



# THE CREATIVE CULTURAL LANDSCAPE

Rainey Tisdale and Linda Norris  
CAMOC/ICOM July 4, 2016  
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The Highline,  
New York City



Blue Cockerel by Katharina Fritsch, on the Fourth Plinth, London



ANYONE CAN BE CREATIVE



CREATIVITY IS A PROCESS AND A PRACTICE



Deliveryman, Shanghai





“CITIES ARE THE TRUE  
FONTS OF  
CREATIVITY...”

...With their diverse populations, dense social networks, and public spaces where people can meet spontaneously and serendipitously, they spark and catalyze new ideas. With their infrastructure for finance, organization and trade, they allow those ideas to be swiftly actualized.”

— Richard Florida





IN CITIES, CREATIVITY IS ALL AROUND US

Azulejos (tiled facades), Lisbon



# THE CITY AS A CREATIVE CULTURAL LANDSCAPE

**Individual creators (formal and informal)**

**Places where creativity happens in public**

**“Third places” (public spaces for cross-pollination)**

**Museums**

**Other cultural institutions**

**Materials and supplies**



# WHY WOULD CITY MUSEUMS INVEST IN THE CREATIVE CULTURAL LANDSCAPE?

- It aligns with their mission as curators of the city
- It helps cities thrive by increasing well-being & solving collective problems
- It's a tool for civic engagement—each citizen becomes a co-creator
- It helps strengthen each city's unique sense of place

Pop-up Public Dance Class, Barcelona







Bicyclists riding through the Rijksmuseum, Amsterdam





Street musicians, Paris

# WHAT EXACTLY IS THE ROLE OF CITY MUSEUMS IN THE CREATIVE CULTURAL LANDSCAPE?



# 1. OFFER RESOURCES (INCLUDING THE COLLECTION) FOR INSPIRATION



Rijksstudio 2015 Award Winner, Rijksmuseum

## 2. DOCUMENT & SHINE LIGHT ON THE CITY'S CREATIVITY

- I make/perform here
- I get inspired here
- I'm in the audience here
- I learn an art here
- I view public art here
- I imagine something here

Participatory Cultural Asset Mapping, Boston





### 3. TEACH/MODEL CREATIVE SKILLS & STRATEGIES

Philadelphia History Truck

# 4. WORK WITH RESIDENTS TO PROBLEM-SOLVE THE CITY

Upcycled Urbanism  
Museum of Vancouver







5. COLLABORATE WITH OTHERS TO BUILD THE  
INFRASTRUCTURE AND CAPACITY  
FOR CREATIVITY

Old Songs, New Opportunities, Erie Art Museum

# 6. NURTURE CROSS-POLLINATION OF PEOPLE & IDEAS



DJ Gruff at CVTa' StreetFest,  
Civitacampomarano, Italy





DOES YOUR BUILDING SAY "THIS IS A PLACE THAT SUPPORTS THE CITY'S CREATIVITY?"





CREATIVITY CONNECTS US

Noche en Blanco, Lima



# BE IN TOUCH



CVTa' StreetFest,  
Civitacampomarano, Italy

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