



Anne L'Ecuyer  
Project Director  
Art Lives Here

"I want to tell a story about  
cultural capacity."



# GATEWAY ARTS DISTRICT

# GATEWAY ARTS DISTRICT

- Borders Washington DC on Eastern Avenue
- US Route 1 (Rhode Island Avenue) is central corridor
- Four municipalities: Mount Rainier, Brentwood, North Brentwood and Hyattsville
- Community conversation started in 1996
- Roots in social equity, historic preservation, smart growth
- Designated by State of Maryland in 2001
- Consistent strategy over 15+ years
- Second decade of operation
- 12 anchor cultural facilities
- 20+ mid-size cultural nonprofits and arts enterprises
- 500+ artists living and/or working in district





GATEWAY  
BUSINESS  
DISTRICT





Joe's  
MOVEMENT  
EMPORIUM

3308



ART  
LIVES HERE



# GATEWAY ARTS CENTER

Art Gallery • Fine Craft Store • Art Classes  
Mon - Fri 10am - 7pm    Sat 10am - 4pm  
artsopports.com    301 277 2863

BRENT  
ARTS EX





RHODE ISLAND AVE & 38TH AVE LOOKING NORTHEAST



Art Works Now





FRANKLINS

RESTAURANT  
BREWERY  
GENERAL STORE



1890-1892  
E. CO.





arts district  
HYATTSVILLE

CUBAN SANDWICH

INSURANCE

WILSON ST



BUSBOYS  
AND  
POETS  
est. 2005  
FOOD - WIFI - STAGE  
FILM - ART - EVENTS







Three storefronts on the ground floor of the brick building, each with a yellow awning and a blue and white graphic poster. The posters feature stylized figures and the word 'Arzu'.

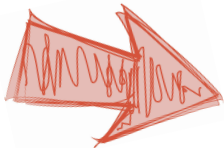
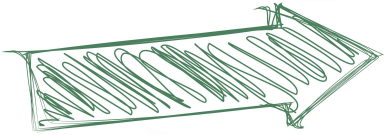
Central white section of the building with two large windows on each floor. To the right, a storefront for 'Cafe Arzu' and 'Cuban Sandwich' is visible, with a sign that says 'Cafe Arzu' and 'Cuban Sandwich'.

arts district  
HATSYVILLE

# WEALTH OF CREATIVE TALENT

- [39th Street Gallery](#)
- [Adinkra Cultural Arts Studio](#)
- [ArtBar](#)
- [Art Works Now](#)
- [Blue Door Studios](#)
- [Brentwood Arts Exchange](#)
- [DC GlassWorks and Sculpture Studios](#)
- [Gateway Community Development Corporation](#)
- [Hyattsville Community Development Corporation](#)
- [Joe's Movement Emporium](#)
- [Mount Rainier Artists Lofts](#)
- [Orange Door Studios](#)
- [Otis Street Arts Project](#)
- [Prince George's African American Museum and Cultural Center](#)
- [Prince George's Arts & Humanities Council](#)
- [Pyramid Atlantic](#)
- [ReCreative Spaces](#)
- [Red Dirt Studio](#)
- [Tanglewood Works](#)
- [Washington Glass School](#)
- [White Point Studios](#)

# ART LIVES HERE



- Collaborative initiative since 2011
- Visibility, Placemaking, Capacity Building
- Focus on working artists to spark economic development
- Mix of short- and long-term strategies working in phases & projects
- Support existing small businesses, attract commercial in-fill, prepare for the next round of commercial development
- Affirm the community's funky and diverse local cultures in the face of place-changing dynamics
- Best known for our portrait series, fence wraps, and social media campaigns that highlight artists
- Phase 1 = Creative pop-ups to attract investment
- Phase 2 = Larger scale space animations
- Phase 3 = Creative industries incubator

