Art And Transit

Introduction

The Urban Studies studio is a multidisciplinary Studio with various disciplines at the University of Cincinnati. The Wasson Way project is a proposed path from Xavier University to the Little Miami spanning the Neighborhoods of Evanston, Norwood, Hyde Park, Oakley, and Mt Lookout. From research and analysis of Wasson way project, there various methods of applying Art to proposed transit light rail and bike trail.

Research

Benefits of Art and Transit:
• Encourage Ridership
• Improve Perception of Transit
• Convey Customer Care
• Enhance Community Livability
• Improve Customer Experience
• Improve Organization
• Deterioration

Art and Culture:
• Many urban trails incorporate public art
• By adding art, such as Graffiti style art, it is a innovative way to engage youth
• Working with street artist, can bring in talent and funding
• Incorporating art is as simple as developing a public art plan

Analysis

A section of Wasson way, where art could enhance its esthetic appearance.

Light Rail Art
Color transit using pencil art design

Bike Trail Art
Wooden Art: Inexpensive, each piece of art can represent a form of identity and Cohesion
Mosaic change a pathway Into the image of an “oriental carpet” which is a Symbol of cultural diversity
This bike trail has a mural along The path

Transit Art Design

Asheville’s “Art on Transit” Bus Wrap program, display of local artist work on vinyl Wraps in Asheville, North Carolina. This can be used on light rail as well.

Implementation

My proposal consist of using art as a branding strategy for the Wasson Way project. Using art as a brand could bring more people, residents, businesses, and visitors to both light rail and bike path. The community’s identity for Wasson Way will be established through a cultural network of various mediums. This proposal would help increase visitors to Wasson Way.

Funding/ Potential Stakeholders

ArtWorks
Ohio Arts Council
City of Cincinnati
Cincinnati Public Schools