

# NATICKCENTER CREATIVE PLACEMAKING Demonstration Project

**Presentation to Board of Selectmen  
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# Project Goal

The goal of our project is to engage Natick residents, business owners, town staff and the broader MetroWest community in a public process to explore and demonstrate how Natick Center's public places and spaces can be activated through arts, culture, and design in ways that promote **cultural inclusion, accessibility**, and other civic priorities.

# Anticipated Outcomes

- Enhanced community legibility, identity, and social and cultural cohesion
- Recommended enhancements to regulatory mechanisms and procedures that improve opportunities for arts and cultural experiences in Natick Center public places and spaces
- Town, Natick Center Associates, and affiliated organizations secure new resources that enable it to continue to strengthen cultural vitality in Natick Center (more arts and cultural programming, space to create and produce work, etc.)

# Project Elements



# Guiding Values





# Engagement Strategy



# Call for Creatives Scope and Funding

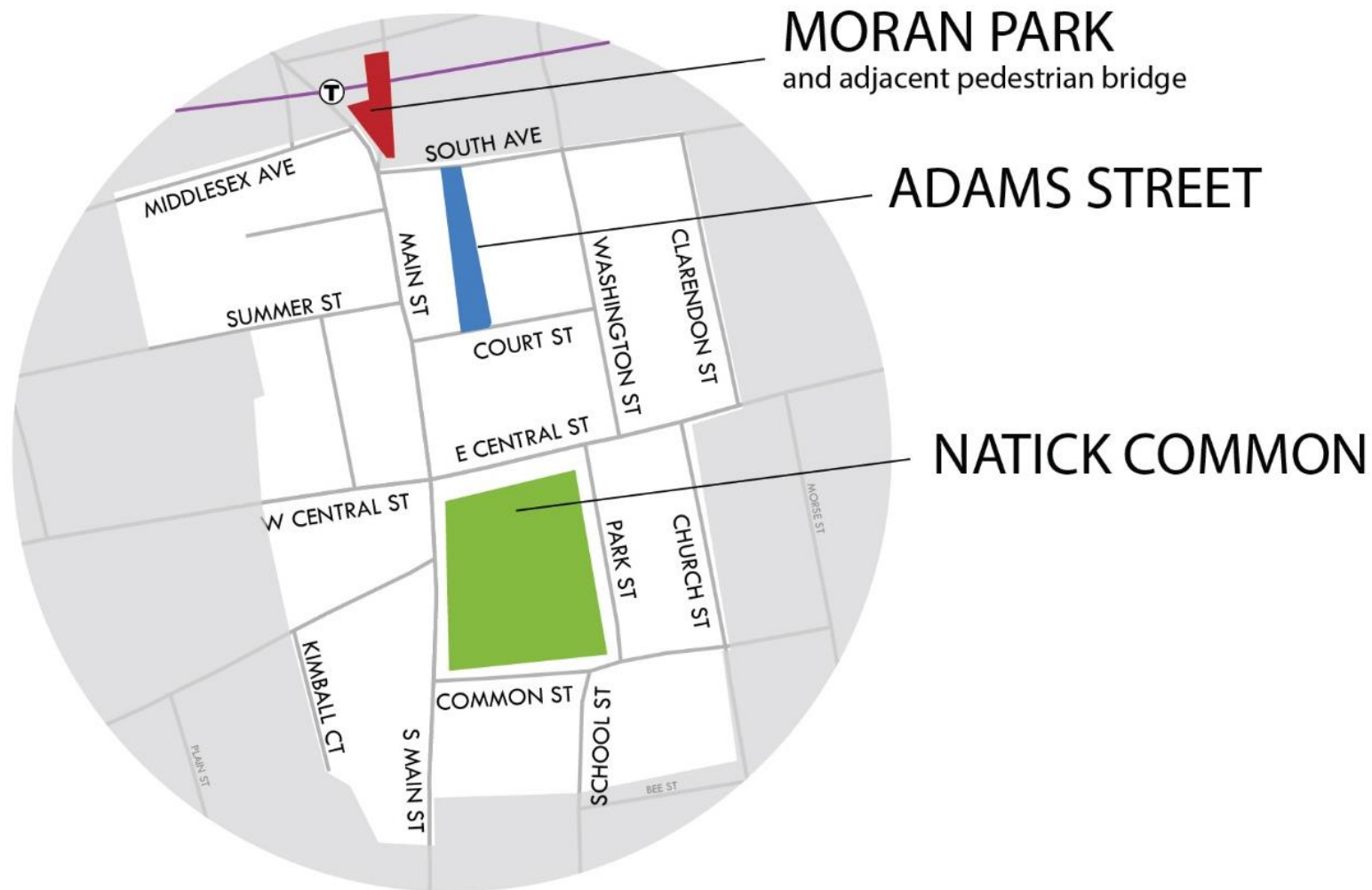
- **Artwork will be temporary**
  - Committee may recommend work to become permanent after the demonstration period ends (tentative dates: Oct 20-21, timed with Natick Open Studios)
- **Openness to medium**
  - writers, poets, historians, storytellers, photographers, new media artists, dancers, choreographers, filmmakers, 2D fine artists, architects, designers, musicians, composers, and culinary artists
- **Individual awards not to exceed \$1,500**
- **Awards will be made by Natick Center Associates**

