



# MIFFLANDIA

## Mifflandia: A Social Practice Art Experiment

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APA Upper Midwest Conference - October 2019

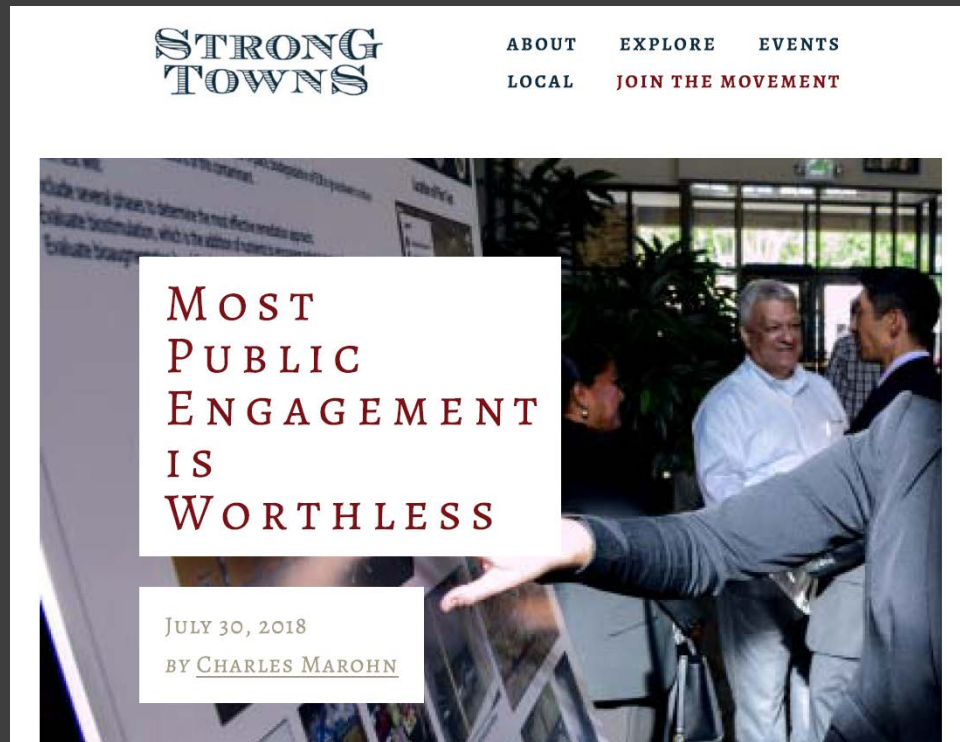
REBECCA CNARE, PLA - CITY OF MADISON, URBAN DESIGN PLANNER

