

## COMMUNITY COHESION CREATING

### A SENSE OF PLACE

Art can elevate public transit stations into welcoming, pleasurable, and memorable places that can also serve as gateways into the neighborhoods they represent.<sup>1 2 3</sup>

By building into the subways an extension of the rich arts and cultures that can be explored above ground, the underground corridors can become a vibrant nexus, connecting residents and visitors to the diversity of neighborhoods that define our region.

Art can transform the stations themselves into cultural landmarks and inspiring destinations that reveal and celebrate a community's uniqueness—empowering residents, educating visitors, and inviting people to explore the community.<sup>4 5 6 7</sup>

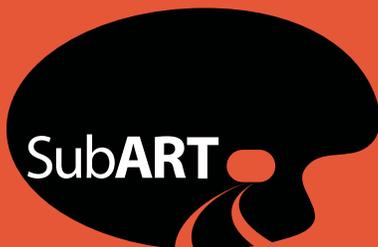


## ENCOURAGING

### INTERACTION AND SOCIAL COHESION

BART and Muni ridership represents the diversity of the Bay Area. Serving over 20 cities, public transit is a core Bay Area institution that crosses all regional, ethnic, income, and lifestyle communities. This vast network has the power to unite and activate our diverse communities, and with the integration of art, the underground stations can become platforms for community interaction, including cross-cultural and cross-generational interaction.

These interactions, which can be made more positive through good art and design, help build respect among diverse populations, and create a sense of inclusion, belonging, and greater intergroup harmony.<sup>8 9 10</sup> Furthermore, engaging community members in arts processes to enhance public spaces fosters an ethic of care towards others and a sense of belonging in that environment.<sup>11</sup> Community engagement through the arts can help create social cohesion while also providing a voice for residents in shaping their community's future.<sup>12</sup>



Taking Art Underground

## CREATING COMMUNITY IDENTITY

The integration of art into transit systems does not just beautify the station and the system as a whole, but identifies and celebrates the cultural and social qualities of the network's local and collective community so as to infuse the locations with meaning and significance.<sup>13</sup>

Art-in-transit provides an opportunity to engage community members in collectively defining place and strengthening a sense of shared community identity. Engaging local artists and community members in this place-making process can increase cross-cultural respect, community cohesion, community pride, and local investment.<sup>14 15</sup>



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