



# Art and Design Applications

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## Art and Design Applications

Art and design improve lives in Iowa. Creative processes increase economic vitality, efficiency, and effectiveness of our communities. Iowa State University Extension and Outreach for Community and Economic Development draws on art and design to engage, empower and collaborate with communities. We seek to build long-term community partnerships that use art and design to enhance the quality of life in Iowa.



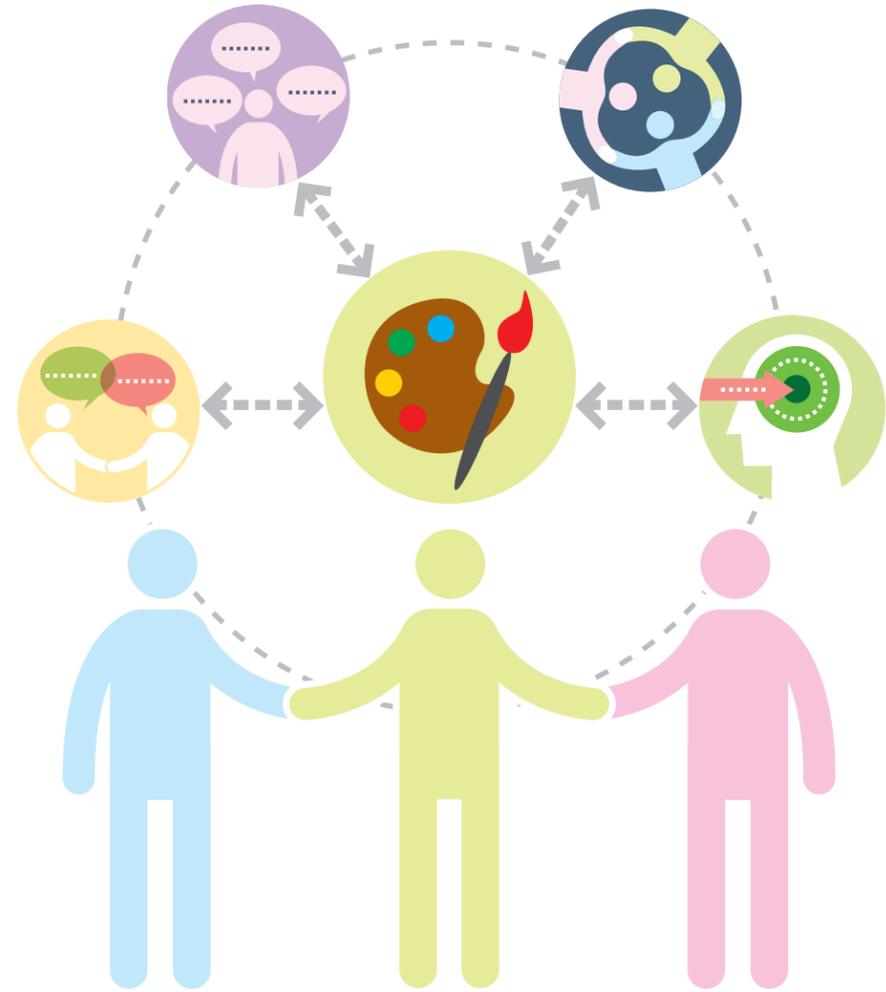
## Art and Design Resources

We harness the power of creativity and design thinking as we design for:

