



# Arts & Culture



## INTRODUCTION

Arts and culture contribute to building a cohesive community, often bridging old and new, young and mature, contemporary and traditional, real and virtual. Arts and culture help cities animate their downtowns, creating a sense of place and improving the quality of life for citizens, visitors, and the business community. Since the community's inception, arts and culture have been an integral part of Scottsdale's identity, economic viability, and continued development, most notably in Downtown.

Recognizing the important niche that arts and culture bring to Downtown Scottsdale, coupled with the changing supply and demand aspects of the industry, requires collective foresight to plan, promote and implement strategies that further our community's economic, creative, and artistic successes. The goals and policies of the Arts & Culture chapter define the direction for existing and future Downtown arts and cultural amenities and programs, particularly those that celebrate what is unique to our community, and continue to distinguish it artistically and creatively.

*"Downtown is the 'art' and soul of Scottsdale."*

*~ Downtown Scottsdale Town Hall Report, 2006*



*Love Sculpture by Robert Indiana*

## **AC GOAL 1:**

***INVEST IN CURRENT AND CREATE NEW OPPORTUNITIES TO ADVANCE DOWNTOWN SCOTTSDALE AS AN ARTS AND CULTURAL HUB WITH REGIONAL, NATIONAL, AND INTERNATIONAL SIGNIFICANCE.***

### **Policy AC 1.1.**

Support a diverse range of arts and cultural experiences Downtown.

### **Policy AC 1.2.**

Develop arts and cultural amenities and programs that enhance Downtown Scottsdale's artistic landscape by establishing incentives that promote revitalization, expansion and new development of arts, cultural, and educational facilities.

### **Policy AC 1.3.**

Retain existing and establish new high quality signature events that distinguish Downtown Scottsdale, and attract audiences of both residents and visitors.

### **Policy AC 1.4.**

Continue to invest in, improve, and celebrate the Scottsdale Civic Center, the Arizona Canal, and gallery areas, as prominent arts and culture destinations in Downtown.



*Tributary Wall by Kevin Berry*

## **AC GOAL 2:**

***CREATE A MUSEUM WITHOUT WALLS DOWNTOWN WHERE ALL CAN PARTICIPATE.***

### **Policy AC 2.1.**

Encourage public and private investment in public art that preserves, commemorates, and celebrates our history, culture, and people.

### **Policy AC 2.2.**

Serve diverse community interests by supporting a variety of signature projects, emerging artists, and temporary event-based programs Downtown.



*The Yearlings by George-Ann Tognoni*

**Policy AC 2.3.**

Utilize public art to strengthen interconnectivity between Downtown urban neighborhoods and cultural facilities through the creation of art paths and art enhanced walkways.

**Policy AC 2.4.**

Promote public art integration into the architecture and urban design of public and private development.

**AC GOAL 3:**

***PROMOTE AND SUPPORT INITIATIVES THAT FOSTER DOWNTOWN AS AN INTERACTIVE ARTS DISTRICT.***

**Policy AC 3.1.**

Support work/live development in the Downtown that is flexible enough to accommodate the needs of artists and other creative professions.

**Policy AC 3.2.**

Foster partnerships to create an artist center and artist-in-residence programs.

**Policy AC 3.3.**

Animate existing private and public spaces with arts and culture, and create informal, spontaneous exhibition and performance spaces throughout the Downtown.

**Policy AC 3.4.**

Connect commercial and private art enterprises with public and non-profit arts and cultural venues in the Downtown.

**Policy AC 3.5.**

Encourage the attraction and retention of Scottsdale based non-profit arts and culture organizations in Downtown.

**Policy AC 3.6.**

Develop economic, land use, planning, and design strategies to protect and enhance arts, culture, and gallery businesses in the Downtown.



*Parsons Dance Company  
Performing Arts*



*Red Ball Project by Kurt Perschke  
Temporary Public Art*



*Bentley Gallery  
Commercial Art Enterprise*

