



Charm Bracelet Project
Culture and Community on Pittsburgh's North Side

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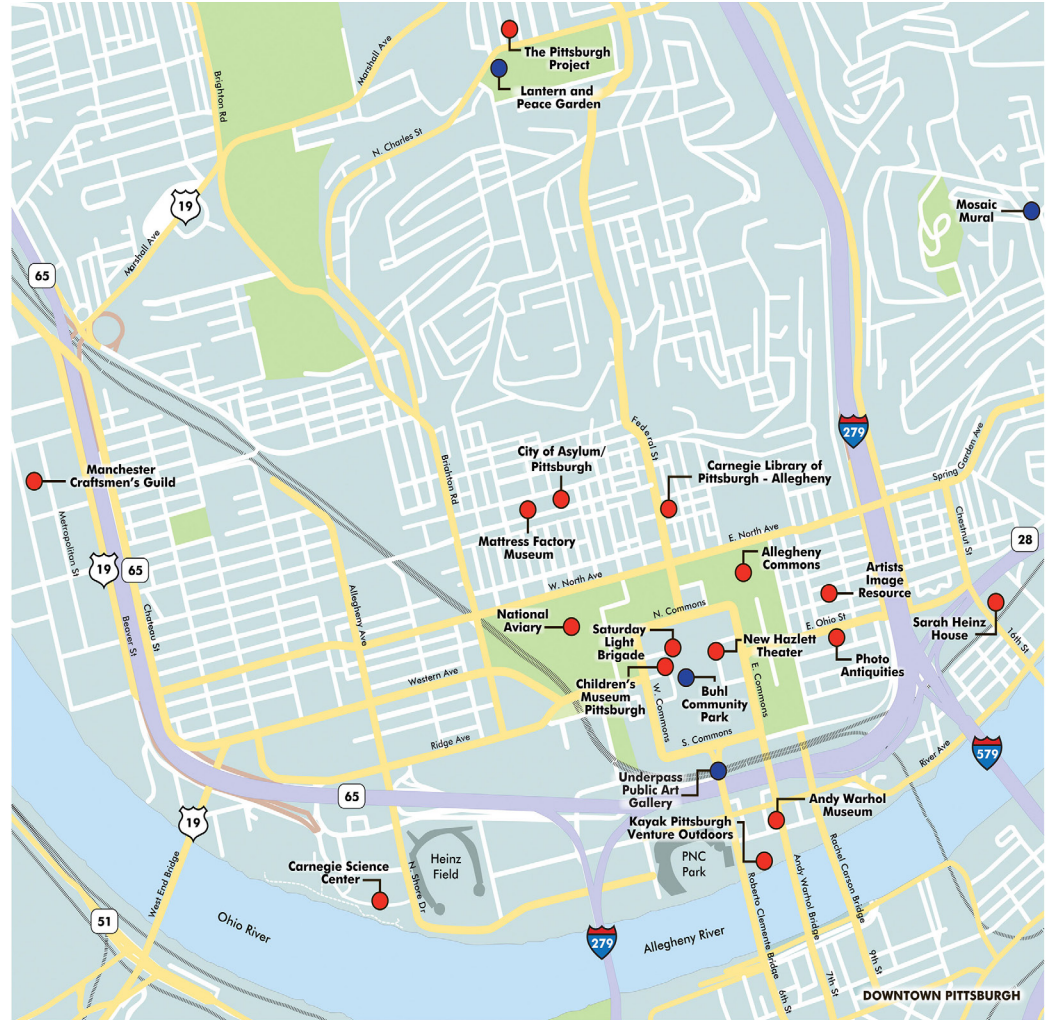
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The area known as Pittsburgh's North Side has a history of European settlement that goes back to 1788, while its present includes some of the most exciting new developments in the city's cultural, recreational and commercial life. For much of its life, the North Side was Allegheny, an independent city. The highs and lows of its history set the stage for the recent revitalization efforts of Children's Museum of Pittsburgh and the Charm Bracelet Project.

Across the river from downtown Pittsburgh, near where the Allegheny River flows into the Ohio, some stretches of flat flood plain extend into more precipitous hills and valleys. A post-Revolutionary War plan by surveyor John Redick proposed to pay veterans with land in a city core as well as more distant farming parcels. It resulted in a half mile square plan of urban lots with a small public square at the center and a larger surrounding district of common land, with agricultural areas further afield. While more settlement in a variety of neighborhoods extended the boundaries of Allegheny over the years, the basic elements of this original plan remain visible today.