BOREALIS – ARTIST, EDUCATION & OUTREACH DIRECTOR, MADISON ART & LITERATURE LAB

# Why am I here?

## Most Public Engagement is Worthless

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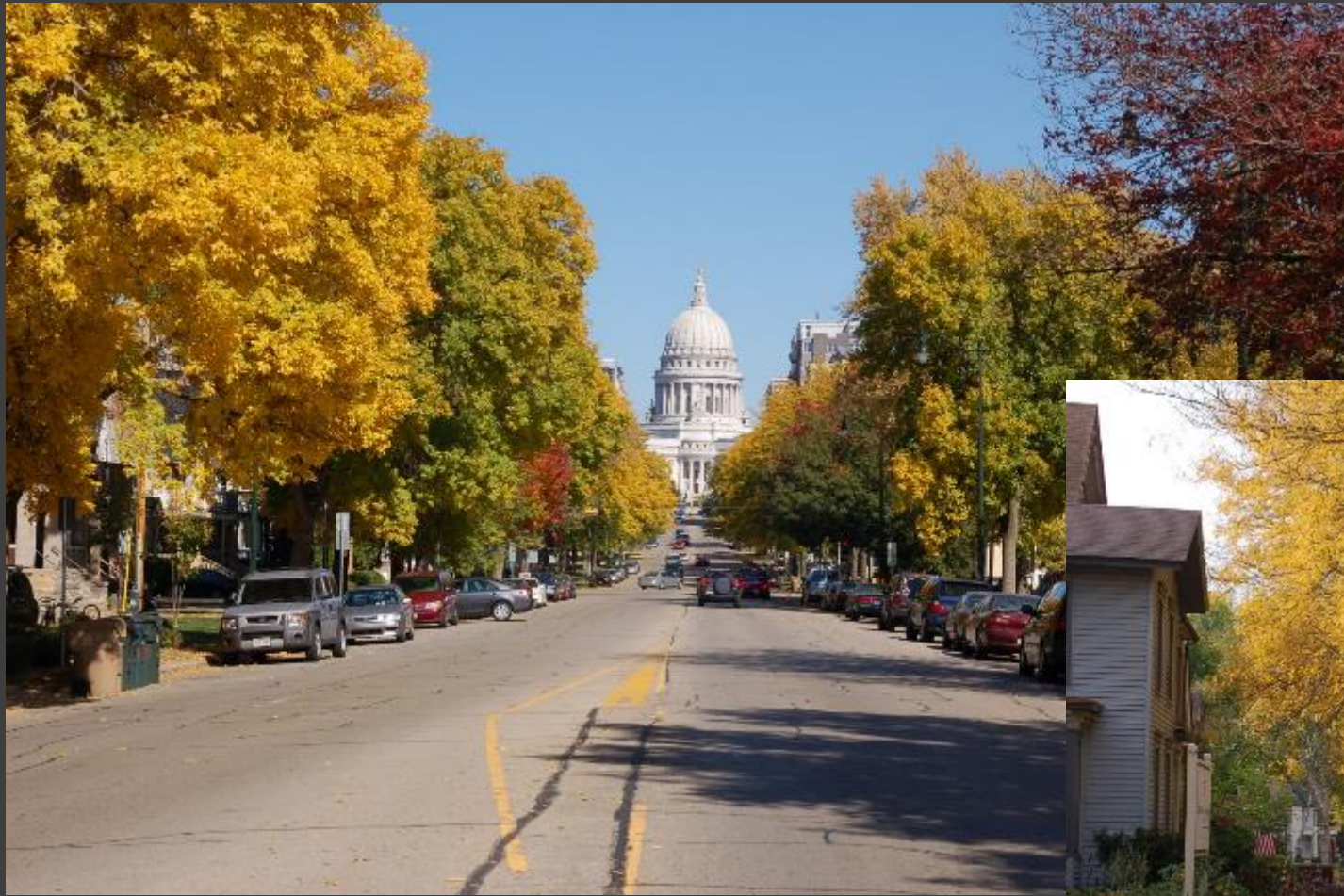
# MIFFLANDIA





















In an area dominated by student  
renters... who came to our meetings?

