

ART INCUBATORS AND MAKERSPACES: An Application In Benton Harbor, Michigan



Introduction

Client

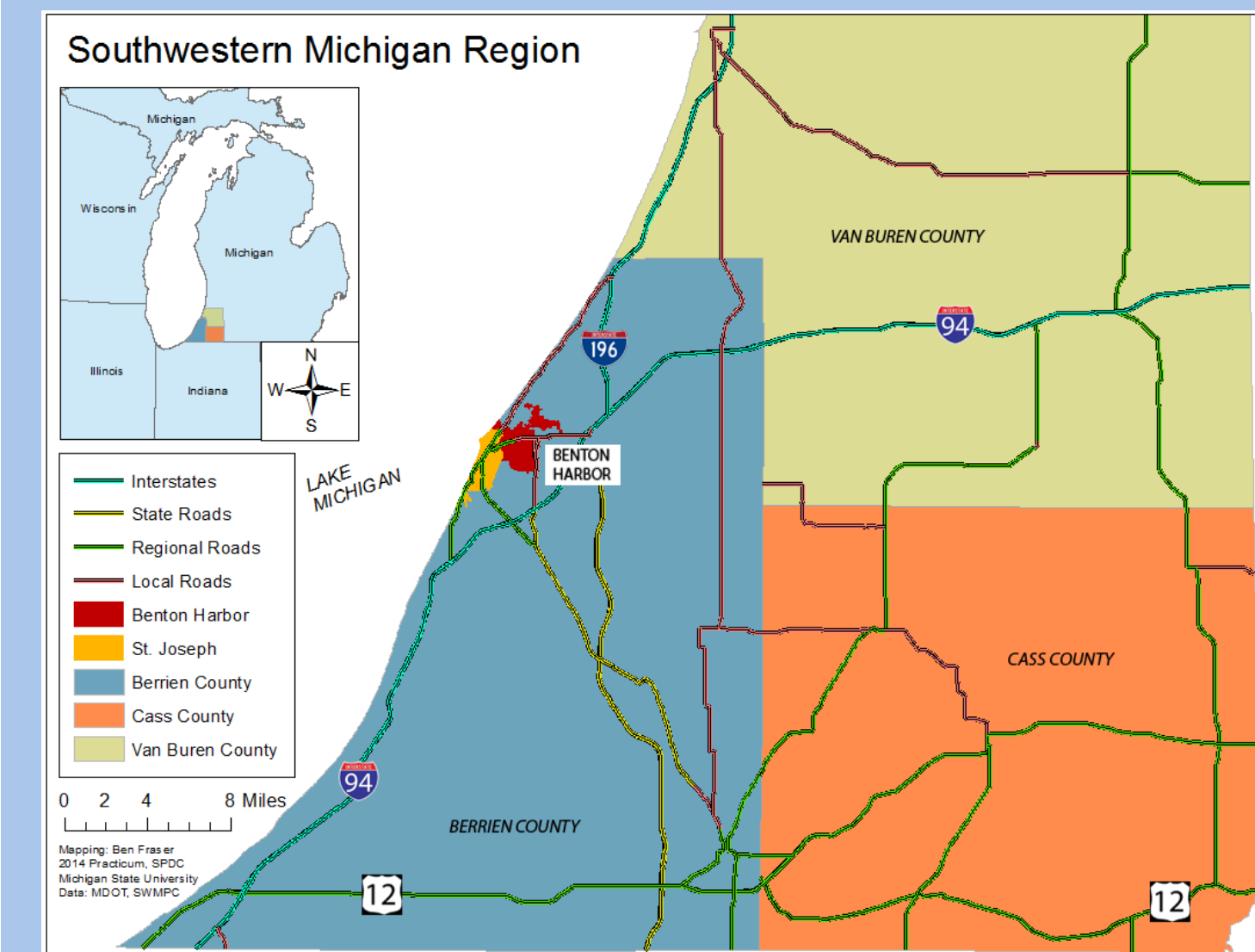
Southwest Michigan Planning Commission(SWMP) The SWMPC mission "is to promote a sustainable, high quality of life through the facilitation of sound planning and decision-making". They are currently located at 376 W. Main Street Suite 130 in Benton Harbor, Michigan. The main points of contact throughout the course of this project have been K. John Egelhaaf, Executive Director of SWMPC and Ryan Soucy, Associate Planner with SWMPC.