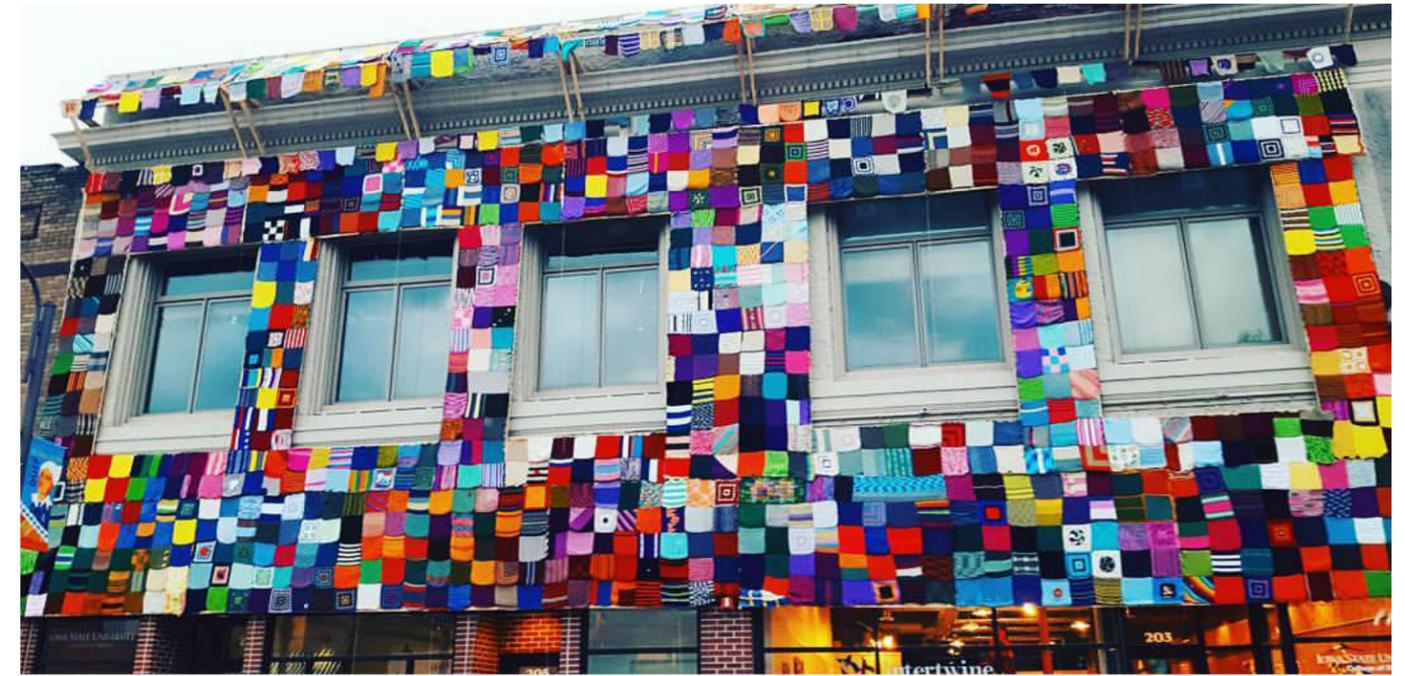
- Community Art Engagement
- Community Engagement
- Community Food Systems
- Healthy and Efficient Buildings
- Healthy Communities
- Thriving Retail Stores

# We *Design* for Community Art Engagement

Public art projects create a richer cultural impact in our towns and neighborhoods and provide communities with the opportunity to involve residents in a fun and exciting process that makes strong connections.



- The arts contribute to quality of life as much as income level or jobs.
- The arts have the potential to spark dialogue and change perception.
- The arts can reach across ethnic and cultural divides through shared storytelling.
- The arts support 4.6 million jobs nationally.



Images from Intertwine, a community yarn-bombing project in Ames, Iowa. 125 people created over 1200 squares that were transformed into blankets and donated to local service organizations.

