

The 2nd Annual



Placemaking Conference: Building the Just & Beautiful City

Reception

Kendra Wells, president of University of Orange, hosted the President's Reception on Friday April 9. The theme was "A Taste of Orange." Amazing local restaurants donated fabulous food: Andrea Foods, Mandeville, Daily Soup, Just Like Nonna's, Bella Italia, MazziDogs, Sandwiches Unlimited, Hat City Kitchen, Rock-it Pizza, Appian Way, Daily Soup and Libretti's.



First Presbyterian Sanctuary

Morning Session

On Saturday morning we began Placemaking as we always do, by opening the large front doors of the First Presbyterian Church on Main Street and inviting everyone in. As people arrived they began to work on the fabric installation project. Everyone wrote what they love about Orange and their hope for the city on strips of fabric.

We all gathered in the large sanctuary and **Tia Aery** welcomed everyone to the historic church.

Rev. Anthony Johnson led an opening meditation. We went around the room and introduced ourselves. Present were organizers, planners, architects, residents, artists, police officers, students, youth, library representatives and church members. Everyone was united by their passion for Orange and commitment to making positive change.



ORNG Ink modeling their shirts

Molly Rose Kaufman, UofO Provost and HANDS' community organizer, told the story of the University of Orange's creation. UofO emerged from celebrations honoring the fight to desegregate Orange's school system and is carrying on the vision of their predecessors through community development and lifelong learning. **Patrick Morrisy**, UofO athletic director and HANDS executive director, said he was drawn to Orange because of the dedicated community activist building a just city. He recalled that **Elizabeth Jackson**, representing the Orange Police Department and First in Orange, was one of the first HANDS homeowners.

Director Rappaport, the head of the Orange Police Department, read a resolution that was recently passed by the Orange City Council. The resolution states that police cannot ask someone's immigration status if they approach the police for help or if they have been the victim of a crime. He wrote the resolution to ensure everyone in Orange feels protected, regardless of their status. This resolution was partly the result of ongoing Heart of Orange envisioning meetings held at the Family Success Center.

Patricia Fullilove, UofO Vice President, shared her childhood memory of visiting the YWCA and the YMCA of the East Ward with her friends. Both Ys were demolished when Interstate 280 was constructed. That part of us is gone now, she said. Her kids loved growing up in Orange and they felt they had everything they needed. All kids in Orange should have that - friends, family and recreation. **Mindy Fullilove**, UofO director of development, said Michel Cantal Dupart taught us to think about the city in terms of three overlapping circles: memory, function, and imagination. Cantal told us to plant trees and we haven't yet, she said. In a just and beautiful city, the weirdest kid should be at home, that is how we will know we have achieved our goal.

Clifford Pierre, a senior at Orange High School, representing ValleyMedia and Soundbox Banditz, said that when he thought about Cantal's 3 circles it seemed to him that: the elders hold the history and the youth can bring the creativity and imagination. All of us have to work together.



Mindy Thompson Fullilove translating a phone call from 2009 Urbanist-in-Residence Michel Cantal-Dupart



Denys Candy urging us to re-imagine, re-experience and re-create!

Denys Candy, community development guru and our **2010 Urbanist-in-Residence**, said an urbanist looks at the city in a humanist way and wants the city to be artful and elegant. When he first arrived in Pittsburgh it pained him that he couldn't easily access the rivers. When he grew up in Dublin everyone could go to the sea no matter their class but in Pittsburgh, industry lined the rivers and the waterfront was private property. When Candy arrived in the Hill he told them to Find the Rivers. Since then, Denys has been integral in reconnecting the Hill with the three rivers of Pittsburgh with the Find the Rivers! organization. They created a greenprint for the neighborhood that uses the city's ecology to dictate future development. Denys said the stories we tell about our places matter. He could have been given an 'urban blight' tour of Orange; instead we showed the potential and assets of our city. Denys said this work requires that we **Re-experience, Re-imagine and Re-Create**.

Diana Mejia, an organizer with American Friends Service Committee, introduced **Carlos Canales**, day laborer or *journaleros* activist with the Workplace Project on Long Island and our **2010 Community Organizer-in-Residence**. He said when organizing with *journaleros* the most important thing is to treat them with humanity and dignity.

He described a step-by-step process for organizing;

- Build trust and relationships.
- Provide support through education, labor rights, wage recovery programs.
- Create a task force that represents the community and can explain the need for a center to the rest of the community
- Create a board of workers. Have workers make the rules for how space will run.
 - Diana added that it was very important the workers make the rules. She shared an example from Morristown where the workers enforced a 'no drinking' rule.
- Create an effective transition from street to "place" (trailer, parking lot, building). The model is flexible – it doesn't have to be a center, could simply be a corner where *journaleros/journaleras* are organized.

Once workers are organized a lot is possible! Diana introduced **Douglas**, a *journalero* and organizer in Orange. She recommended that to tackle this issue in Orange, we need an organizer dedicated to this issue full-time.