Project

An assessment of Benton Harbor's economy and the feasibility of establishing a hybrid of both an art incubator and makerspace.

- In assessing the feasibility of an art incubator, makerspace, or MASS, the team:
 - Researched cases and reviewed literature;
 - Assessed primary users of the space via a socioeconomic profile, creative occupational data, and community outreach;
 - Provided recommendations for how the space should develop over several phases based on agglomerated information.
 - Developed a strategy to implement the space;
 - Drafted a financial plan including possible funding sources;
 - Delineated an organization to oversee the day-to-day activities of the space upon completion.

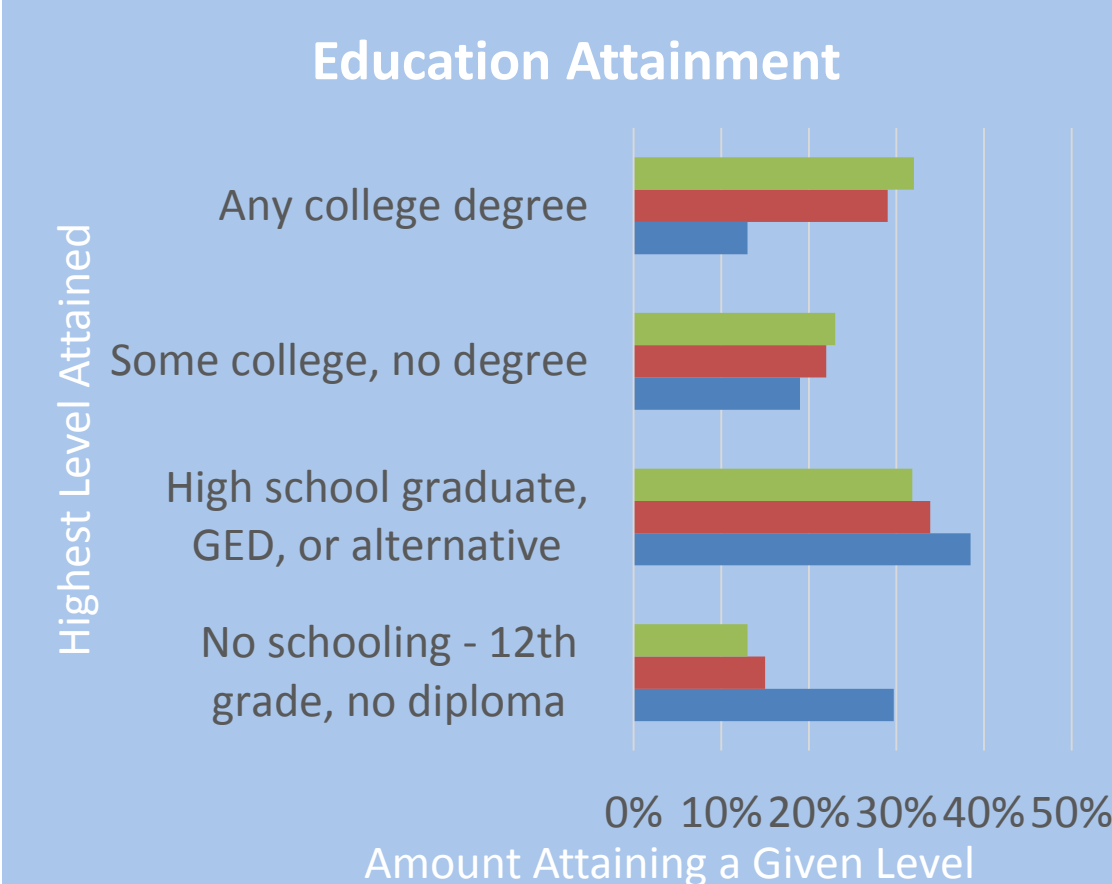
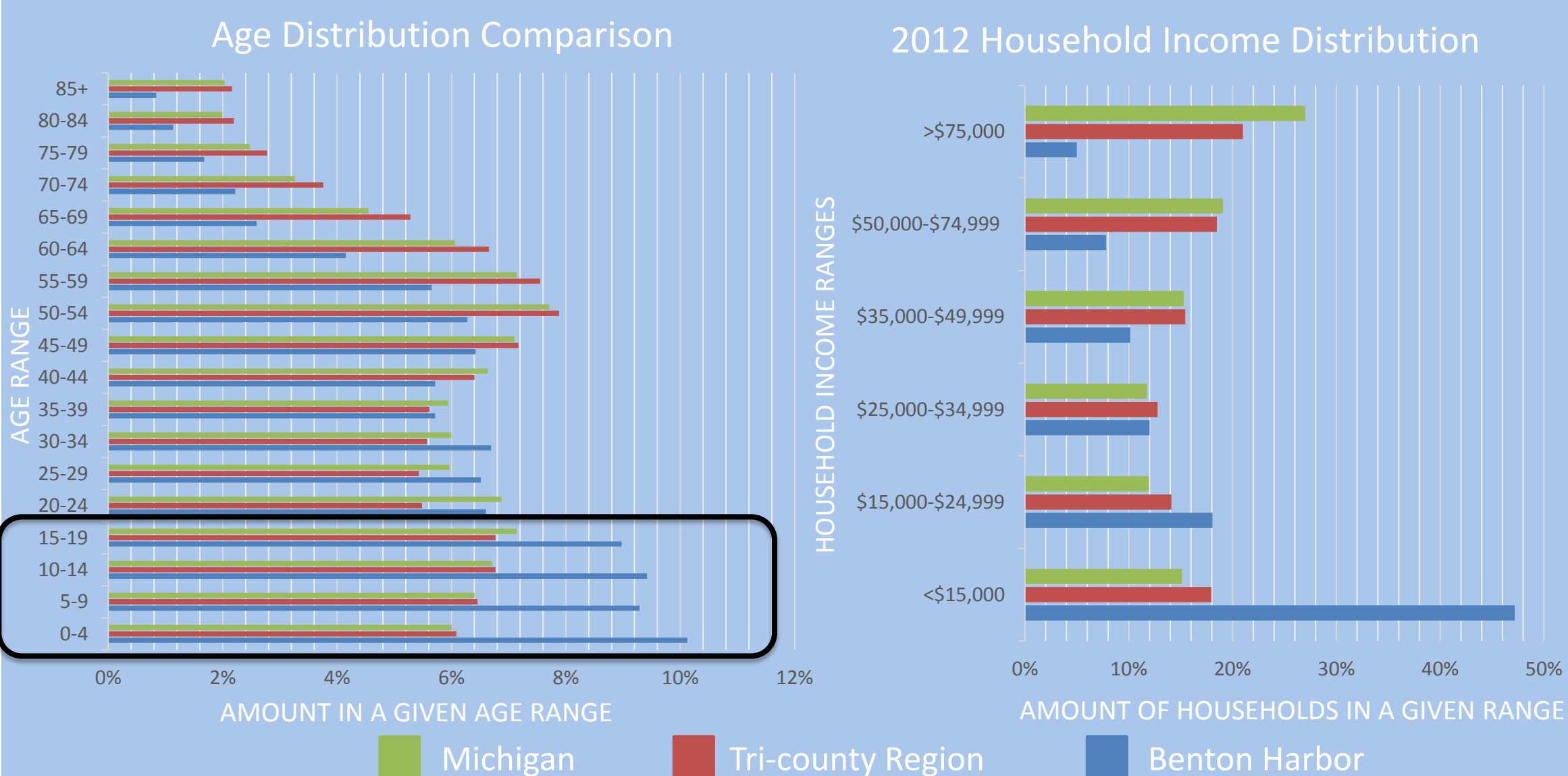
Location of Benton Harbor



