appropriate number of flowers!
- WWNP and EACC Greenhouse
  - Growing plants from seeds would significantly reduce costs
  - For example:
    - Pansy's were bought at ~\$5.00 a pot
    - 100 seeds can be bought at ~\$5.50!
- Sponsors
  - City of Easton
  - Local Businesses
  - Art Societies



# SUMMARY





# PROJECT SUMMARY- CHALK, MURALS AND FLOWERS

- Community leaders found all 3 projects to have varying levels of success
  - Flowers were considered most successful and popular
  - The simplicity of the chalk festival made the event sustainable and easy to replicate
  - With slight adjustments, the mural festival has the most potential for lasting impact



## TYING IT ALL TOGETHER

- Throughout these projects, we attempted to engage the same citizen groups to repeatedly expose their children to various forms of urban art
- To remember the event, t-shirts were designed each semester and given to participants.





## T-SHIRTS



- Children from EACC designed and produced custom made T-Shirts through company Cheapskate Clothing Co.
- This provided opportunities for children to learn a sense of entrepreneurship and responsibility
- The original plan was to have two separate designs—one for the mural festival and one for the chalk festival.
- Each design would come in three colors—one for each participating group.
- This was to give the individuals more of a sense of identity within their groups and make the groups more identifiable at the festivals



## FUTURE STEPS

- Our end goal for this project is to have all three urban art festivals repeated on a regular basis (i.e. annual, seasonal, etc.)
  - Flower Installation
    - EACC and WWNP had the most experience with the flower installation.
    - Their newly built greenhouse can be used as an educational tool by providing children a place to grow plants from seed (cheaper).
  - Chalk Festival
    - WWNP has a central location in the West Ward
    - Can be used as part of another festival
  - Mural Festival
    - EACC and Boys and Girls Club
    - Both have older teens who can help design murals, and younger children to help paint



# APPENDIX A: HUMAN CAPITAL

- Jenn Bell (Lafayette Organic Garden Manager)
- Becky Bradley (Director of the Department of Planning and Codes, City of Easton)
- Bonnie Buncher (Program Coordinator, EACC)
- Lucienne Di Biase Dooley (Administrative Curator, Arts of the Urban Environments Festival)
- Tina Dowling-Hackett (Boys and Girls Club of Easton)
- Sophia Feller (Administrative Secretary, WWNP)
- Ellis Finger (Director, Williams Center for the Arts, Lafayette College)
- Nestor Gil (Assistant Professor, Department of Art, Lafayette College)
- Evelyn Gulick (Board of Directors, Chansonnette Theatre)
- Esther Guzman (Director, WWNP)
- Dave Hopkins (Director, City of Easton Public Works)
- Ryan Kilpatrick (The Worm Composting Company)
- Dennis Lieb (Program Coordinator, WWNP)
- Maurice Luker (Director of Foundation and Corporate Relations, Lafayette College)
- Meghan Miklavic (Art/Psychology Major, Lafayette College)
- Anita Mitchell (Director, EACC)
- Michiko Okaya (Director of Lafayette Art Galleries, Williams Center for the Arts, Lafayette College)
- Ryan O'Sullivan (Psychology Major, Lafayette College)
- Sal Panto (Mayor, City of Easton)
- Kathleen Parrish (Associate Director of Media Relations, Communications, Lafayette College)
- Val Piacentini (JWear, Cheapskate Clothing Co.)
- Will Rockafellow (Art Major, Lafayette College)
- Cathy Stoops (School of Natural Learning)
- Dan Weiss (President, Lafayette College)
- Mary Wilford-Hunt (Director of Facilities Planning and Construction, Lafayette College)
- Bonnie Winfield (Landis Center, Lafayette College)
- Dean Young (Boys and Girls Club of Easton)