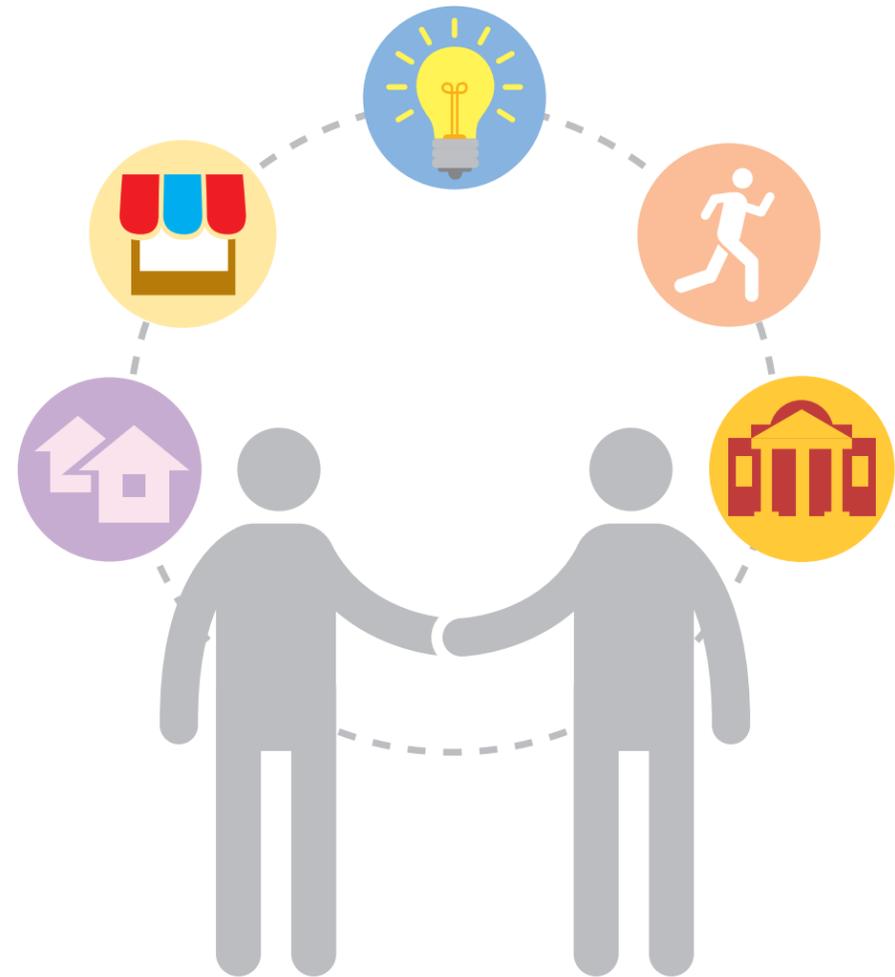
## Community Arts Specialist

ISU CED partners with Iowans to use community art and the art-making process to increase community and economic development. This results in:

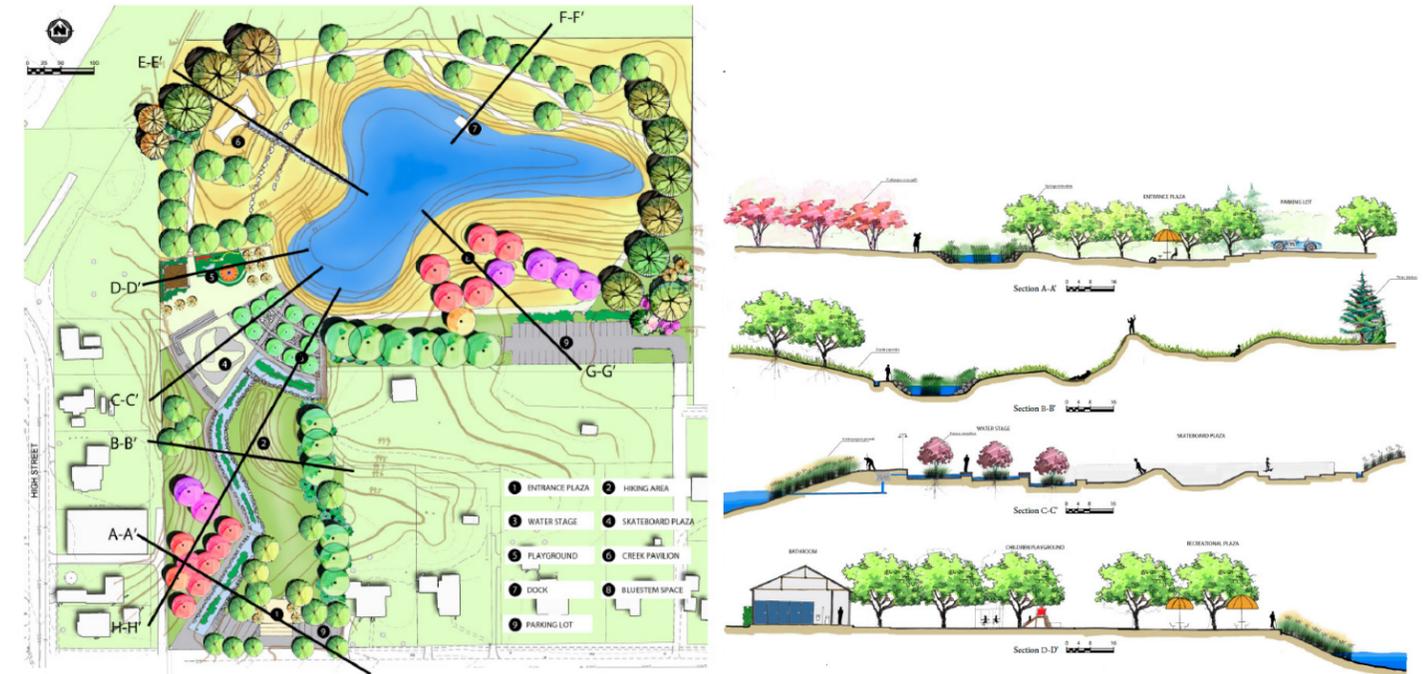
- Increased community networks and interactions
- More vibrant and authentic cultural identities
- Community involvement through the art-making process
- Increased volunteerism

