



THE KRESGE FOUNDATION

Arts & Culture

PROGRAM

We position culture and creativity as drivers of more just communities.

Elevating the unique attributes of a community through the voices of its residents.

*Photo courtesy of NuLawLab/
Northeastern University*

The animating principle of Kresge's Arts & Culture Program is an explicit focus on equitable Creative Placemaking, which is arts, culture and community-engaged design as central elements of community development and planning. Creative Placemaking can involve many approaches, however the core function is elevating the unique attributes of a place through the voices of its residents.

This can contribute to enhanced pathways for low-income people to lead self-determined, healthy lives and to contribute to more just systems. However, it must take aim – in an explicit, nuanced and multi-faceted way – at the structural inequalities of systems, policies, and practices that are embedded in all dimensions of community life.

Creative Placemaking provides an intentional pathway to refrain from moving these unjust practices forward. If we involve artists and culture bearers to rethink the concept of community development and planning, we are able to create a new perspective that embodies the culture and voices of residents.

We must depict a different narrative around people with low incomes by (re) designing solutions that add residents and artists to the conversation. How might **culture and creativity** help shift the narrative?

Reframe: Explore problems through different lenses and amplify how creative, place-based and human-centered processes can contribute to more equitable solutions.

Restore: Repair the social fabric, activate resident voice and shift the narratives about people with low incomes in historically disinvested places.

Reimagine: Influence how the arts, community development and planning fields work in harmony to create more resilient and just practices.

We invest through three focus areas:

Increase Creative Capacity to Shape Healthier Neighborhoods

We work to advance creative approaches that empower residents to drive change and restore wellness in their neighborhoods.

Catalyze Creative Change in Cities

We work to promote creative solutions to community development and planning in targeted geographies to support change over time.

Strengthen the Equitable Creative Placemaking Field

We work to advance the field of Creative Placemaking leaders, practices and principles committed to equity and inclusion.

Key Initiatives:

BASED

Building and Supporting Equitable Development

The BASED initiative seeks to advance community development through arts and culture. This national program supports community partners to promote Creative Placemaking by positioning culture and creativity as drivers of more just communities. The primary goal of BASED is to develop a platform for continued learning of both leading practitioners and Kresge staff around emerging field priorities, such as strengthening racial equity and inclusion best practices within the community development sector.

Culture of Justice

Reimagining community justice through arts and culture

Created to ignite new approaches to community justice, this national initiative will center around a grantee cohort of five community-based organizations that are using arts and culture to reimagine justice in their local cities. Culture of Justice is a joint effort of Kresge's Arts & Culture Program, the Boys and Men of Color Working Group and the Human Services Program. The initiative has four main goals:

- Integrate promising practices into local community development and human service systems;
- Deepen the leadership roles of justice-involved residents, particularly boys and men of color;
- Center social and economic mobility in those processes; and
- Give visibility to authentic narratives of justice-impacted individuals and communities.

FreshLo

Fresh, Local & Equitable

The Kresge Health and Arts & Culture Programs collaborated to fund neighborhood-scale projects demonstrating creative, cross-sector visions of food-oriented development through the FreshLo initiative. FreshLo projects intentionally integrate healthy food, creative placemaking, community development and equity in their work.

Seeding change in urban housing and community development through arts and culture.

Photo courtesy of Broadway Housing Communities/
Sugar Hill Children's Museum of Art & Storytelling



FOR MORE INFORMATION

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