## APPENDIX B- SPRING FLOWERING ANNUALS

Plant	Height (inches)	Spread (inches)	Exposure	Comments
<b>Ornamental Kale</b> <i>Brassica oleracea</i>	12	12	Sun or Partial Shade	Ornamental foliage, very hardy, edible, the Peacock series, and especially White Peacock, are the most cold hardy.
<b>Ornamental Cabbage</b> <i>Brassica oleracea</i>	12	12	Sun or Partial Shade	Ornamental foliage, very hardy, edible.
	Plants form nearly perfect circular rosettes of leaves with centers tinged with pink, red or purple. It is grown for its foliage. Plants are usually set in fall but are not reliably winter hardy in all parts of the state.			
<b>Pansy</b> <i>Viola x wittrockinana</i>	10	10	Sun	Hardy, wide color range
	Most are planted in the fall and produce some flowers in fall and winter followed by peak flowering in spring; established plants can be planted in early spring. Nearly all colors are available. The smaller flowered multiflora types are generally more satisfactory for landscape use than the giant flowered types.			
<b>Dianthus (Pinks)</b> <i>Dianthus chinensis</i>	12	10	Sun	Single carnation, bright colors, hardy. The TelStar Series is one of the best Dianthus.
	Dianthus is a half-hardy annual which will overwinter. Most varieties range in height from 6 to 12 inches. They grow best under cool conditions and may slump in midsummer. White, pink and red predominate in the color range. Do not confuse this species with <i>D. carophyllus</i> (Carnation), <i>D. barbatus</i> (Sweet William), and <i>D. plumaris</i> which are perennials.			



## APPENDIX B- SPRING FLOWERING ANNUALS

Plant	Height (inches)	Spread (inches)	Exposure	Comments
<b>Larkspur</b> <i>Delphinium/</i> <i>Consolida spp.</i>	6-30	6-24	Sun	Good for masses of color; Bunny Bloom Larkspur; re-seeding annual in blue, pink or white. Can be direct seeded or transplanted.
	Larkspur is an old garden favorite for providing tall, spike-like effects in the garden. They are frequently used as cut flowers. The tall hybrid perennial Delphiniums usually perform poorly in the Southeast, but the Larkspur types do well.			
<b>Phlox</b> <i>Phlox drummondii</i>	6-12	6-12	Sun	Many colors available. Annual Phlox is a half-hardy annual useful for early season color.
	(Annual/Drummond Phlox) Many species of Phlox are cultivated and many of these are perennials. Annual Phlox typically slumps in midsummer, but many re-flower strongly in fall.			

## APPENDIX B- SUMMER FLOWERING ANNUALS

Plant	Height (inches)	Spread (inches)	Exposure	Comments
<b>Begonia</b> <i>Begonia x</i> <i>semperflorens-cultorum</i>	6-15	8-15	Sun or Partial Shade	Attractive foliage and flowers; Cocktail series such as Vodka (red) is most popular but all are sun and heat tolerant IF well-established in a prepared bed
	(Wax Begonia or Fibrous-rooted Begonia) One of the most popular bedding plants grown, Begonias flower from spring until frost. Colors range from white to pink to vivid red. Some varieties have bronze foliage some have green variegated with white. Some varieties are more sun tolerant than others.			
<b>Gallardia</b> <i>Gallardia pulchella</i>	12-18	12-18	Sun	Heat tolerant daisy-like
	(Blanket Flower) Gallardia is considerably more heat and drought tolerant than most annuals. A number of varieties are available ranging in color from yellow to red. Height ranges from one to two-and-a-half feet.			
<b>Impatiens</b> <i>Impatiens wallerana</i>	6-24	10-24	Shade	Brightly colored flowers, (sultana) many varieties
	Impatiens are one of the most popular bedding plants in America. They provide continuous flowering from spring until fall. Almost all colors except blue are available in varieties ranging in height from six inches to two or three feet. Impatiens generally do best in shade, but many varieties are sun tolerant if given adequate moisture.			