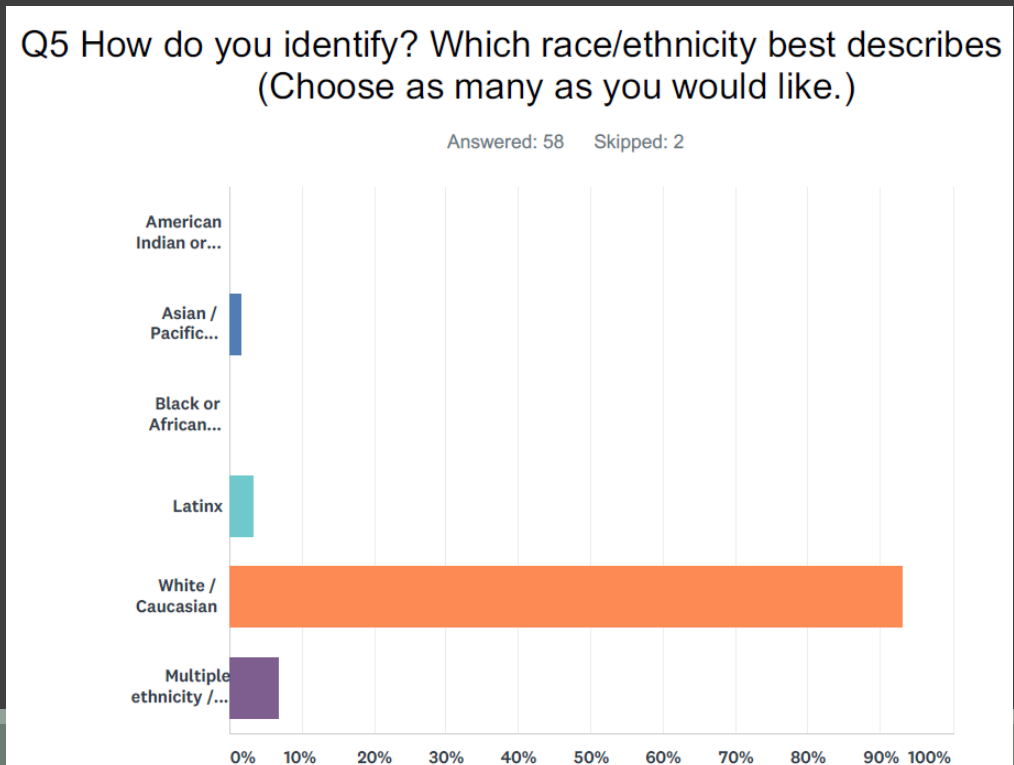
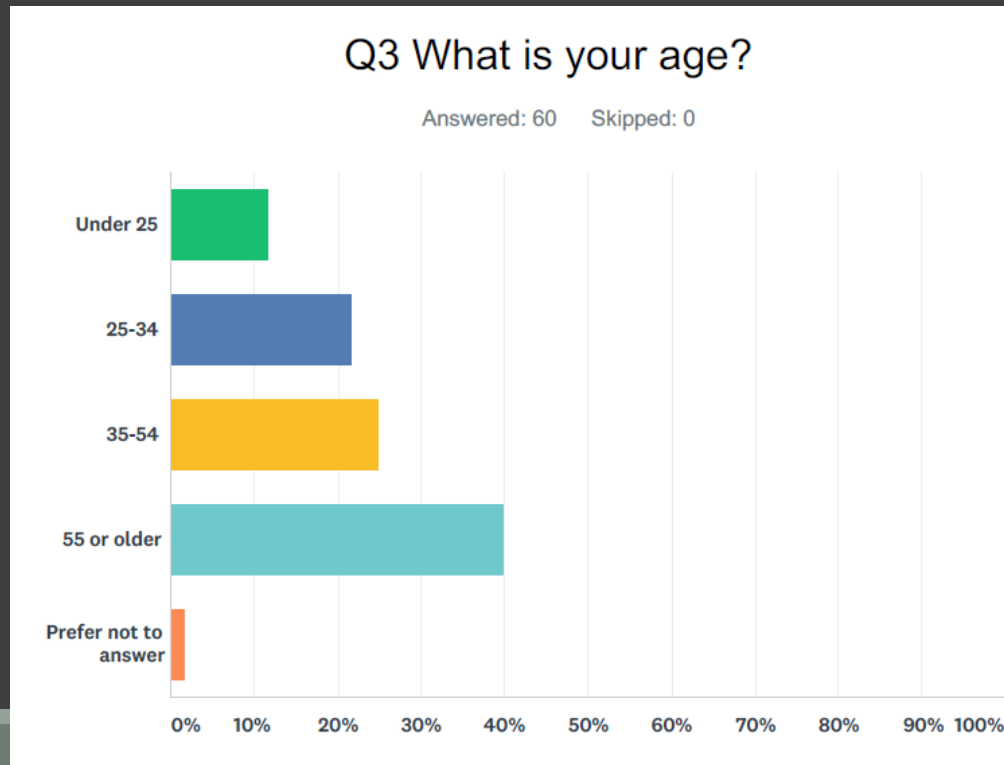
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# In an area dominated by student renters... who came to our meetings?