NORTH SIDE, PITTSBURGH PA, USA

● Major Partner Organizations ● Project Sites

Map design by Monica Granato

From a sparse borough of a few hundred inhabitants in the early nineteenth century, Allegheny grew as tanneries, packing houses, rope factories and cotton mills developed along the river. Waves of German and Irish immigrants, as well as a few African Americans, added to the largely Scotch-Irish population. Outside its original ring of common land, Allegheny annexed settlements such as Manchester and Woods Run while adding neighborhoods including Deutschtown and the Mexican War Streets. The population surpassed 10,000 in 1840 and grew past 30,000 in the 1860s.

In the late 1890s, Allegheny was a bustling city of more than 100,000 inhabitants. Its industrial core had expanded to include not simply iron and other metals, but ranges of manufactured goods from steam engines to furniture, from cotton cloth to paint and candles. Rail traffic supplemented the river commerce as a substantial economic engine. Because numerous leaders of thriving industries tended to settle there, Allegheny's posh Ridge Avenue claimed to be the home of more millionaires per mile than any other street in America.

Photo by Marion Brenner



Culturally, the city could boast inventor George Ferris, painter Mary Cassatt, dancer Martha Graham and poet Gertrude Stein as natives.

Yet, for all of its successes, and perhaps because of them, Allegheny suffered a significant setback in 1907. That year, the City of Pittsburgh annexed Allegheny as determined by a popular vote that the smaller city soundly rejected, but its larger neighbor approved. A controversial U.S. Supreme Court case, *Hunter v. City of Pittsburgh*, sealed the decision in 1911.

Allegheny, which had a population of 132,000 in 1910, became simply Pittsburgh's North Side, a name by which some Pittsburghers had called it as early as the 1880s, even during its independent status. Though a certain erosion of identity accompanied its loss of self-governance, the North Side enjoyed vitality in the inter-war period that paralleled the height of the economic prosperity of Pittsburgh and its industrial economy.

The more pronounced decline of the North Side began after World War II, as the national phenomenon of Urban Renewal took a particularly destructive form on the North Side. The Pittsburgh-based Allegheny Conference on Community Development proposed a scheme for redevelopment that called for the nearly complete destruction of the historic core of Allegheny City and its replacement with a swath of bland modern office and apartment towers, separated by green but underutilized landscape spaces. The hermetic Allegheny Center Mall replaced the traditional commercial core, and a relatively high-speed ring road cut off the district from the remainder of the North Side.

Amid the destruction of scores of historic buildings, Pittsburgh History and Landmarks Foundation struggled to save the Renaissance revival post office, the Moderne Buhl Planetarium, and the Richardsonian Romanesque Carnegie Library and Lecture Hall. Yet the Urban Renewal program did much more harm than good. While many residents fled the area during the post-war expansion of highways and suburbs, even more left the area as Pittsburgh's traditional economy of steel and heavy industry collapsed in the 1970s and early 1980s. Poverty and urban decay ravaged many parts of the North Side.

Yet some areas, such as the Mexican War Streets and Allegheny West, maintained their historic fabric and neighborhood pride. Organizations including the Manchester Craftsmen's Guild and Bidwell Training Center opened to provide artistic and vocational training to North Side residents. Cultural institutions including the Mattress Factory, the Children's Museum and the Andy Warhol Museum opened in the recession and post-recession years to give the region an enhanced



Photo by Monica Granato

cultural infrastructure to counter some of the industrial losses.

Recent years have seen the Children's Museum grow into a role of both leadership and collaboration. Through a major renovation and expansion in 2004, the Children's Museum grew by a factor of four, while increasing its capacities for outreach and influence. The desire to collaborate with neighboring institutions of all kinds and to effect positive change

in the immediate neighborhood led to implementation of the Charm Bracelet Project in 2006. This effort casts cultural institutions as active participants, or "charms" in community life, whose inspiration extends beyond architectural walls and traditional campuses. The "bracelet" is an ongoing program of various projects at all different levels of size, duration and content, united by the desire to invigorate the North Side and serve all of its residents.