# We *Design* for Community Engagement

Unique, dramatic enhancements to Iowa's communities and landscapes can be ways to attract and retain new groups of talented and energetic citizens, resources very much in demand for the state's future. To this end, the College of Design along with ISU Extension & Outreach Community and Economic Development collaborates with communities to understand, envision and promote improvements of their physical environments.



- Students and communities work together to experience how design positively affects change.
- Community groups explore various design options for addressing community development needs.
- Students' education is enhanced through real-world learning experiences.
- An environment is created whereby community groups may work more effectively with design practitioners.



**PLACE**  
Partnering Learning And Community Engagement

IOWA STATE UNIVERSITY  
College of Design

IOWA STATE UNIVERSITY  
Extension and Outreach



## PLACE program (Partnering Learning and Community Engagement)

This program offers Iowans equitable access to College of Design outreach and extension resources. Our goal for the PLACE program is to partner with communities and nonprofit organizations providing development concepts for communities and promoting learning experiences for ISU students.

- Students bring a fresh set of eyes and creative ideas to address community development needs.
- Communities receive an illustrated project report providing design ideas, which may be useful in visualizing project ideas and in building public support for the project.
- Project reports may be useful in helping a community move forward with addressing community development needs.

# We *Design* for Community Food Systems

Community Food Systems promote engagement and collaboration amongst diverse partners to revitalize and enhance communities through food. Community Food Systems encompass many different aspects including Production, Processing, Distribution, Consumption and Resource Management. The Community Food Systems program assists communities in the design and development of their place based food systems. Collective decision making and partnerships lead to development of place-based goals and implementable projects. These creative solutions generate business opportunities, improve food security and health for residents, and enhance environmental sustainability.



- Our population is expected to be at 10 billion in 2050: we need to develop a food system that can feed these population healthy foods and provide infrastructure to transport and develop foods within close proximity
- More than 10% of the world's population goes hungry every night: we need to create improved methods of food accessibility
- 80% of the planet's usable farmland is cultivated: we need creative new ways of promoting food production

## COMMUNITY FOOD SYSTEMS

*Planning, Consulting & Design*



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Des Moines Awareness Campaign: developing awareness and identity around values is critical to promoting a brand or local mission.



Seed Savers Grafting Course: numerous educational opportunities exist from gardening and farming, to food safety and healthy eating.



Coe College Master Plan: Edible landscapes offer unique opportunities to access food while also improving our environments.