## Meeting / Survey Participants Data

- Mostly Over 55 & White





So, we needed to experiment!





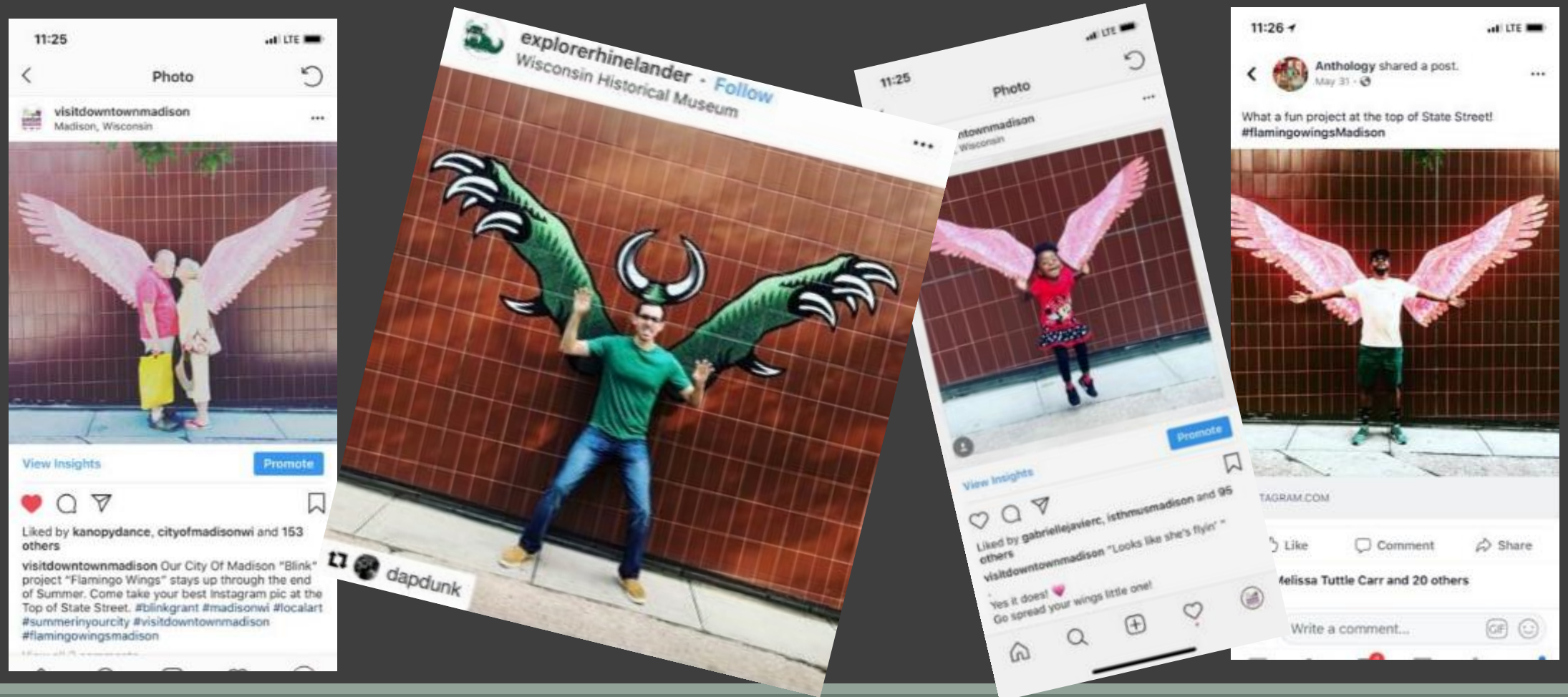
# Art encourages people to interact with their surroundings: Bucky on Parade

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# Art activates Peoples Social Media Accounts: Flamingo Wings & Hodag Claws



# Art Increases Family Friendly Activities: Kids Create @ Top of State

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Art encourages Diversity

Ian's Open Mic Night / UCAN Beatmaking Workshop

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# What is Social Practice Art?

