

ART in BART: Revitalizing Existing Stations



Integration



A coherent framework ties the system together

WHY ART?



**Improved
Customer
Experience**

**Increased
Activity**

**Enhanced
Community
Engagement**

Enhances Place-making
Improves Daily Customer Satisfaction / Experience
Transforms Overall Station Ambiance
Inspires Customer Pride and Ownership in Station
Reduces Vandalism and Graffiti
Stimulates Economic Revitalization
Maximizes Real Estate Value
Improves Cooperation with Municipalities
Builds Public/Private Partnerships
Leverages Public-Private Funding
Expresses individual character of community while
coordinated with cohesive system-wide vision

ART in Transit



Moscow, Komsomolskaya Station

ART in Transit



Kaohsiung Taiwan

ART in Transit



Santiago, Chile

ART in Transit



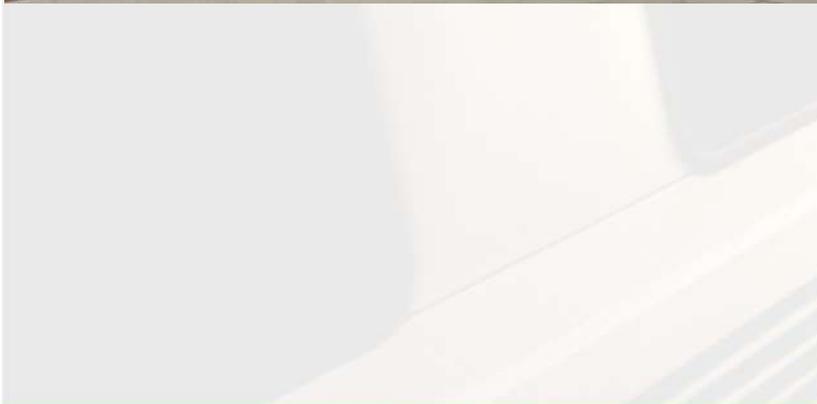
Jules Verne / Arts et Metiers Station, Paris

ART in Transit



Times Square, New York

ART in Transit



Los Angeles

ART in Transit



Mariachi Plaza (LA Metro station)



DART's Royal Lane Station

ART in Transit

Comes in All Forms...



ART in Transit

Different Shapes & Life Spans



Permanent, Semi-permanent, Rotational and Temporary

ART in Transit



16th & Mission Station



Richmond Station

Revitalizing Place



West Oakland BART

Paris Metro

Revitalizing Place



19th Street BART

Munich, Germany

ART in BART



What is it?

A comprehensive approach to station revitalization including art.

Currently:

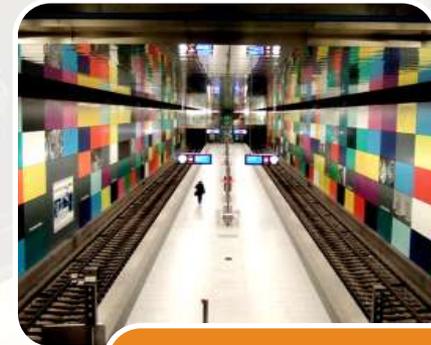
- Opportunistic / response-based with isolated art placement.
- Not integrated with communities and partnership potential
- Lacks funding to leverage additional public–private funding.
- No ongoing Art Program to provide oversight, coordination and multi year planning

