

# 2024 LANDSCAPE X SYMPOSIUM



Saturday, 8/24

Landscape X Culture X Community

NCC24-001 Art Masterplanning, Creative Placemaking and Public Art (1.25 PDH, LA CES/HSW)

Event Type: Panel Discussion  
Time: 10:30 am - 11:45 am  
Location: Broadway Event Hall  
Capacity: 80

Join us for a discussion of roles with regards to community, arts consultancy, artist, and landscape architect; and the emerging multi-benefit and multidisciplinary potentials through planning and collaboration.



## Panelists



**David Fletcher, PLA, ASLA | Founding Principal, Fletcher Studio | Session Moderator**

David has practiced in landscape architecture for 30 years, and has worked on the planning, design, and construction of projects ranging in scale from regional watersheds to furniture design. David's formative education in field biology and fine art created an eclectic foundation where urban ecology, pop culture, and the California landscape intermingle with the everyday. David oversees the Studio's project portfolio and serves as Design Director for the office's projects.



**Nataly Gattegno | Artist, Founding & Managing Partner of FUTUREFORMS**

FUTUREFORMS is an award-winning art and design studio based in San Francisco, CA. Founders Jason Kelly Johnson and Nataly Gattegno have collaborated on a range of projects exploring the intersections of art and design with public space for over 20 years. Recent public art projects have included sculptural shade canopies, art pavilions, fine art objects, furniture, lighting, and large scale urban art installations.



**Dorka Keehn | Principal, Keehn On Art**

Keehn On Art is a firm positioned at the intersection of art and urban planning that specializes in public art, art master plans, and placemaking. Dorka works with developers, city planners, and architects to enhance development projects and foster community wellbeing. For over a decade, she served on the San Francisco Arts Commission where she chaired the Visual Arts Committee and its Civic Design Review Committee, which evaluates and has final purview over all construction and renovation of architecture, streets, and landscape design.

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## Session Outline

### **The importance of public art in cities.**

The speaker will set the table in establishing the cultural and economic values of public art in cities. A brief history of public art will be presented with historic and contemporary examples shown. A brief overview of governance and funding will be discussed as well as various implementation strategies. Finally there will be a discussion of roles with regards to community, arts consultancy, artist, and landscape architect. This introduction will end with a discussion of emerging multi-benefit and multidisciplinary potentials through planning and collaboration.

### **Public art master planning and the creative placemaking process.**

Through the presentation of two Art Master Plans, this session will address incorporating creative placemaking and placekeeping into the plans' development by sharing insights into how to engage public, private, non-profit, and community sectors to strategically shape the physical and social character of a new neighborhood or mixed use development through the public art programs.

### **The design, fabrication and installation of public art in the urban realm.**

Through the presentation of public art projects and an arts masterplan, this session will share insights into the design, fabrication and installation of public art in the urban realm. With a focus on the collaboration between the artist and the design team, this session will focus on public art that activates the public realm by creating spaces for formal and informal programming and activation.

## Learning Outcomes

- Understand how to develop a public art masterplan, relative to a larger site design and concept; tying together an underlying narrative of place.
- How to incorporate placemaking, placekeeping, and engage stakeholders in the Art Master Plan process.
- Learn about the public art commissioning, design, fabrication and installation process through the lens of collaboration between the artist and design team.
- Understand the role of Landscape Architects in the planning and collaboration of public art.