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- Focuses on human interaction and social discourse
- Social practice artists aim to affect their community and environment that enables social and political change.
- The discipline values the process of a work over any finished product or object.



# Social Practice Art

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**Marina Abramović: The Artist is Present**



**Carmen Papalia -“Blind Field Shuttle.”**



# Why Social Practice Art in Planning?

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- Social Practice Art can help us understand what is important to people in a way that traditional public engagement cannot



**Spatula&Barcode**

*Laurie Beth Clark & Michael Peterson*

# Mifflandia - Social Practice Art Component

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- UW Student Art Class - *How do you Live?*
- *Prof. Michael Peterson of Spatula&Barcode*
- Five Professional Social Practice Artists
- *Coordinated by Emily Popp*



**Emily Popp - The 100 Pound Dress.**

A single garment being created from over 100 pounds of discarded clothing. What is the physical and spiritual weight of what we own? What really happens to our clothes when we get rid of them?



# FREE\*

**MIFFLANDIA**  
A SOCIAL PRACTICE ART EXPERIENCE



\*Limited quantities. Available while supplies last.

# DONUTS

**October 29, 2018 | 6:00 pm**

**Madison Senior Center | 330 West Mifflin Street (main floor lounge)**

[www.cityofmadison.com/dpced/planning/mifflandia/2915](http://www.cityofmadison.com/dpced/planning/mifflandia/2915)

# Holding a Gallery Meeting

- Invite collaborators to host:
  - UW Art Class – “How to Live”
- Don’t have big expectations... remember this is an experiment
- Anything we can learn that is different is helpful.



## Welcome to the Mifflandia Social Practice Art & Planning Gallery

*This is an experiment!*

You are entering a gallery environment that aims to use Social Practice Art methods to engage residents, property owners, underrepresented groups and other stakeholders in a dialogue about the future of the West Mifflin and West Washington Neighborhoods.

### *What is Social Practice Art?*

Social practice artists aim to affect their community and environment in a real (rather than symbolic) way to help guide social change.

### *How does the gallery work?*

This gallery and meeting is the kick off for the West Mifflin - West Washington Special Area Plan being led by the City of Madison Planning Division



## We gave the Students FREE Reign!

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- We asked them to “host” the meeting and encouraged them to have fun
- The only rule was to keep it family friendly

# Work individually – or in groups

# Be artists! The meeting is your exhibition space!

- Face painting, on-demand poems
- Costumed storytelling or story-listening?
- Create a wheel of fortune?
- Read tarot cards for the neighborhood's future
- Link past Anti-war movement with the present
- Make a Lego city or weave a ribbon map
- *Puppet show?*








Student Archetypes



This!  COMMUNITY GARDEN!  
 MIFFLIN/BASSETT  
 RENEW THE MIFFLIN COOP/ABC FOR HEALTH MURAL  
 PUBLIC GAMES (LIKE CHESS IN WASHINGTON SQUARE IN NYC)  
 ADULT JUNGLE GYM  
 Community parks, green spaces  
 Trim trees hanging out over sidewalk  
 Please pick up your trash. You are what you leave on the ground. Don't be trash  
 Pick up abandoned bikes + scooters  
 Clean up your trash  
 Butterflies are beautiful. How about a Butterfly Garden?  
 A Cultural Shift that Underscores Sustainability as a prerequisite for place space for place space  
 Murals on building exterior → street art.  
 outdoor public ping pong tables  
 Using building walls to say messages and public art sculptures  
 - crosswalk bins  
 - colorful recycling  
 - murals  
 mini neighborhood parks  
 Speed bumps of w. Main near bike lane breaking to slow traffic  
 Crosswalks  
 bike repair stations

What feasible things can we do soon to make Mifflin more **SAFE** and **BEAUTIFUL** for **YOU**?