LUNCH

For lunch we enjoyed Daily Soup and a special cake with Oranges on top from Serrani's Bakery. Later the bakery surprised us with Orange Cookies. Mindy Fullilove and Kendra Wells presented our guests Denys Candy, Rich Brown and Carlos Canales with honorary University of Orange degrees, Be Frees. ORNG Ink, our young artist design studio, displayed t-shirts and videos.



Orange Cookies from Serrani's Bakery

Afternoon Workshops

After lunch everyone selected from an exciting list of workshops.

Imagining Tony Galento Plaza led by Mindy Fullilove and Iana Dikidjieva

Mindy Fullilove and **Iana Dikidjieva**, a first year graduate student in urban policy at the New School and Orange Train aficionado, led the group as they imagined the possibility of a great public plaza at the train station. They walked in a loop around the area and first observed everything that encircles it including "restaurant row" and the freight station. They observed: right now Tony Galento Plaza is Orange's greatest asset and it is underutilized. It is disorganized and not functional open space. The uses that need to be met include open space; train pick-up and drop off parking needs – commuters, Main Street shoppers and employees. They agreed that Tony Galento Plaza needs to be organized in a way that makes it a place of energy at the center of Orange. It should radiate energy.



Tony Galento Plaza Workshop

The Bridge and Tunnel Project

Bridge led by Jody Leight, head of the University of Orange Art Department, and Lorena LaGrassa, ValleyArts District Coordinator

Lorena and Jody were aided by a mother/daughter team of residents. They took the strips of fabric on which people had written their loves and hopes for Orange and attached them to fence on the Lincoln Avenue bridge over I-280. As Jody Leight wrote, "Our goals included developing a public art installation that would produce an attractive result and that anyone could participate in, regardless of their level of art experience or skills, and we felt we were successful in this. We received some strips that were decorated with fairly elaborate images, and responses were written in at least three languages. It was easy to engage participants of all ages and walks of life, and passersby are stopping to read the messages."

Some messages said:

I Love the Teachers Orange in Bloom Let's Start Planting Trees I Love the Park

More Programs for Kids Trees, Justice, Fun, Festivals Better Roads and More Jobs

Keep Orange Clean Orange is Vital and Diverse



Bridge & Tunnel Workshop: Ribbons fluttering in the Breeze



Decorating a ribbon

Tunnel led by Mike Malbrough and ORNG Ink

Mike Malbrough, ORNG Ink master artist/program director, and **ORNG Ink** students led a crowd to the underpass on South Essex Avenue and explained the significance and meaning of the stencils of Adinkra symbols. Adinkra symbols come from cloth made by the Ashanti people of Ghana. The symbols express such qualities as patience, strength, security, defiance, and forgiveness. Mike demonstrated how to spray paint the chalk to a group of youth and adults who all participated and decorated the walls of the South Essex tunnel covering all sides. Cars going by honked and drivers gave thumbs up to the crowd.



Bridge & Tunnel Workshop: SprayPaint Chalk Demonstration



Before



After

Printmaking

Rich Brown, a graphic designer, teacher and our **2010 Artist-in-Residence**, taught a printmaking workshop. Rich taught his group about the history of printmaking and about expressionism. His group used Adinkra symbols as well and made prints on linoleum squares. Everyone chose a symbol that they identified with or felt represented their personality. Everyone made an individual print and the group made a collaborative piece. Rich said he likes printmaking because you can use the prints again and again, and trade and share.



Printmaking Templates

Afternoon Wrap-Up

The groups came back together in the afternoon to share what they'd done. Rich Brown spoke about the importance of art and graphic design to support organizing, and shared his story of designing the One Hill logo. He gave design advice and emphasized less text and strong images.

When partnering with designers, it is important to work with designers who understand the work and work *with* you, and for *you* to craft imagery together.

We were treated to a surprise performance from **SoundBox Banditz** (who were also doubling as the camera crew). They are local high school students and hip hop artists.

We ended the day holding hands in a circle, and everyone said a word that sums up their day:

Energized Speechless Peaceful Community Family Inspiration Awesome



Intense Strategy Session Inspired by the Workshops

The University of Orange thanks all of our partners and friends who helped make this great day in Orange: HANDS, Inc, ValleyArts, ORNG Ink, First Presbyterian Church in Orange, ValleyMedia, Soundbox Banditz, Steiner Studios, First Unitarian Universalist Church of Essex County, American Friends Service Committee, the Family Success Center, Orange Police Department and the Orange Fire Department. Special thanks to these fine eateries: Andrea Foods, Mandeville, Daily Soup, Just Like Nonna's, Bella Italia, MazziDogs, Sandwiches Unlimited, Hat City Kitchen, Rock-it Pizza, Appian Way, Daily Soup, Libretti's, Serrani's Bakery, Hot Bagels Abroad and Dunkin' Donuts.