## Community Food Systems Program

The Community Food Systems Program is a multi-phase, multi-year program housed within the Agriculture and Natural Resources, Local Foods Team, and the Community Economic Development departments for Extension and Outreach. The program strategically partners with the Iowa State University Community Design Lab for design assistance throughout the community process. The primary objective of the program is to partner with communities to develop, design and implement place-based food system strategies through intentional collaboration, and developing long term community empowerment and lasting impacts. Benefits include:

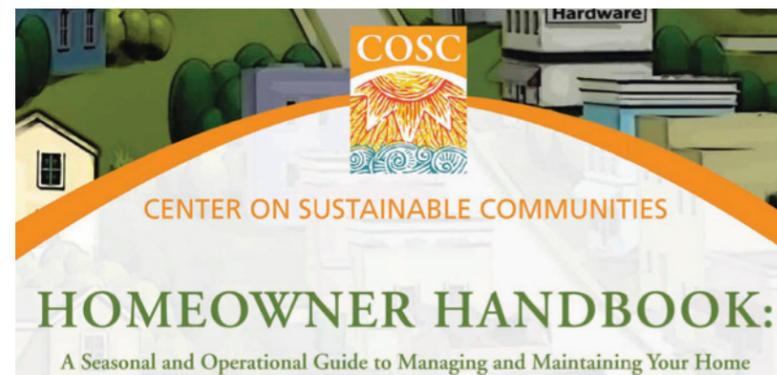
- Promoting community economic development strategies through food systems related projects
- Addressing equity and empowerment through inclusive partnerships and collective participation
- Enhancing community aesthetic by creating places that are both beautiful and productive
- Offering opportunities for collective action to foster creative and unique place-based identity
- Developing wellness strategies that promote overall community health

# We *Design* for Healthy and Efficient Buildings

The need for affordable, safe, healthy and efficient housing is a large concern to communities across Iowa. The average home in Iowa spends more than half of their energy bills on heating and cooling. Older homes in Iowa often contain toxic building materials or have poor air quality. Low-income and vulnerable populations are more likely to live in sub-standard housing. Building professionals need consistent training as best practices and technologies change frequently.



- Energy costs are expected to rise for the foreseeable future, thus efficiency is critical to achieving affordable housing goals.
- The average home in Iowa spends more than \$1200 annually just to heat and cool their home. A properly sealed and insulated home with efficient equipment can reduce this cost by 30%.
- Indoor air quality is a major concern in older homes, which constitute a large portion of housing stock in Iowa. Rehab work and improvements in HVAC systems have a direct impact on indoor air quality.
- Major changes are happening to utilities' efficiency programs and contractor trainings, which affect a building owner's ability to prioritize and afford energy upgrades.



## The Sustainability Collaborative, a partnership between ISU CED and COSC (Center On Sustainable Communities)

As a recognized leader in connecting resources and advancing sustainability, the Sustainability Collaborative empowers individuals and communities to make everyday decisions that result in a better quality of life for all Iowans. The result of this partnership is an organization that empowers Iowans to create healthy, durable, resource-conscious built environments that ultimately support strong, connected, vibrant communities. The Sustainability Collaborative can benefit communities by:

- Offering customized workshops in communities by building professionals for individuals, businesses, contractors and local governments.
- Acting as a resource to help consumers make informed decisions on the built environment.
- Offering technical assistance, utilizing our extensive network of building professionals, ISU's College of Design and the Department of Civil, Construction and Environmental Engineering.