**COMMUNITY
VISION**

PARTNERSHIPS

**LEVERAGE
FUNDING**

Building a Cohesive System-wide Vision

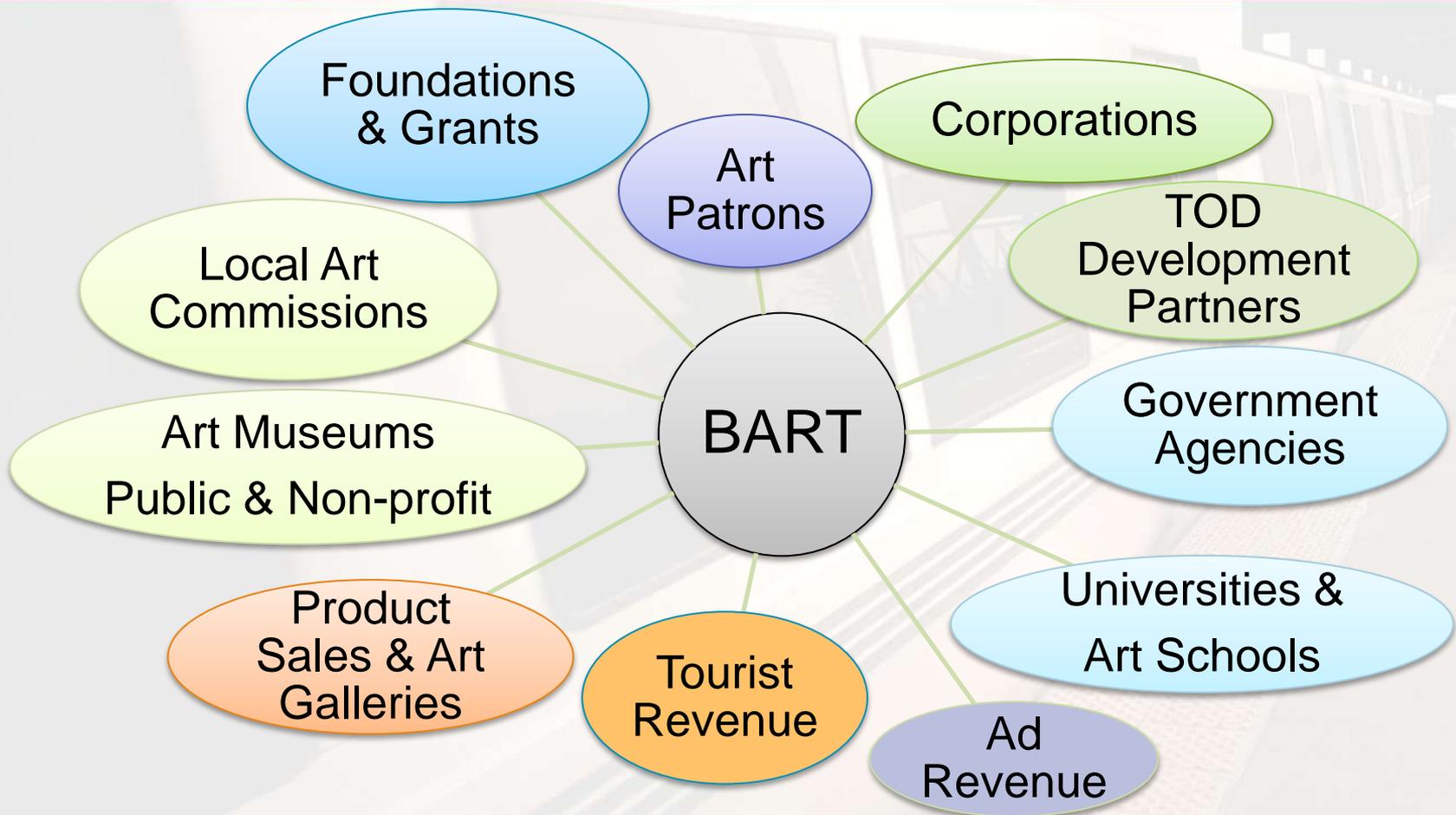


Develop System-wide Vision

Build Public-Private Partnerships

Revitalize stations to reflect community

Leveraging Additional Funds and Contributions



ART in Transit



Michigan Ave Station

Funded by:
Michigan Council for the Arts,
Community Foundation of
Southeastern Michigan,
Michigan Bell

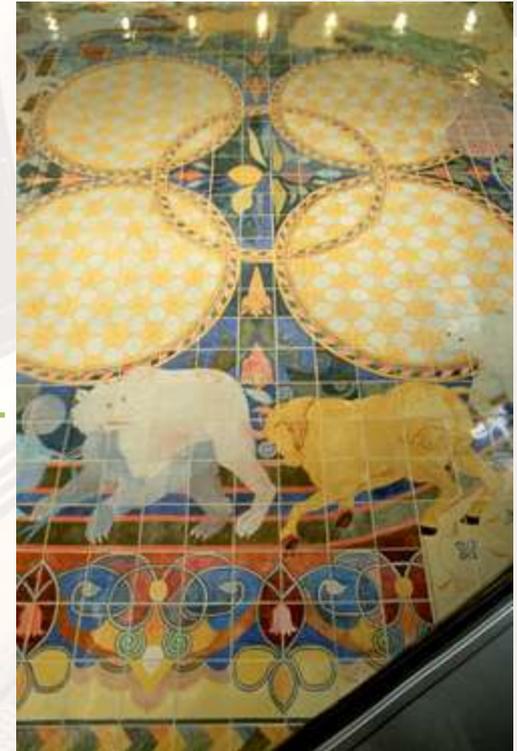


Financial District

Funded by:
Kohler Art Center, National
Endowment for the Arts,
MichCon Foundation, Garnett
Foundation, Turner
Construction

Fort / Cass Station

Funded by:
The Skillman Foundation, Philip
Graham Fund, Knight
Foundation, City of Detroit,
Detroit People Mover Art
Commission

