

CREATIVE PLACEMAKING SOUTH LOOP

IN THE

2015 DEMONSTRATION PROJECTS

WINTER-TIME 'MOBILE HOT-SPOT':

LITTLE BOX SAUNA

PLACEMAKING BY **MOLLY REICHERT & ANDREA JOHNSON**
HOSTS **MALL OF AMERICA, RADISSON BLU, IKEA**

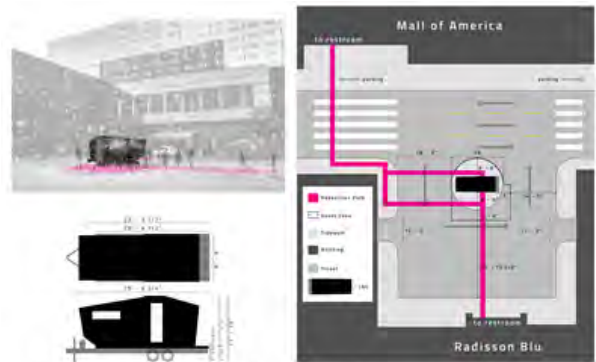
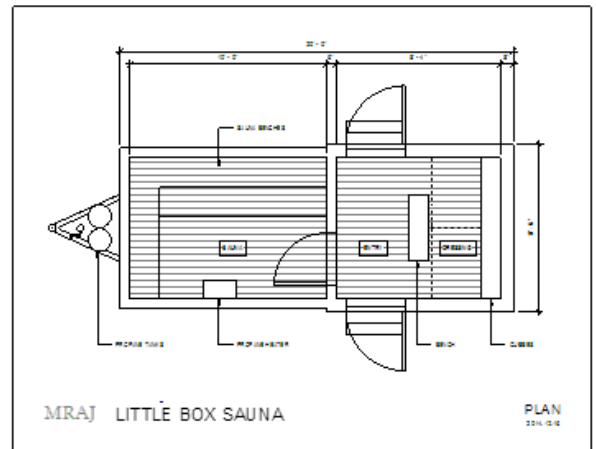
A new kind of "mobile hot spot" that creates a visible, small-scale space for socializing within the large expanse of the South Loop.

The sauna travels through the neighborhood during February and March, with one-week stops at each host's parking lot to create a hub where employees and visitors can socialize in a way that is new to our community, based on Finnish and other cultural traditions.

By inhabiting the expansive open spaces between large structures, Little Box Sauna gives people a destination they can see and walk to, a stopping place between buildings and cars.

Little Box Sauna will be on site at the Mall of America in front of the Radisson Blu from February 19-February 26th. The sauna will be on site at IKEA from February 27th-March 5th.

Visit www.wordpress.littleboxsauna.com for details.



PLANTING THIS SPRING:

RIPPLE OF LIFE

PLACEMAKING BY **TOM HENRY** HOSTS **MALL OF AMERICA, METROTRANSIT, CITY OF BLOOMINGTON**

Field Artist Tom Henry creates a ripple landform in a large circular pattern with a field of wheat, surrounded by a blue Russian Sage hedge and a half circle of yellow sunflowers entitled Ripple of Life. It ends with a harvest of wheat to be processed into hundreds of loaves of bread for Twin Cities food shelves.

A large blue reflective globe in the center represents the drop of water nourishing the field of beauty and sending out the ripple effect.

Installation and planting will take place in spring 2015. MetroTransit, MOA and the City of Bloomington are providing additional financial support.

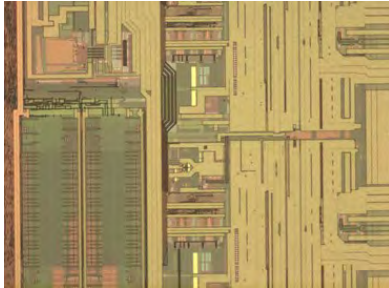


UNVEILING LATER THIS SUMMER: SCIENCE AND NATURE MURAL

PLACEMAKING BY **ERIK PEARSON**
HOSTS **CYPRESS SEMI-CONDUCTOR**

Erik Pearson will create a large exterior mural at the border of Cypress Semi-Conductor and the Minnesota Valley National Wildlife Refuge at the Bass Ponds parking lot that will be unveiled in summer 2015.

The Mural takes inspiration and images from the history of technology and semi-conductors in the South



Loop as well as the future vision of “green” technologies expressing the unique blend of science and nature that have shaped the neighborhood’s past and will continue to impact its future.



The mural site (at the trail head above the Bass Ponds) was scouted during the June Discovery Charrette (2014 Demonstration Project). Cypress Semi-Conductor representatives attended the Neighborhood Expo on day one of the seven day exploration.

STORY SWAPPING UNDERWAY: CROSS-POLLINATION

PLACEMAKING BY **PLACEBASED PRODUCTIONS**
HOST **MINNESOTA VALLEY NATIONAL WILDLIFE REFUGE**

Erik In partnership with the Minnesota Valley National Wildlife Refuge, PlaceBased Productions turns the grounds of the Refuge into a stage for Cross-Pollination – a work of walking theater.

A call for cast members to take part in the production adds to shared understanding of the unique role the Refuge plays in shaping the South Loop’s past, present, and future.

Cross-Pollination explores the places, resources, and initiatives that make the Refuge a common ground where South Loop community members can engage each other and connect to the surrounding river valley.

Story Swaps take place February 7, 24th, and 26th to collect stories from the community about the South Loop and the Refuge.

For Cross-Pollination, A Walking Theater Production

SOUTH LOOP STORY SWAP WORKSHOPS

Story Swaps held at
Minnesota Valley
National Wildlife Refuge
3815 American Boulevard East,
Bloomington, MN 55425

Story Swap Workshops are a place to share the history, stories & memories of Bloomington’s South Loop & the Minnesota Valley National Wildlife Refuge to help create a community-based, musical theater production that will be performed during the Twin Cities Urban Bird Festival, **June 5-7th!** The production is a demonstration project for Creative Placemaking in the South Loop.

THREE OPPORTUNITIES TO SHARE YOUR STORIES!		
SATURDAY FEBRUARY 7 2-4 PM	TUESDAY FEBRUARY 24 10AM-12PM	THURSDAY FEBRUARY 26 6-8 PM

Workshops are free, open to all ages & include light food & beverages. No RSVP necessary.

Questions? Contact Ashley Hanson at ahanson@placebasedproductions.com or 952.486.0533

SOUTH LOOP’S EMERGING HOST NETWORK

In the South Loop, the creation of new social fabric will be as important as the weaving of new physical fabric. **Placemaking Teams** are now creatively engaging landowners, local businesses, nonprofit organizations, and governmental agencies. They will reconvene this summer to celebrate.

WHAT EXACTLY ARE THE PROJECTS DEMONSTRATING?

- Projects will: (1) comprise a permanent or temporary artistic installation, urban design intervention, or cultural event/performance;
- (2) engage one or more groups of stakeholders in project design/development process or the final project;
- (3) take inspiration from what is distinctive about the South Loop’s past, present, or future.

PARTNERS