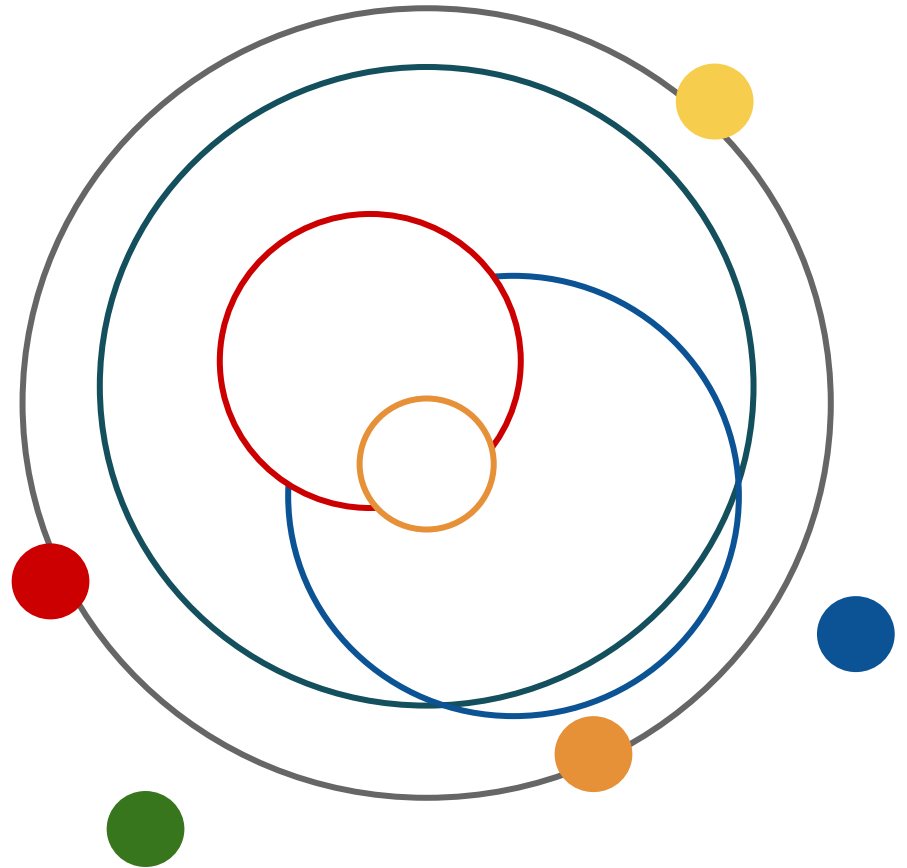


# DISTRIBUTED LEADERSHIP



# OUR CREATIVE NETWORK

- Core Teams
- Fiscal Partners & National Funders
- Incubator Enterprises
- Resident Artists
- Partners in the Arts District
- Four Municipalities
- Residents of the Arts District
- Visitors from the Region



# ART LIVES HERE VALUES

**Big Tent** – Everybody has a role and everybody looks good

**High Quality** – Process and outcomes set new standards

**We Grow** – Improves professional capacities all around

**Plan Forward** – Ongoing planning and evaluation as a matter of practice

**Local-First** – Look to local creative community first for opportunities and resources

**Dynamic Accountability** – Stay in touch, ask questions, give feedback, and do what you say

**Completion** – Helps community move out of current holding pattern

**Document and Sustain** – Informs our own future and contributes to the larger field

**Life Giving Not Soul Sucking** – For us and for everybody!

# HOW DO WE CONNECT?

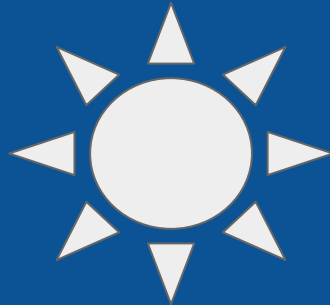
- What do we share?
- When to come together?
- For how long?
- Toward what outcome?
- Tighter or looser?







# INVENTIVE VISIBILITY



# ARTIST PORTRAIT SERIES

Since 2012, the Art Lives Here Portrait Series has photographed more than 100 artists living and working in the Gateway Arts District. Talented local photographers capture the beauty in friends and neighbors, working artists get a valuable asset for their professional portfolio, and together we acknowledge the enormous wealth of our creative community.



# ARTIST PORTRAIT SERIES

**Art Direction** Michelle Darden Lee

**Project Management** Neena Narayanan

## **Photography**

Matt Carl

Marketa Ebert

Jeremy Mines

Krista Schlyer

Charles Steck

Evan Wilder





## Art Lives Here

Published by Anne L'Ecuyer [?] · February 29 at 2:09pm · 🌐

"I would advise my younger self to take all of life and put it in your art. Don't avoid the painful and the messy. Don't try to make it neat, because sometimes art at its best is completely unplanned and unconventional," says Mount Rainier Artist Lofts resident and founder of F.R.E.S.H.H. Theatre Company Goldie Patrick.



### Meet Goldie Patrick, Theatre Founder

Meet Goldie Patrick. Patrick's website defines her in large pink letters as: poet | playwright | performer | educator. This Mount Rainier Artist Lofts resident recent founded FRESHH Inc Theat...