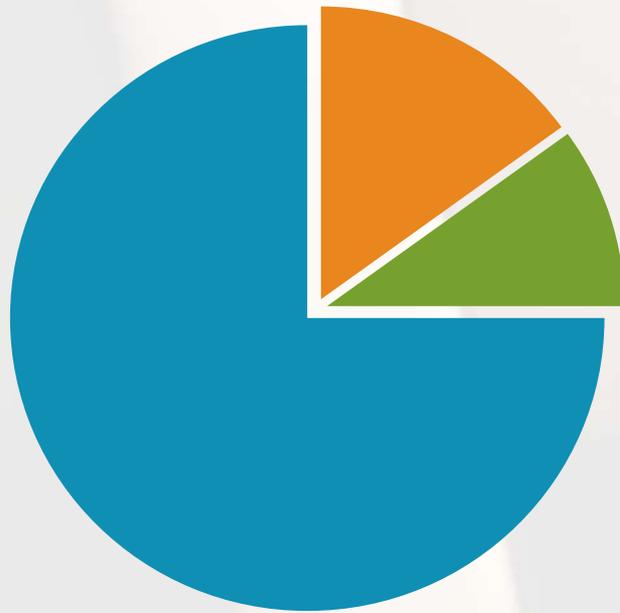


ART Program Funding

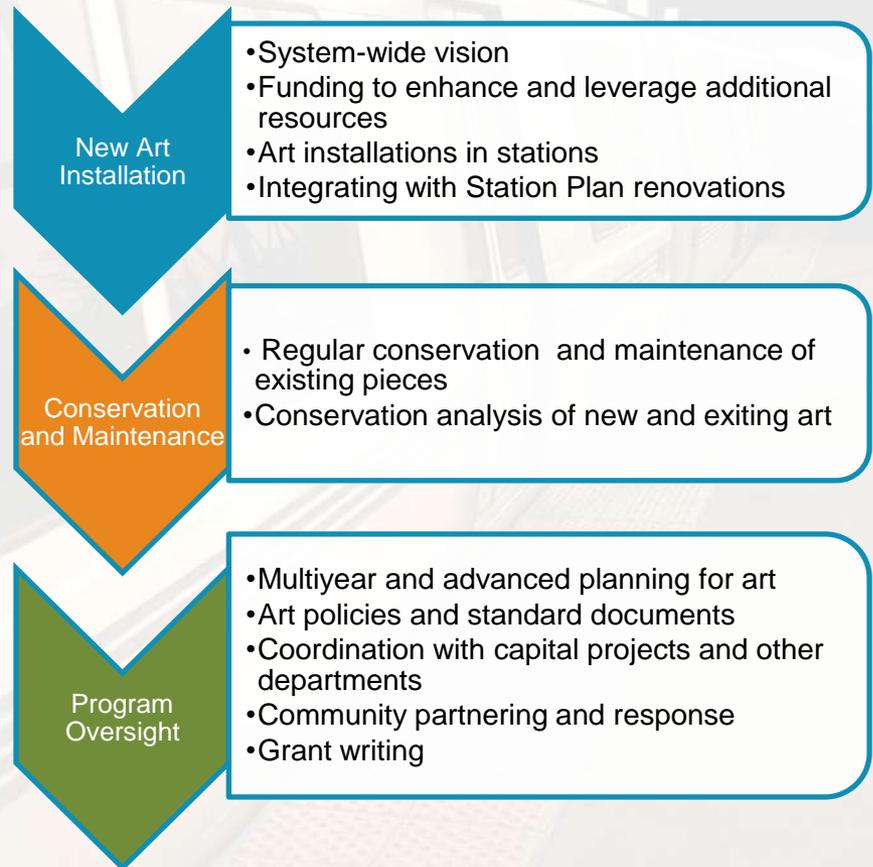


- A consistent and regular stream of funding is essential to the ongoing success of an art program.
- Many transit agencies across the country and large metropolitan cities allocate 1 - 2% of capital construction project budgets for art.

Art in BART Budget Overview



- New Art Construction
- Conservation and Maintenance
- Program Oversight



Moving Forward the Art Policy Emerges



To Be Addressed/Considered:

- Inclusion of art components into capital projects and station rehabilitation
- The role of private sponsors and funding partners
- On-going administration of the Art Program
- Identify secure and on-going funding for art
- Developing partnerships and relationships with local art Commissions and City Programs

Next Steps



Building a Comprehensive Art Program for BART

- Develop System-wide Vision and Policy Framework
- Partner with other Transit Agencies, Local Art Commissions, and City Art programs
- Gather Recommendations from Art Experts, Art Conservators, and Stakeholders
- Catalogue, Inventory , & Recognition of Existing ART

Future Discussions with the BART Board on:

- Guiding Principles
- Policy Decisions
- Program Funding Plan

ART in BART Questions



A coherent framework ties the system together while letting individual stations placemake and shine