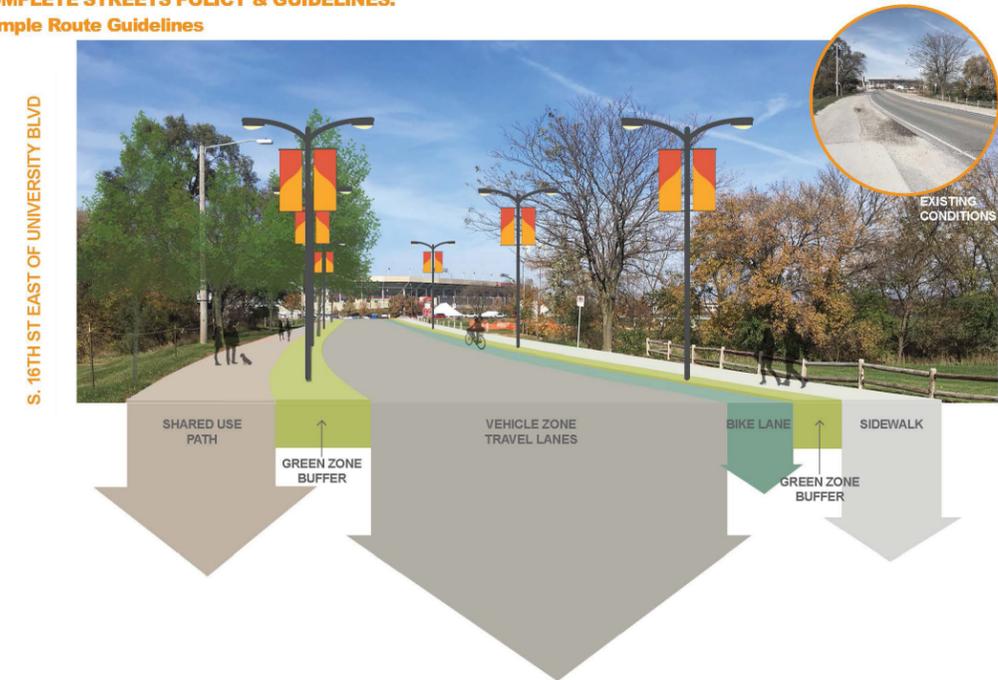
# We *Design* for Healthy Communities

Automobile dominant design decisions, along with conveniences in the home and work have lead to communities that do not support or encourage physical activity and active transportation. Successful community based design improves community health at the scale of an individual, a street, a neighborhood and the environment. A healthy community builds on existing strengths, supports social engagement, bolsters the economy and encourages healthy lifestyle choices.



- Children are more likely to walk and ride their bikes to school
- Residents tend to participate in about 40 more minutes of physical activity in a week and are less likely to be overweight
- Water and air quality are improved through green infrastructure strategies and a reduction in motor vehicles
- The local economy improves and diversifies from an increase in customers
- Road safety is improved and accidents are reduced

## COMPLETE STREETS POLICY & GUIDELINES: Sample Route Guidelines



## Iowa State University Community Design Lab

The Iowa State University Community Design Lab (CDL) partners with communities and organizations combining local knowledge with design research experience, to improve the health and experience of our communities through inclusive, transferable, innovative strategies and tactics. The CDL is a collaborative team with a focus on the human experience of landscapes, landscape performance, and the design of healthy communities.

- Providing for convenient and safe access to parks, schools and cultural and commercial destinations
- Creating engaging and inclusive landscapes in both the built and natural environments
- Collaborating with stakeholders and community members throughout the design process

# We *Design* for Thriving Retail Stores

Independent retailers are an integral part of a community. Store design improvements can help retailers become more inviting to customers, increase purchasing, and improve their bottom line. Retail design understands the importance of customer perceptions of value and quality in making their decision of where to shop. Retail design also utilizes research about customer shopping habits to provide easier and additional purchasing.



Marshalltown retailers worked to improve window displays, product displays, lighting, and store layout.

- Customers' perceptions of a store's value and quality begin before they enter.
- A key to a profitable store is selling more. A store's layout can be designed to expose customers to more merchandise which leads to more purchasing.
- Not all retail space is of equal value. Product placement can influence customer spending.
- Lighting can guide customers through the store, highlight products, and promote purchasing.
- Reducing energy use and monthly costs can have a big impact on your bottom line.

## Iowa Retail Initiative (IRI)

The IRI Coaching program works directly with retailers providing retail design technical assistance, tools, and resources to improve retail store environments and help local retailers thrive.

Retail store design can benefit local retailers by:

- Enhancing customer perceptions of the value and quality of the store and merchandise with retail interior design strategies.
- Attracting new retail customers into the store through storefront and window display strategies.
- Stimulating customer purchases through space planning and merchandising placement strategies.

