acting together...

cultivating and fostering change together...

creative university-community partnerships...
Rust to Green
UTICA
JULY 2010

OUR VISION:
“Growing our city into a resilient, vibrant, sustainable community for the 21st century”

OUR MISSION:
Cultivate an open and dynamic network
“We can’t do it alone”
Identify and nurture our assets
“Celebrate who we are”
Craft and share adaptable principles, tools and practices to guide the way
“Learn as we go”
Take action to accomplish our vision of a resilient, sustainable and vibrant 21st Century Utica
“Don’t talk rust, act green”

www.rust2green.org
There’s so much more to Utica...

“We need to take Utica’s model to the world”

John Zogby 2012
MOST SURPRISING

TABLE TALK
- SeniorFriendly Parks & Outdoor Spaces?

TABLE TALK
- Food
- Thinly
- In Ready Order

TABLE TALK
- Service may be a problem:
- Are the hours too long?
- Is it too late?

TABLE TALK
- Low Cost
- Farm Shares
- Cost of Healthy Food

TABLE TALK
- Easy Access
- Children
- Cleanliness
- Prenatal Health
- Food Security

TABLE TALK
- No Comp. Plan at CalWorks
I HAVE A DREAMscape
Edible Teaching and Learning Garden
Phase One Design Advancement & Community Engagement

Dr. Martin Luther King Jr. Elementary School
Utica, New York | Spring 2013
During an initial visit to the school, the R2G team led visioning exercises with Ms. Bell’s fourth grade class and Ms. Peroni’s third graders, asking students and teachers how they used their schoolyard currently, and inviting them to envision its potential. The students were truly able to DREAM BIG, igniting a visioning and design process that took place over the next several months.

KING KIDS DREAM BIG!
TAking STEPS TOWARDS CREATIVE PLACEMAKING
Oneida Square Arts and Culture District
Phase One Community Engagement, Concept and Design Development
Utica, New York | 2013
A street with a historic ambiance connecting the Auditorium to Genesee Street
VARICK ST.

WEAKNESSES
- No cohesion of bar owners
- Boarded up and abandoned buildings
- Told not to go there alone
- Summer is dead except for on Thursdays
- Less manicured & managed
- "Teeny bopper" bias by older people
- Closer to Columbia "blighted"

THREATS
- Missing diversity of age groups
- Irish cultural center at a standstill
- Bars stay open later than they should

STRENGTHS
- Where young people go
- Residents keep an eye out
- Active and healthy street
- Food and restaurants evolving
- Saranac Thursdays is a huge draw
- Polish community center is a major hub

OPPORTUNITIES
- Varick St. is not West Utica
- Main customer base is the suburbs
- Storefront cohesion
- Only Thursdays for outdoor stage
ONEIDA SQUARE ARTS DISTRICT

One World Flower Fest

SATURDAY
MAY 9, 2015

Celebrate
MOTHERS’ DAY WEEKEND
OUR UNIQUE NEIGHBORHOOD
SPRING FLOWER BEAUTY
POSITIVE COMMUNITY ENERGY

Dance & Sing
STREET MUSICIANS
BUSKERS & BANDS
DANCE PERFORMANCES

Learn
NEIGHBORHOOD WALKING TOURS
HEALTH & WELLNESS EVENTS
GROWING BACKYARD HOPS
SOIL TESTING
FLOWER PLANTING

Creations
FLOWER GLOBES
ART GARDEN
ON THE MUSEUM LAWN
CHALK ART SIDEWALK STENCILS
FLOWER FURNITURE
WALL MURALS
CONTAINER GARDENS

Eat
FLAVORFUL FOOD FROM AROUND THE WORLD

Facebook:
One World Flower Fest

www.oneworldflowerfest.com
Create a Flower Globe
ONE WORLD FLOWER FEST -- May 6, 2011 --
BROOKLYN, NY -- ONE WORLD

Take us in creating this Public Art Project!

Create a stunning FLOWER GLOBE of your own or hire and design to become part of a unique public art installation for the very first One World Flower Fest in Urbana, Illinois, sponsored by Saturday, May 7, 2011.

Join us in decorating the interior and exterior of a flower globe that will reside in the lobby of the One World Building. This decorative piece will be a floating flower globe that will reside in the lobby of the One World Building.

CREATIVE PLACEMAKING

The goal is to create a flower globe that will be displayed in the lobby of the One World Building. The flower globe will be a unique and eye-catching piece of art that will add to the overall ambiance of the building.

PROJECTING ART AND CULTURE

Flower globes are a playful and creative way to bring art to life. They are an excellent way to showcase the talent and creativity of artists and designers. Flower globes can be used to create public art installations, art programs, and community projects.

THE DETAILS:

1. **MATERIALS**
   - Flower globe kits
   - Paint
   - Brushes
   - Glitter
   - Sequins

2. **DIRECTIONS**
   - Paint the flower globe with a coat of white paint. 
   - Add glitter, sequins, and other decorative elements to create a unique and eye-catching design.

3. **PROVIDED MATERIALS**
   - Flower globe kits
   - Paint
   - Brushes
   - Glitter
   - Sequins

4. **CONFORMATION**
   - Flower globe designs will be available for pickup from the lobby of One World Building.
   - The design and color of each flower globe will be unique.

MARRIAGE CHANGE TOGETHER!

The One World Flower Fund is a unique and creative way to bring people together. The flower globe will be the centerpiece of a public art installation that will bring people together to create a special and memorable experience.

For more information, please visit the One World Flower Fund website or contact us at info@oneworldflowerfund.org.
KEMBLE PARK: A celebration of place and community in Utica's Cornhill

Aerial view looking south from James Street to basketball, handball, playscape, soccer field, green and pavilion areas

South-North Section Illustrating park areas and activities for all age groups

View entering along the Butterfly Garden Walk from Oneida Street Entry

Aerial View of Tapestry Plaza and the Corn Crib Pavilion

View entering from James Street passing the Memorial Garden and looking towards the Corn Crib Pavilion
“START BY DOING WHAT IS NECESSARY, THEN WHAT IS POSSIBLE, AND SUDDENLY YOU ARE DOING THE IMPOSSIBLE.”

—ST. FRANCIS OF ASSISI