

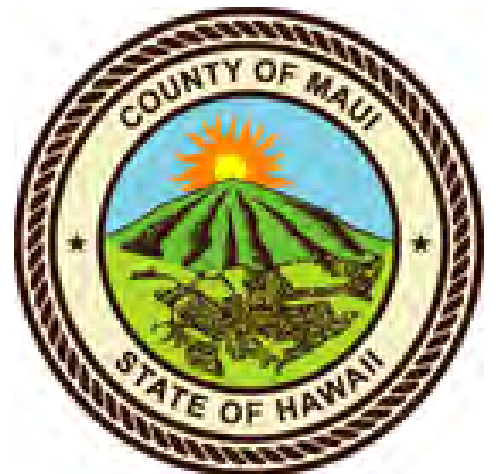
SMALL TOWN BIG ART

NATIONAL ENDOWMENT FOR THE ARTS
COUNTY OF MAUI
HALE HŌ'IKE'IKE AT THE BAILEY HOUSE

Erin Wade

Redevelopment Program Planner
County of Maui
Department of Management

Smalltownbig.org
WailukuLIVE.com



What is SMALL TOWN* BIG ART?

SMALL TOWN BIG ART is a 2018-2020 **creative placemaking** pilot project to help position Wailuku, Maui, Hawaii as a public arts district that is focused on its distinctive sense of place, history and culture.



2012 Hui Noeau Artist in Residency, Erik Okdeh
Na Wai Eha



KEY TAKE-AWAYS: Artist with experience communicating a social justice message, uses a collaborative process to involve the community, \$\$, contracts, quality



2016 UVSC Sponsored Mural on MAPA building

Mural of Hope



KEY TAKE-AWAYS: Art used for healing, focal point of event/fundraiser planning, connect organizations with mission overlap, go big



2017 Applied for NEA Our Town Creative Placemaking Grant



NATIONAL ENDOWMENT
FOR THE ARTS

Inventory of Arts related assets in Wailuku proves art is Wailuku niche



WAILUKU ARTS

The foundation of Wailuku's Creative Community

PERFORMING ARTS

- 1 IAO THEATER
- 2 MAUI ON STAGE, Community Theatre Group
- 3 MAUI ACADEMY OF PERFORMING ARTS, Offices
- 4 MAUI ACADEMY OF PERFORMING ARTS, Rehearsal Space and Costume Shop
- 5 MAUI ACADEMY OF PERFORMING ARTS, Future Blackbox Theatre
- 6 MAUI CHORAL ARTS ASSOCIATION
- 7 MAUI CHAMBER ORCHESTRA
- 8 SUMEK DANCE
- 9 KONOMI DANCE WORKS, LLC

CULTURAL ARTS

- 16 PRIDE INK - Cultural Tattoo
- 17 NATIVE INTELLIGENCE, Studio and Gallery
- 18 MAUI KI - AIKIDO
- 19 BAILEY HOUSE MUSEUM

FASHION DESIGN

- 20 HA WAHINE
- 21 MAUI THING
- 22 PARADISE NOW
- 23 IF THE SHOE FITS

VISUAL ARTS

- 10 PHIL SABADO, Studio and Gallery
- 11 DAVID SANDELL, Studio and Gallery - Degree
- 12 WAILUKU COFFEE COMPANY, Monthly Rotating Gallery
- 13 NORTHSHORE ART & FRAME, Studio and Gallery
- 14 THREE KISSES, Studio and Gallery
- 15 MAUI CERAMICS

MUSIC & MEDIA

- 24 MAUI NO KAI OI MAGAZINE
- 25 REQUEST MUSIC, Record Store
- 26 MANA'O RADIO
- 27 MAUI TIME
- 28 KAOI-FM

- HISTORIC BUILDINGS
- GOVERNMENT / PUBLIC FACILITIES
- OPEN SPACES
- COMMERCIAL BUILDINGS
- CHURCHES / COMMUNITY / GATHERING BUILDINGS
- STREET-ORIENTED BUILDINGS
- MEDICAL FACILITIES
- MULTI-FAMILY
- LOCATION OF THE FUTURE WAILUKU PARKING & EVENTS FACILITY
- ALLEYS / NARROW ROADS (SHARED STREETS)
- IMPROVE PEDESTRIAN SAFETY
- MAINTAIN AND RESTORE THE HISTORIC FACADES
- PROPOSED ARTS, DINING AND ENTERTAINMENT DISTRICT
- MAIN STREETS
- SECONDARY STREETS
- CONNECTION B/W IAO SCHOOL AND GOVERNMENT CAMPUS
- KEY INTERSECTION

Problem Statement: Art is happening inside buildings and behind closed doors. There is nothing readily visible to tell people, Wailuku is an arts district



Opportunity: To utilize art to help reinforce Wailuku's unique sense of place and community values.



