

ENHANCED PUBLIC TRANSIT EXPERIENCE

ENHANCES RIDER SATISFACTION

Studies of the art-in-transit programs in Buenos Aires, Naples, Vancouver, and New York reveal that artistically enhanced transit environments make people more likely to take transit, and that people are willing to pay more, endure longer wait times, and travel farther to access aesthetically enhanced transit lines or stations.^{1 2 3 4} Further studies show that passenger complaints of walking distances or waiting times in transit environments (including airports and train stations) dropped in areas where artwork was present.⁵

DECREASES STRESS AND IMPROVES WAYFINDING

An aesthetically pleasing environment puts riders at ease. Art decreases riders' feelings of stress brought on by commuting, and can also assist riders in navigating confusing, often unfamiliar subterranean territory.⁶

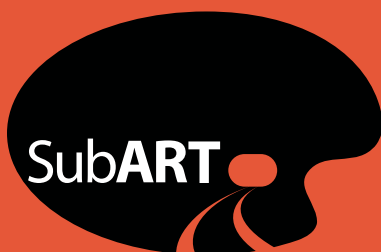
INCREASES PUBLIC SAFETY

Art in the transit corridor has been proven to deter vandalism, increase feelings of safety, and decrease crime.⁷ By bringing vibrancy to a public space, art can improve the appearance and safety of the transit facility.⁸



CREATES A SENSE OF PLACE AND INCREASES COMMUNITY PRIDE

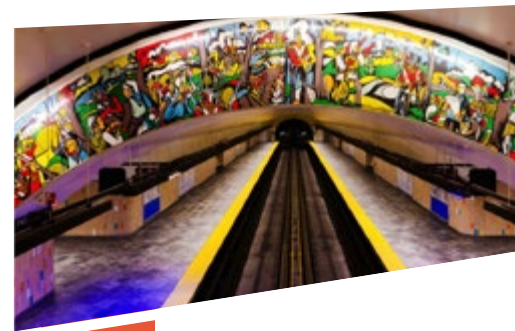
Public art defines a sense of place, and can transform transit stations into cultural landmarks and dynamic destinations that have meaning and resonance for residents and visitors.^{9 10} A three-year study of 26 cities in the US consistently found aesthetics to be among the three most important factors determining a person's passion for his or her community.¹¹ Art, therefore, enhances community pride. Through art integration, the station environment can become a space to reveal and celebrate a community's uniqueness—empowering residents, educating visitors, and inviting people to explore the community.^{12 13 14 15} Engaging local artists and community members in the integration of art into the station environment can increase cross-cultural respect, community cohesion, and local investment.^{16 17 18}



Taking Art Underground

CREATES A POSITIVE, PERSONAL CONNECTION

Art resonates on a personal level that connects riders to the stations. Research conducted in the New York City Transit system shows that despite significant demographic differences, regular commuters feel a tremendous connection to the permanent artworks at their stations, feel strongly that art improves their overall commute, and would like to see even more artwork in transit systems. Artistically enhanced stations make riders feel welcomed, inspired, and safer, and they in turn respond with greater respect for the transit environment and improved feelings toward the service provider.^{19 20}



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