Benton Harbor is located in southwest Michigan on the shore of Lake Michigan, approximately 100 miles northeast of Chicago, Illinois via Interstate 94, and 122 miles southwest of Michigan's capital city of Lansing. Benton Harbor is located in the northern portion of Berrien County, which borders the Counties of Cass and Van Buren – together the three counties make up the Tri-County Region. Berrien County spans 568 square miles and Benton Harbor has a total land area of 4.68 square miles.

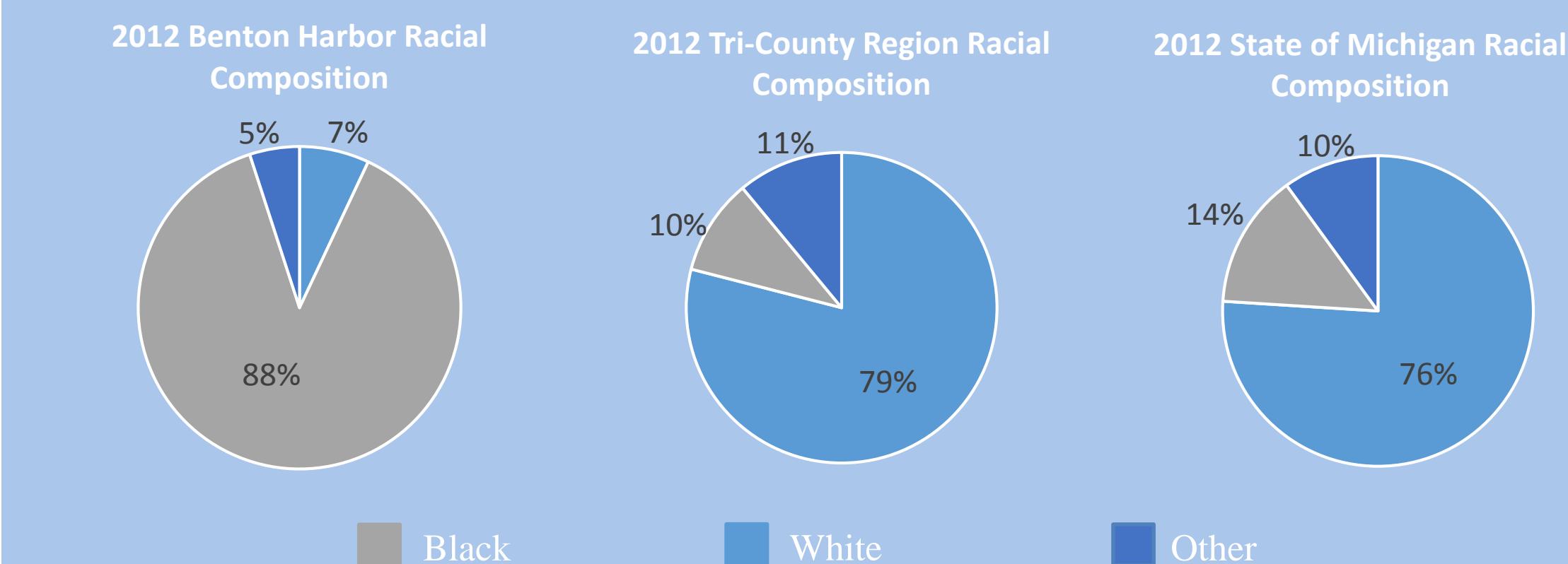
Socioeconomic Profile

Comparison of Benton Harbor to the Tri-County Region and the State of Michigan



Conclusions

- Population composed primarily of Black citizens
- Households are experiencing low income levels
- Low levels of education attainment
- Young population



Definitions

Art Incubator

- Affordable spaces
- Use of tools that artists might not have been able to access independently
- Collaboration opportunities
- Help artists efforts to start an arts-related business

Makerspace

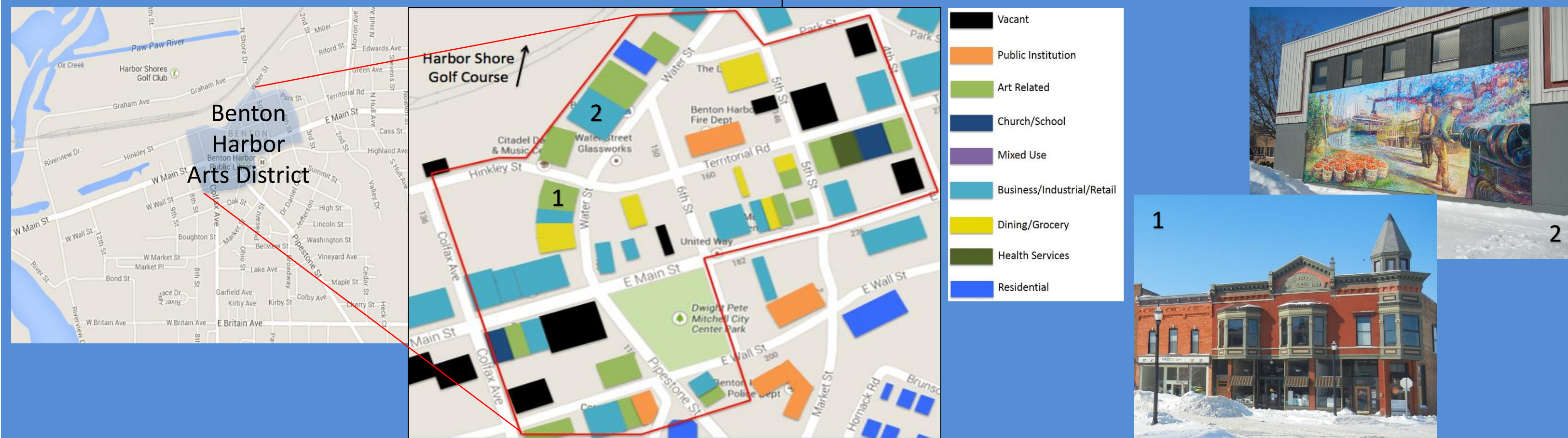
- Helps those interested in science, technology, engineering, and crafts
- Nurtures person to person interaction and collaboration
- Provides common tools and technological equipment