CROSSWALK ART:  
 AN INTERSECTION BETWEEN BEAUTY AND SAFETY




What is the value of Porches and what do they signify?

ownership  
 Friendship  
 These are a place to be out (safety)  
 Expression individuality  
 Community  
 BUILDING COMMUNITY  
 Porch = outside space  
 Quiet Reflection  
 Looking out at the street  
 Hanging out with friends  
 Making connections  
 Making connections  
 Making connections



## Gallery Meeting

# Interactive Exercise - How do you live?

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- Taking a cue from Strong Towns...
  - We DIDN'T ask what type of development people wanted..
- We asked them...
  - Who are you?
  - How do you live?
  - How do you want to live?



# Parallel Engagement Process

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## TRADITIONAL ENGAGEMENT (250 PEOPLE)

1. Business Roundtables (24+pp)
2. 2 large public meetings\* (110+pp)
3. Neighborhood Assoc Meetings (30+pp)
4. Online Survey (80+pp)

## SOCIAL PRACTICE ART ENGAGEMENT (365 PEOPLE)

1. Student Gallery Meeting (75+pp)
2. Personal interviews (30+pp)
3. One-to-one interactions on the streets/porches of the neighborhood (100+ pp)
4. DJ hosted meeting for Relate Room (40+pp)
5. Roaming Art priorities board (120+pp)



# Professional Artists

- Emily Popp & Anwar Floyd-Pruitt: Thresholds
- Maria Amalia Wood: Priorities board
- Rob Dz: The Relate Room
- Borealis: CITYZINE

## Mifflandia Social Practice Art Engagement

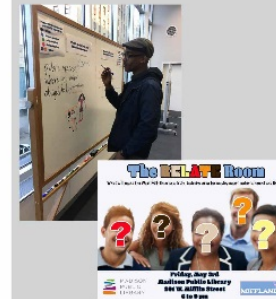
In addition to more traditional public engagement opportunities, the City's Planning Division worked with Emily Popp, who coordinated several local Social Practice Artists and a series of events and projects to reach students, residents, stakeholders, and underrepresented groups in innovative and creative ways.

### What is Social Practice Art?

Social practice artists aim to affect their community and environment in a real (rather than symbolic) way to help guide social change. This gallery and meeting is the culmination of several months of work by our professional social practice artists. Please engage the artists, ask questions and experience this gallery setting to see how Social Practice Art can be used in a planning process.

## Rob Dz - Relate Room

The purpose of THE RELATE ROOM was to encourage members of our community to come together to brainstorm on ideas and issues to make Madison a truly inclusive community. These conversations need to happen in order to push the envelope on making our city the progressive city that it claims to be. People had the opportunity to state what they think will make Madison feel like home, for all. Participants explored different themes of music and conversation including Economics, Education & Access and Social Elevation.



@iamrobdz  
Hip Hop Artist with ties to the Public Library Bubbler, Boys and Girls Club, Nehemiah Center, joining forces for families, as well as teaching audio production and personal branding to area youth and incarcerated juveniles.

## Borealis - CITIZEN CITYZINE

CITIZEN CITYZINE contains excerpts from interviews that artist Borealis conducted with queerers in and around the Mifflin neighborhood. Borealis asked LGBTQ+ interviewees to imagine an ideal neighborhood in whatever terms were appropriate and interesting to them, addressing their primary concerns about and hopes for city planning in Madison. A city survey about the W Mifflin / W Washington area helped guide many of the conversational prompts, although the zine represents hours of collective imagining sparked by a queer urge to organize. We hope that the ideas shared in the zine will help shed light on opinions concerning development all around Madison, including incorporating more art, open spaces, and social supports within neighborhoods.