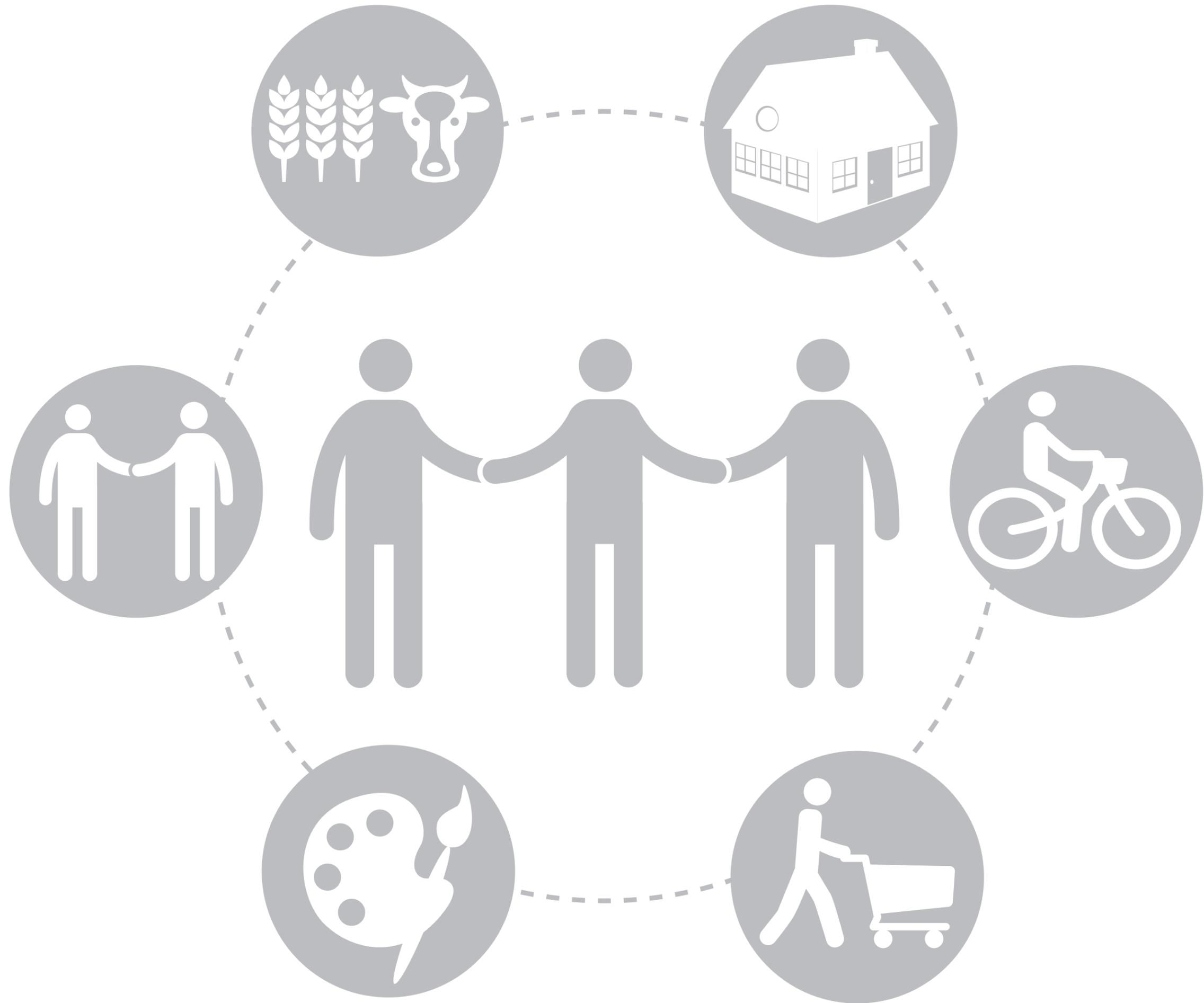


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