MakeArt ShareSpace (M.A.S.S)

- Consists of elements of both an art incubator and a makerspace including educational opportunities, collaboration, and shared equipment
- Greater emphasis on education and public involvement

Arts District

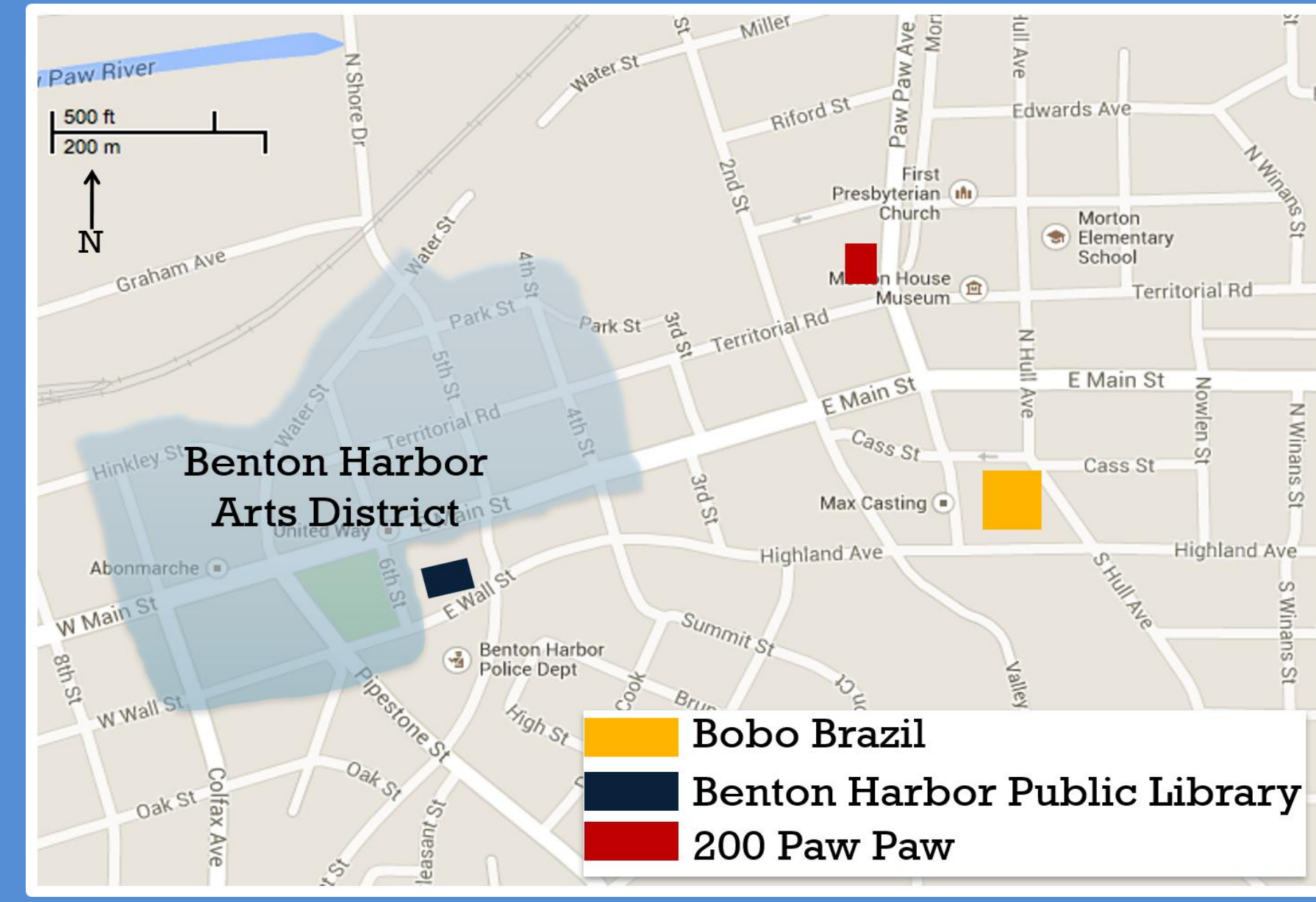
- Operations aimed to promote economic development and cultural activity
- High concentrations of art organizations, art-based businesses, individual artists, ancillary merchants, public spaces, and public art



