We firmly believe that Art can be a catalyst for tremendous change--it can build community engagement, enhance economic development and ultimately change neighborhoods and quality of life.
Orange Mound Tennessee

• Recently Designated a Preserve America Community

• Founded in 1890 on the Grounds of a Former Plantation

• First Community Developed in the U.S. to Enable African Americans to Purchase Land and Own Homes
• Developer E.E. Meacham bought land from the Deaderick Family
• Mattie Deaderick asked Meacham not to sell the land to “Negroes”
• Sold long and narrow lots (25x100 ft.) for $40 apiece,
• Residents had to build their homes, churches, and other structures
• Opportunity gave the new community a sense of ownership and solidarity
Orange Mound has had its ups and Down over the Decades but Residents’ Pride in their Historic Neighborhood has never faltered.
THE OBJECTIVES

- Use Arts and Culture to Transform a Community
- Residents and Stakeholder lead the Planning Process and Determine Projects to Explore
- The Planning and Design Team serves as Technical Resources and Facilitators
- The Involvement of Young People is Critical to Success
- The more the Community Participates the Better the Results
- Equity and Fairness Matter
COMMUNITY ENGAGED DESIGN
FIVE CORE COMPONENTS
DESIGN THINKING - FIVE CORE PRINCIPLES

- **EMPATHIZE with people**
  - Stories
  - Experiences
  - Pain Points

- **Appreciate CONTEXT**
  - Design features
  - Aspirations
  - Culture
  - History

- **EMPOWER the community**
  - Technical support
  - Local government
  - Universities
  - Other Communities

- **Practical STRATEGIES**
  - Team skills
  - Experiential Learning
  - Visit Successful Projects

- **Project’s SOLUTION**
  - Vision
  - Experience
  - Consensus

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*Community Engaged Design*
EMPATHIZE with the community

• Seek out Community Leaders to share their perspectives
• Encourage Stakeholders to Enlighten You
• Listen for needs and opportunities
• Design WITH the Community
• Share Technical Expertise
• Mentor Aspiring Young People
APPRECIATE Context

• Appreciation for architectural character
• History of the community
• Aspirations of the community
• Design Guidelines
• Design Review Board
• Landmarks Commission
MELROSE SCHOOL
1914-1979

Melrose School was an educational, cultural, and civic center of the Orange Mound African-American community. Completed by the New Deal’s Public Works Administration in 1936, the structure added to the original Rosenwald school’s capacity to accommodate students in grades one through twelve. The first senior class graduated in 1946. Well-known for academic programs, theater and sports, the school closed in 1979. This building was listed in the National Register of Historic Places on May 2, 2001.
EMPOWER the community

- Capacity Building
- Broadening the vision of the stakeholders
- Explore precedents from other cities
- Aligning community planning goals with stakeholder aspirations
DORCHESTER ARTS
IN "CHI-TOWN"
STONEY ISLAND ARTS BANK
IN "CHI-TOWN" (CONT'D)
COMMUNITY ENGAGED DESIGN
POTENTIAL STRATEGIES + SOLUTIONS
Practical STRATEGIES

• Strategically Use Expertise
  - Government programs
  - Grants
  - Financial Resources – City, Philanthropy, NMTC, HTC, LIHTC, State
  - Construction Project Management
  - Real estate Development
  - Marketing

• Leverage funding sources and strategies

• Align with government leadership

• Build connectivity, awareness, and community activation.
Project’s SOLUTION

• Change requires commitment
• Use visualization to build clear direction
• Create a strategy to drive actions and guide implementation
• Master Plan Development
• Implementation
Derrick Dent and Michael Roy creators of the Memphis Heritage Trail Mural
Suzy Hendrix creator of Crown Fini and Rain and Flowers

Collaborative Artwork: Rain and Flowers
Collaborative Artwork: Crown Fini
Universal Life – A Legacy of Leadership
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THANK YOU!