## APPENDIX B- SUMMER FLOWERING ANNUALS

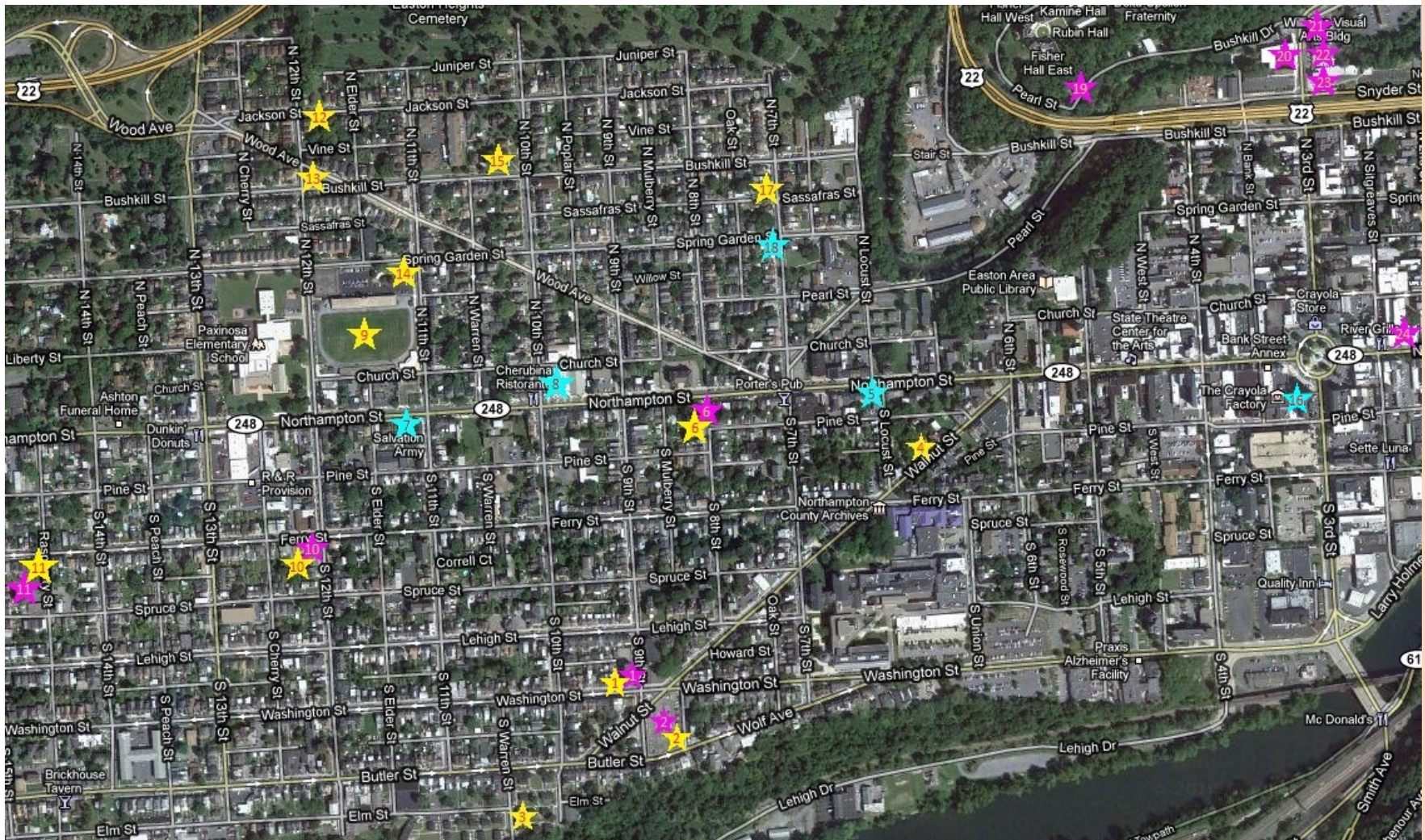
Plant	Height (inches)	Spread (inches)	Exposure	Comments
<b>Marigold</b> <i>Tagetes erecta</i>	6-36	10-36	Sun	Holds up in heat. Use Antigua series. Sometimes called Marimums.
	<i>T. patula</i> (French Marigold). Many varieties are available primarily in shades of yellow, gold, orange and mahogany red. The American or African Marigolds have larger flowers than the French Marigolds. Tripold Marigolds are hybrids between two species.			
<b>Petunia</b> <i>Petunia X hybrida</i>	8-12	12-24	Sun	Should be cut back periodically (every 60 days) to avoid overgrowth, but severe cutback can result in plant death.
	Petunias remain a popular flowering annual. They are heat tolerant, but require ample moisture and fertility to thrive. Virtually all colors are available. Several flower forms are also available, including fully double types. The single multiflora varieties are generally best for landscape use.			