Building Proposal



	Individual Work Space	Common Work Space	Common Event Space	Office Space	Internet Ready	Live/Work Space	Building Condition
Bobo Brazil	X	X	X				Poor
BHPL		X		X	X		Good
200 Paw Paw	X	X	X	X	X	X	Average



200 Paw Paw Potential Room Utilization	
Name	Reason/Use
Loading area	Facilitates art mobility
Multi-purpose gallery	Community events, classroom, extra gallery, etc.
Classroom	Hold classes; contains a small lockable storage room
Office	Administrative
Technology room	Technical machines or computers
Conference room	Conferences
Live-work	Has its own restroom; generate revenue
Demonstration room	Observation room for visitors to watch artists performing work
Show room	Holding events or using for gallery
Fire arts	All concrete; existing fire arts industry in Benton Harbor
Gallery (hallway)	Long aisle for displaying larger works; decorating with artists own works
Utility room	Contains electrical wiring and other appliances.



Team MASS recommends 200 Paw Paw as the proposed building for the MakeArt ShareSpace. This building fulfills the most characteristics for a viable structure of the 3 possible building site locations as presented by SWMPC. The Team created a floor plan (not to scale) of a proposed layout and use for the MASS.

Recommendations

- Formalize the Arts District
- Determine costs of MASS
- Acquire funding through the form of grants
- Form partnerships with a local arts association, college, or community anchor
- Renovate the building at 200 Paw Paw for a MASS
- Involve the community during the planning and establishment of the MASS
- Engage the community through ongoing educational opportunities, events, and exhibits

Case Studies

Detroit Creative Corridor Center (DC3), Detroit, MI

- Common demographic variables
- Space shows potential growth opportunities

ART 634, Jackson, MI

- High poverty level
- Open creativity
- Artists have branched out into community

North Carolina Arts Incubator(NCAI), Siler City, NC

- Helped foster art community in Siler City
- Similar population sizes

Arlington Arts Center (AAC), Arlington, VA

- Utilized minimal funding
- Revitalization of an old space
- Live/Work

Everett Lofts, Everett, WA

- Everett has a mature arts district
- Similar recreational draws
- Live/Work

	AAC	Everett	Art 634	DC3	NCAI	Bucketworks	Mt. Elliot
Common Work Space	X	X	X	X	X	X	X
Individual Work Space	X	X	X	X	X	X	X
Common Equipment	X	X	X	X	X	X	X
Mentoring	X		X	X	X	X	X
Educational Opportunities	X	X	X	X	X	X	X
Internet Access	X	X	X	X			
Web Presence	X	X	X	X	X	X	X

The table above shows characteristics shared by both art incubators and makerspaces presented above and below respectively. These characteristics were key to determining the recommendations in regards to the MakeArt ShareSpace.

Mt. Elliot, Detroit, MI

- Useful framework
- Using an existing building
- Open creativity

Bucketworks, Milwaukee, WI

- Core mission aligns with the definitions of makerspaces and art incubators

Acknowledgments

Presented by:

2014 Practicum Team MASS: Ben Fraser, David Hendrixon, Conor Ott, Binyu Wang, Eric Wedesky, Lindsay Westin

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Art Incubators

Makerspaces