ABSTRACT:
How can temporary art and design activities contribute to and shape the visioning process for communities in transition? How can such work play an intentional and integrated role in place-based community outcomes? In the last decade, The National Endowment for the Arts, ArtPlace America and the Kresge Foundation have been investing in creative placemaking efforts around the country seeking to strengthen the social, physical, and economic fabric of communities. In this talk, Eisenbach will discuss the creative placemaking framework and strategies. She will demonstrate the engaged role that the arts can play by sharing two of her own installation/performance projects, Placeholders and WaterLines, projects sited in communities grappling with change. The former in Long Branch, MD anticipating the Purple Line’s impact and the latter on the Eastern Shore, in Chestertown, MD seeking to stimulate the economy while at the same time, protect a historic town from unwanted development and climate change.

BIO SKETCH:
Ronit Eisenbach, RA develops scaffoldings for inquiry and shared experience employing art, design, and performance to engage diverse individuals, institutions and communities in dialogue about the built environment. Co-author of Installations by Architects: Experiments in Building and Design, Eisenbach’s exhibitions and installations have been mounted in the US and abroad including: The Detroit Institute of Arts, The Cranbrook Art Museum, Princeton University, Oslo’s Galleri Rom, Venice’s Palazzo Mocenigo, and the public spaces of Tel Aviv, Israel, Chestertown, Maryland, and Reston, Virginia. Articles and reviews of her work have recently appeared in the Journal of Architectural Education, Public Art Review, The Washington Post, Sculpture Magazine, Metropolis, and EdgeEffects. A graduate of Cranbrook Academy of Art and the Rhode Island School of Design, Eisenbach is an Associate Professor of Architecture and the Kibel Gallery Curator at the University of Maryland. She is a Beverly Willis Architecture Fellow, a MacDowell Fellow and a former member of the National Building Museum Education Committee.