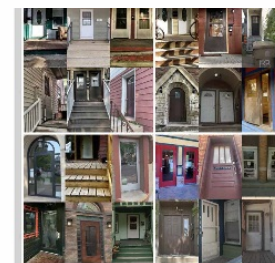
Included in this zine are instant images taken during the Thresholds Mapping component of Mifflandia, facilitated by Anwar Floyd-Pruitt and Emily Popp.



alauraborealisart.com

Queer and feminist artist, writer, Educator and Outreach Director at the Arts + Literature Laboratory. Their major creative works are transdisciplinary, social, and performative, while day to day projects work through questions in small visual experiments.

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@emilypopp

Popp began exploring textile arts as a costume designer and knitter. Finally is interested in fashion as performance and personal expression. As an MFA student she is exploring fashion as it relates to everyday life, community, and social justice.

www.anwarfloydpruitt.com

Artist and filmmaker. Through working with children as a mentor, science teacher, and art instructor, his work has become increasingly concerned with social issues and the empowerment of marginalized communities.

www.mariaamalia.com

A native of Honduras, Maria Amalia maintains a studio in Madison, WI., and enjoys working with textiles, papermaking and community-focused storytelling. With a creative process that embraces a personal and socially engaged art practice, her work delves into the complexities of a life lived between Central America and the Midwestern United States.

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# Emily Popp & Anwar Floyd-Pruitt Thresholds Mapping

*They discovered the importance of thresholds and the interaction between public and private space... illustrating the intersection between individual and community, public and private, intimate and outward facing.*





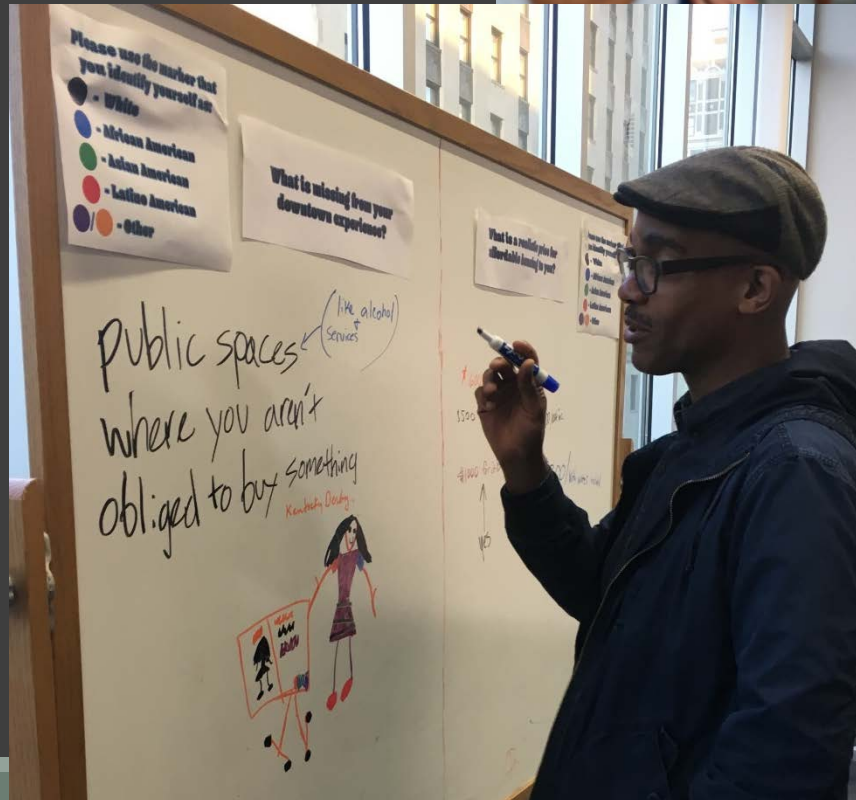
# Maria Amalia Wood Priorities Mapping

*A tessellated grid of movement and color allowed people to have a collective conversation about what makes for a welcoming neighborhood.*



# Rob Dz The RELATE Room

*There is need for  
places and activities  
that do have an  
literal or figurative  
entry fee*