SMALL TOWN BIG ART
PRESENTS
PANGEASEED FOUNDATION'S

Sea Walls



Artists FOR Oceans
MAUI • HAWAII

JANUARY 28 TO FEBRUARY 2

A PUBLIC ART INITIATIVE TO GIVE OUR OCEAN A CREATIVE VOICE • FOR MORE INFORMATION VISIT PANGEASEED.ORG



CELEBRATING 21 YEARS OF INDEPENDENCE SINCE 1997

FEBRUARY 7, 2019 • VOLUME 22 • ISSUE 35 • FREE

maui time



**MURALS
OF WAILUKU**
16 NEW PIECES OF
PUBLIC ART PAINT
MAUKA TO MAKAI

PG.10

What we learned: Working with an organization with its own agenda instead of working directly with the artist, the parameters you set may not be communicated in the way you would have expressed.



What we learned: On the environmental issues, the local artists really grasped the Mauka to Makai directive much more clearly



What we learned: Don't plan huge mural events in January and February, a community ready for art will move mountains to make it happen – including give up parking, ultimately even if the artist didn't follow the directions, the quality of the art is still widely appreciated









[FIND CALLS](#)

[HELP](#)

[HOW IT WORKS](#)

[BLOG](#)

[CONTACT US](#)

[LOGIN](#)

[ARTIST SIGN UP](#)



FIND CALLS. APPLY. MANAGE ENTRIES.

Pilot program underway: 13 artist, diverse media, one year of art, second call later this year, focus is on the processing being even more important than the final product

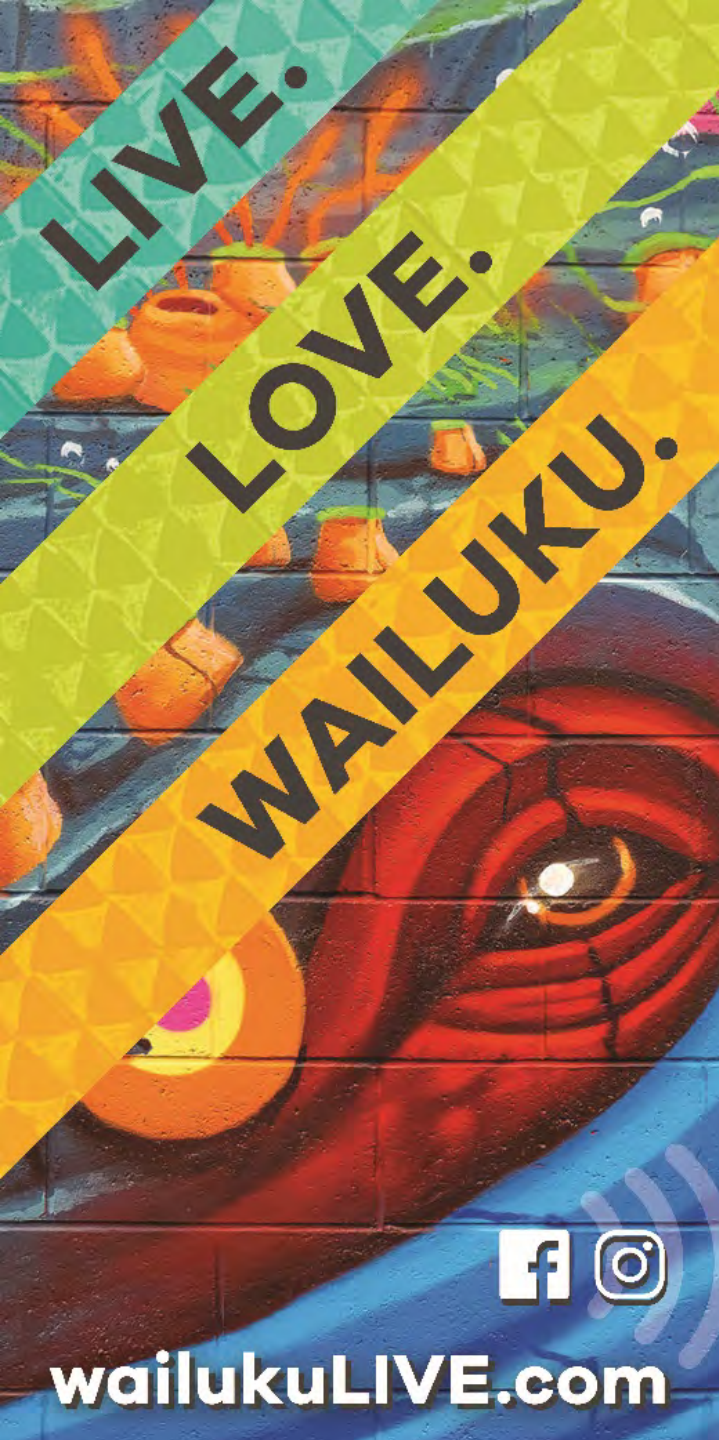


Lighter, Quicker, Cheaper Take-Aways

- It may be light on permitting but it is very time intensive to get it right
- Make sure to have a public art specialist who knows the ins and outs of community-driven arts program
- Start small and build as you gain the community's trust
- Having a clear process for artist selection and a mission for the program is essential
- Like any plan, outline short term and long term priorities and set budgets early. Use the plan to pull in partners wherever possible.
- Know going in that a high degree of flexibility and adaptability is essential to get all the pieces in place
- **DOCUMENT!**



- Make sure its about the community first.



www.smalltownbig.org

kelly@kellymchugh.org
erin.wade@mauicounty.gov