# APPENDIX B- FALL FLOWERING ANNUALS

Plant	Height (inches)	Spread (inches)	Exposure	Comments
<b>Ornamental Kale</b> <i>Brassica oleracea</i>	12	12	Sun or Partial Shade	Ornamental foliage, very hardy, edible, the Peacock series, and especially White Peacock, are the most cold hardy.
<b>Ornamental Cabbage</b> <i>Brassica oleracea</i>	12	12	Sun or Partial Shade	Ornamental foliage, very hardy, edible.
	Plants form nearly perfect circular rosettes of leaves with centers tinged with pink, red or purple. It is grown for its foliage. Plants are usually set in fall but are not reliably winter hardy in all parts of the state.			
<b>Pansy</b> <i>Viola x wittrockinana</i>	10	10	Sun	Hardy, wide color range
	Most are planted in the fall and produce some flowers in fall and winter followed by peak flowering in spring; established plants can be planted in early spring. Nearly all colors are available. The smaller flowered multiflora types are generally more satisfactory for landscape use than the giant flowered types.			
<b>Chrysanthemums</b> <i>Chrysanthemum indicum</i>	6-12	6-12	Sun or Partial Shade	Brightly colored flowers, many varieties
	Chrysanthemums offer one of the widest varieties of shape and color found in any ornamental plant. The color spectrum includes everything but blue. The traditional fall colors are numerous shades of yellow, orange, maroon, rust, and red. When buying mums, try and select tightly closed buds that are showing only a small bit of color. Like most flowering plants, hybridizers are coming up with new shapes and colors every year.			



# APPENDIX C: POINTS OF INTEREST MAP



# APPENDIX C: POINTS OF INTEREST MAP

## Key:

- |  |   |  |  |
|--|---|--|--|
| 1. Easton Area Community Center                              | 7. Salvation Army                                 | 16. City Hall  | 22. Lafayette Arts Plaza<br><i>Bushkill Overflow</i> |
| 2. St. Anthony's Lot<br><i>Photo in the Parking Lot</i>      | 8. Easton Teen Center                             | 17. 7 <sup>th</sup> Street Park                                    | 23. Casey Tire<br><i>The Nest</i>                    |
| 3. Jefferson Housing Complex and Park                        | 9. Cottingham Stadium                             | 18. Easton Area Baking Company                                     | 24. Connexions Galleries<br><i>Heartbeat</i>         |
| 4. Dutchtown Park  | 10. Centennial Park<br><i>Running Green</i>       | 19. Pearl Street<br><i>An Untamed Place</i>                        |  |
| 5. West Ward Neighborhood Partnership                        | 11. Raspberry Spruce Park<br><i>Running Green</i> | 20. Mohican Building<br><i>Bushkill Curtain</i>                    |  |
| 6. 8 <sup>th</sup> Street Stairs<br><i>Mosaic on a Stair</i> | 12. Jackson St. Play Lot                          | 21. Williams Visual Arts Building<br><i>Love Motel for Insects</i> |  |
|  | 13. Canon Park                                    |  |  |
|  | 14. Vanderveer Park                               |  |  |
|  | 15. Bushkill St. Park                             |  |  |



Potential Sites



AUEF Sites



Our Partners

Not pictured: Boys and Girls Club of Easton  
508 Charles St.  
Easton, PA 18042





## APPENDIX D: CONTACT INFORMATION

Any thoughts/ideas we should be focusing on that we haven't addressed? Feel free to contact any of us at the following:

- Anne Bond
  - [bonda@lafayette.edu](mailto:bonda@lafayette.edu)
  - (610) 952-8963
- Andrew Chun
  - [chuna@lafayette.edu](mailto:chuna@lafayette.edu)
  - (845) 662-1781
- Sam Griffith
  - [griffiss@lafayette.edu](mailto:griffiss@lafayette.edu)
  - (609) 576-9446
- Hamish MacPhail
  - [macphaih@lafayette.edu](mailto:macphaih@lafayette.edu)
  - (781) 652-1205