# Partnerships

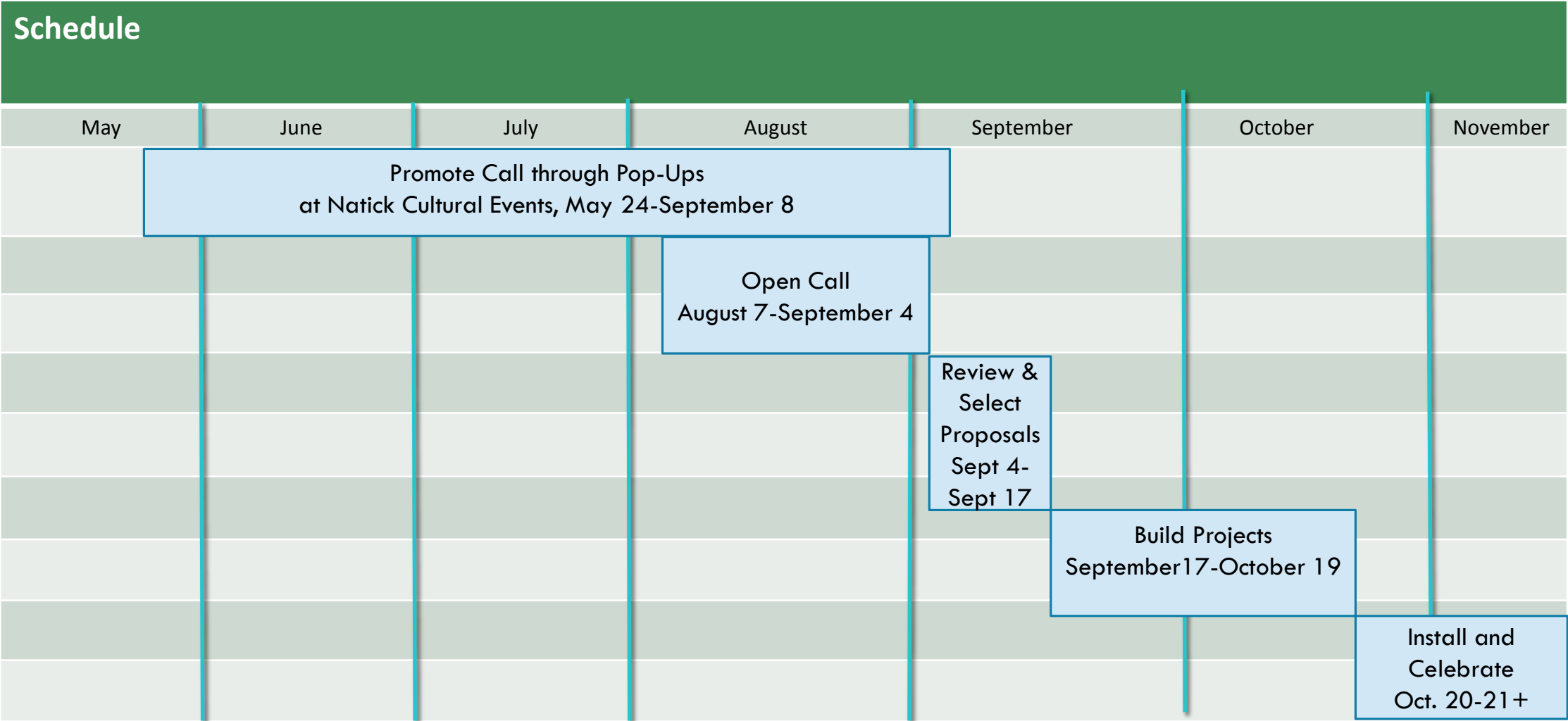
- MAPC is partnering with 1-2 organizations in Natick to ensure diversity of ideas and cultural expression (e.g., Common Street Spiritual Center)
- Partners will receive funding to support projects based on their level of involvement; funding will cover their time and materials costs



# Focus Areas

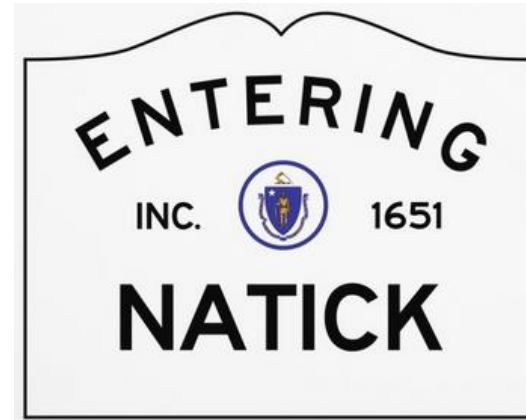


# Call for Creatives Timeline



# Selection Process

1. Call is Open
  1. MAPC pops up at Natick events
  2. Mentors help shape proposals
2. Selection Committee narrows field to finalists
3. Board of Selectmen approves finalists
4. Ted & Athena interview finalists
5. Public Art Committee makes final selections
6. Natick Center Associates makes awards



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