# Borealis CITIZEN CITYZINE

*"I feel like city planning is not for me. I'm probably too young and poor for anyone to take my ideas seriously. Like an equal balance of emphasis on architecture and social services in order to plan a city might not be considered helpful or useful. But that's what I want to say! Do what you want with ugly buildings, I guess, but please make sure there's access to all of those buildings and that all voices are heard in the deliberation process."*  
- Quote from CITYZINE

C I T I Z E N  
C I T Y Z I N E  
*mifflin concept*



based on interviews  
between borealis  
& peer queers of madison wi  
featuring instant images taken during  
anwar floyd-pruitt and emily popp's collaborative  
thresholds mapping project

# Public Engagement Budget\*

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Food / Beverage	\$1300	\$750 donuts, \$300 samosas, \$250 tamales
Postcard Mailings	\$750	\$250 x 3 mailings
Social Practice Artists**	\$4800	\$800 x 4 contributing artists, \$1600 -coordinating artist

\*Doesn't include staff time

\*\* The artists put much more time into this project than they got paid for!



# What did we learn from Art?

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1. Artists engaged people in new and substantive ways
2. Gained insight into the priorities of vulnerable and underrepresented populations.
3. Sobering responses - underrepresented groups feel at a loss for how they can affect their neighborhoods.
4. People that were engaged through this process are looking for ways that they can be seen, and feel represented in the spaces where they live and work.
5. There are two Madisons - experiences of underrepresented groups don't match Madison's top ten lists.

# Key Plan Recommendations from Art

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1. There needs to be more inclusive and welcoming public spaces in Mifflandia & Downtown.
2. Architecture can send strong messages about who is supposed to be or live there – create spaces without a literal or figurative entry fee
3. Porches and semi-public spaces (*thresholds*) could provide an important opportunity to make spaces welcoming
4. Miffland is an excellent choice for permanent supportive & affordable housing



# Urban Design - Public to Private Transition

The District has a distinctive public realm transition that is characterized by layered zones that define the rhythm, character and pedestrian experience.

## Mixed-Use Building



## Residential Building



### Public Zone

The Public Zone is comprised of the terrace and sidewalk located within the public right-of-way.

- + Existing viable trees shall remain.
- + Wide terraces on West Washington to be preserved.
- + Minimum sidewalk widths:
  - 5 foot wide for residential uses.
  - 6 foot wide for mixed-use/commercial uses.
- + No circular drop-offs.
- + Shared driveways preferred.

### Semi-Public Zone

The Semi-Public Zone is located within the setback area.

- + Minimum vegetative cover at ground level: 50% for residential, 25% for mixed-use.
- + Zone is activated through the use of patios, plaza, outdoor cafes, stoops, stairs, ramps, railings, knee walls, & bike parking. Elements should be complementary to the overall building design and create a pedestrian friendly rhythm.
- + Sustainable vegetative cover is encouraged.
- + 10 foot wide sidewalk adjacent to commercial.

### Semi-Private Zone

The Semi-Private Zone is located within the setback area the Zoning Code permits some building elements, such as porches.

- + Minimum vegetative cover at ground level: 25% for residential, 10% for mixed-use/commercial.
- + Porches, balconies, arcades, awnings, and porch roofs as allowed by Zoning Code.
- + Sustainable vegetative cover is encouraged.
- + Balconies, porches & other building elements should be made to emphasize the rhythm of porches and patios in the district.
- + All residential buildings shall have front porches/balconies over at least 50% over the ground floor street frontage.

# Social Practice Art as Community Building

*Dream*  
Goldie Raye

*Spontaneous Writing Booth*  
Dana May, Susan Podebradsky, Kristina Amelong

*For the One Who Finds Me*  
Daika Laine







Mural Alley – East Side Shopping Center  
Flavia Zimbardi, Caetano Calomino, Henrique Nardi

[www.cityofmadison.com/mifflandia](http://www.cityofmadison.com/mifflandia)  
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