DESTINATION GARY
A CITY (ARTFULLY) REBUILDING

08/20/19

Lauren M. Pacheco
33 Miles from Downtown Chicago (just!)
1960 178,000 pop. | 1990 119,000 pop. | 2010 80,000 pop. | 2018 75,000 pop.
12% White | 81% Black | 6% Latino | <1% Asian | 1% Other/2 or More Races

Adults With A College Degree: 13% Gary | 21% Lake County | 25% Indiana | 13,236 K-12 Enrollment

29,656 Jobs in Gary
$28, 895 Gary Median Household Income | $50, 905 Lake County Household Income
Household income has fallen -26% since 1999

42,458 total housing units | 31,205 occupied | 27% vacancy rate | 456 demolitions since 2015
23% living without health insurance | 14% Lake County | 13% Indiana

WHERE ARE WE TODAY?

Quick Glance: Demographics

11.8 miles of lakefront
8.3 industrial
3.5 public access

3,650 acres of wetlands
665 acres of actively managed parks
14.3 miles of existing and planned trails
LAND AREA 49.72 SQ MI
75,000 APPROX.

LAND AREA 46.89 SQ MI
883,000 APPROX.
ARTIST AS PRESERVATIONIST

Decay Devils
Led by Tyrell Anderson, Lori Gonzalez + Andrea XXX
ARTIST ADDRESSING CITY INFRASTRUCTURE

The Heat, Light, Water Project
Led by Jan Tichy
Artists David Rueter and Marissa Lee Benedict
Inspired by artist Jakob Jakobsen’s project entitled The Switch (1997)
ARTIST AS BLIGHT BUSTER

Calumet Artist Residency | Gary Poetry Project
Led by Sam Love and Corey Hagelberg
ARTIST AS CULTURAL DEVELOPER

ARTHOUSE: A Social Kitchen
Led by a partnership including Gary Economic Development Corporation and Department of Commerce, led by Mayor Karen-Freeman Wilson’s office, as well as lead artist Theaster Gates, Place Lab, and the Harris School of Public Policy Daley Fellowship.
ARTIST AS AN AGRI+CULTURALIST

Fruit Futures Initiative
Led by Francis Whitehead

COMMUNITY LAB ORCHARD
SEVEN YEAR LOT

CAROLINA ST

ALLEY

7654321 YEAR

7TH AVE
ARTIST AS DOCUMENTARIAN

Architectural Photographer / Photojournalist
Led by Michelle Litvin
ARTIST+ADMIN ADDRESSING DEAD SPACE

DESTINATION GARY:
- ART|PARK
- Edison Concept Houses

Led by Lauren M. Pacheco
#PAINTGARY

Indiana

› Creative contributions across more than 60 surfaces + vacant lots
› Activating imaginations + mobilizing stakeholders
› Over $200,000 worth of art donated by over 60 artists
› Artists representing northwest Indiana, Chicago, Mexico, Spain, San Francisco, Baltimore, Argentina, among others
› Creating a walkable, self-guided art tour
› Funding to support project supplies + project catalogue

› #PaintGary is interested in reinforcing the notion of culture and using it as a tool for a conversation in relevance and rebuilding
› Supports existing redevelopment and local initiatives
› Addresses decades of disinvestment and blight


www.destinationgary.com
Art project will cover Gary in 60 colorful murals.

Visitors say "so much abandoned buildings."
THINKING ABOUT....

- Art Administration Pipeline
- Disinvestment + Optics + Perception
- Gentrification + Displacement
- Social Benefits
- Expectations and Behaviors
- Entrepreneurism + Experimentalism
- Social Practice + Relational Aesthetics
- Places of settlement and origin
- Visual cues
- Codification of models
- Culture planning and scheming

- miniartmuseum.org
- busybeaver.com
- vistaprint.com
- stickermule.com
- betterblockfoundation.org
- openworksbmore.org
- latentdesign.net
- candychang.com
- thefloatingmuseum.com
- storycorps
- open walls baltimore
- wynwood walls
- murals in eastern market, detroit
- ponyride, detroit
- mobile street art cart, william estrada
- Canva
- Lighroom
- InShot
- ImgPlay, Photogrid, Boomerang
Create a space inventory
- Blight Art Initiatives
- Public Paint Park
- Shipping Container
- Tiny House / Alternative Structures
- CNC Router Infrastructure
- Vinyl Murals
- Put a city/community/project deck together for artists (give + get)
- Sherwin Williams Luxon + A-100
- Activate socials IG, FB, Vimeo, YouTube...
- Get a Pinterest account!
- Research apps and get them
- Consult with architects, designers, curators, arts administrators, etc.
- Make yearly project decks with analytics
- Professional Latinx/African-American

- Invest in swag: buttons, stickers, cool s&it
- Partner Up / Be Collaborative
- Connect with University depts: comms, design, fine, performing, architecture, sociology, anthro, business, marketing, arts admin, museums studies
- Mix it up - local, emerging, high profile
- Social Stalk - not in a creepy way, it’s research.
- Don’t be afraid to ask
- Explore other platforms: issuu.com, typeform, airtable
- Develop fellowships
- Jury invitations; honorary board memberships

**GENTRIFICATION**
- Get the history right. Don’t feed the mythology.
- Become a researcher. Dig in.
- Make a reader with case examples
- Storytelling
MELENDEZ BENCH ATTACHMENT

CHECKERS AND TIC-TAC-TOE BOARD

CHESS SET
CHALLENGING THE IDEA OF MUSEUM AS DESTINATION.

The MINI ART MUSEUM takes contemporary art exhibitions to communities around the world making it possible for everyone to participate in a fine arts experience.
Visitor Classification + Buyer Motivation Categories

- **Opening Crowd**: interested in the event
- **Art Enthusiasts**: frequently visit galleries but have not the intention of buying
- **Collectors**: buy works of art
- **Walk-Ins**: do not set out to go to a gallery, just enter on impulse
- **Art Professionals**: artists, dealers, critics, museum directors and so on
- **Arts Lovers**: buy for the love of art, to extend their collection, or as a source of inspiration
- **One-Timer Buyers**: buy to signal (or to aspire to) social status, or for decorative purposes
- **dealers/Professionals**: buy to resell or in the name of the client
- **Investors/Speculators**: consider art as an alternative investment, art flippers
- **Museums/Foundations**: buy for permanent display
- **Corporate Collectors**: corporations such as UBS, JP Morgan Chase, and others
- **The Value Adder**: person(s) looking to give more value to their customer
- **The Social Media Content Creator**: create and share content quickly
- **The Producer**: person(s) putting it all together

Management of Art Galleries, Magnus Resch
THANK YOU!

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City of Gary: garyin.us