ARTLIVESHHEREMD.WORDPRESS.COM

4,957 people reached



[View Results](#)

You, Marsha Stein, Angela White and 63 others

28 Shares

Like Comment Share

**4,957** People Reached

**375** Reactions, Comments & Shares

**323** Like **66** On Post **257** On Shares

**13** Love **0** On Post **13** On Shares

**1** Wow **0** On Post **1** On Shares

**10** Comments **0** On Post **10** On Shares

**28** Shares **28** On Post **0** On Shares

**222** Post Clicks

**0** Photo Views **59** Link Clicks **163** Other Clicks

#### NEGATIVE FEEDBACK

**1** Hide Post **0** Hide All Posts

**0** Report as Spam **0** Unlike Page















**ART LIVES HERE**



**GATEWAY ARTS DISTRICT**



**FEAR NO ART**



**ART LIVES**



**HERE**

**GA**

# ITERATIVE PRACTICE



# ANIMATING TENSIONS

## YEP

Art  
Excellence  
High Art  
Traditional  
Preservation  
Colonization  
Centralized  
Public  
Instrumental  
Professional Artists  
Global  
Individual  
Rational  
Planned

## ME TOO

Culture  
Access  
Low Art  
Hybrid  
Creation  
Integration  
Decentralized  
Private  
Intrinsic  
Creative Citizens  
Local  
Communal  
Intuitive  
Spontaneous



<https://vimeo.com/109412993#t=NaNs>



NOW AND NEXT











CULTURAL CAPACITY

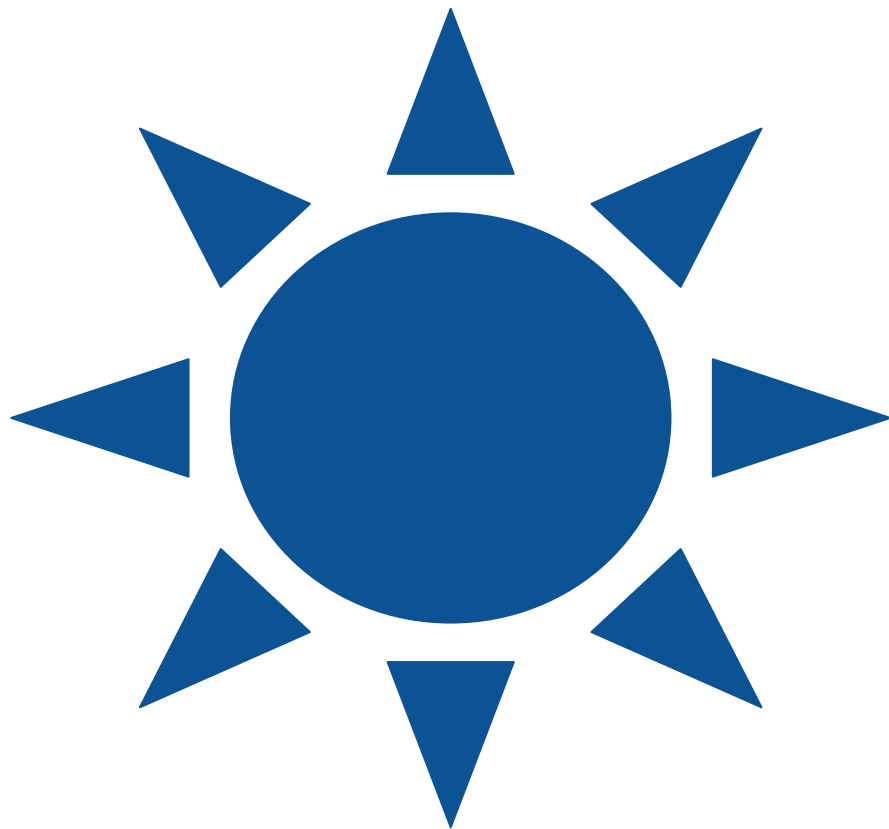
# DISTRIBUTED LEADERSHIP

- Get grounded and stay present to a subjective yet clear and neutral view
- Accept the animating tensions but don't accept the fight
- Make your work a site of transformation
- Redirect negatives toward a shared good
- Don't react, re-focus and re-team
- Show, don't tell
- Love first, ask questions



# INVENTIVE VISIBILITY

- Foreground artists' voices, practices, and perspectives
- Highest production values possible
- Pay creative producers as professionals
- Encourage collaboration between different media expertise
- Keep dollars circulating in creative community



# ITERATIVE PRACTICE

- Acknowledge tensions between planning and iteration; logic and intuition; control and release
- Find the sweet spot together
- Balance process with outcome
- Document process to give it authority
- Train for process
- Use design thinking tools:
  - [Gamestorming Cheat Sheet](#)
  - [IDEO Design Kit for Human Centered Design](#)
  - [Architecture of Everything](#)





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[artlivesheremd.wordpress.com](http://artlivesheremd.wordpress.com)

How do we connect?

- Office Hours
- Site Visits
- Regional Strategy
- Fun!