Children's Museum of Pittsburgh

Although Children's Museum of Pittsburgh is a central and visible institution on the North Side, it began in 1983 as a small and provisional facility. Through a history of both difficult times and adventurous initiatives, it has become a leading and collaborative force in its community and the City of Pittsburgh as a whole.

A project of Pittsburgh's Junior League, the Children's Museum opened with 5000 square feet in the basement of the Old Post Office, which is now just a part of its facility, but was then the headquarters and museum of the Pittsburgh History and Landmarks Foundation. Along with the Buhl Planetarium and the Carnegie Library and Concert Hall, the Post Office was one of a group of three historic buildings in the historic core of Allegheny Center. They were among a bare scattering of historic structures that were saved from destruction by the PHLF, as most of historic Allegheny was replaced with bland offices, towers and a mall as part of Urban Renewal in the 1960s. The Children's Museum was successful in its early years, so when PHLF moved to a new facility in 1988, the Children's Museum expanded to fill the Old Post Office.

Yet in some ways the neighborhood struggled to maintain its cultural core. When the Carnegie Science Center moved to a new building a mile away on the Ohio River in 1991, it plucked the programs and equipment from the Buhl Planetarium, leaving it unused. Similarly, the effort in the late 1990s to move the Pittsburgh Public Theater downtown eventually left its former home in the old Carnegie Music Hall empty. Closures of adjacent facilities resulted in a loss of visitorship for the Children's Museum. "We knew we would have to move or pick up our game," recalls Executive Director Jane Werner.

Children's television icon and Pittsburgh resident Fred Rogers provided substantial encouragement. To celebrate a Great Friend to Kids Award from what is now the Association of Children's Museums in 1996, his company collaborated with Children's Museum of Pittsburgh to create the "Welcome to Mister Rogers' Neighborhood" exhibit. The premier of the exhibit raised the visibility of the Museum as a dynamic community asset and showcased the potential of broader community partnerships. After the six month show, the exhibit traveled throughout the country

for four years, providing a much-welcomed revenue stream. Over the next several years the Museum saw a dramatic rise in visitors. In fiscal year 2000, the Museum welcomed over 110,000 visitors, a 32 percent increase from fiscal year 1997. Suddenly, the pressing need was for expansion.

The expansion process distinguished itself by combining a community engagement process with an architectural design competition, in an undertaking supported by the National Endowment for the Arts. A series of charettes, or group design meetings, invited neighboring individuals and organizations members to draw, write or otherwise suggest what they wanted in an expanded Museum and in community facilities more generally. Design professionals gathered this input and made it part of the design brief for an architectural competition, to which five nationally known firms submitted designs.

Photo by Larry Rippeel



Koning Eizenberg Architecture, a Santa Monica-based firm with a reputation for both contemporary elegance and socially responsive design won with a scheme called “Roots and Wings,” in which a lantern-like addition with folding translucent skin joined both the Old Post Office (c. 1897) and the Buhl Planetarium (c.1939) into a continuous facility with numerous physical and visual connections to the current and historic communities. The resulting complex represents three centuries of thought on design, offering a varied yet illustrative opportunity for learning.

As part of a mid-process change, the lantern-like skin of the addition transformed into the outward-canted walls of *Articulated Cloud*, a built-in piece by environmental artist Ned Kahn, in which thousands of hanging translucent shingles respond to the wind like waves on the surface of a pond.



Photo by Larry Rippeel

The finished project quadrupled the Museum’s area to 80,000 square feet at a cost of \$28 million. Funding came from dozens of private individuals and more than 28 corporate and community foundations, with the Heinz Endowments, Hillman Foundation, the Buhl Foundation, R.K. Mellon Foundation and Grable Foundation as leading donors.

Children’s Museum of Pittsburgh re-opened in 2004 to rave reviews. It achieved LEED Silver certification for green practices within both the design and the visitor experience, both of which incorporate an understanding of materials, energy, water and waste. The project has received a series of national awards from organizations including the American Institute of Architects, the National Trust for Historic Preservation, the American Association of Museums and the Rudy Bruner Foundation. Perhaps more importantly, its visitorship expanded substantially.



Photo by Renee Rosensteel

Though the architecture has been successful, the Children’s Museum emphasizes the quality of its exhibits as well. A philosophy of “Play with Real Stuff” means that children have hands-on experiences with actual mechanisms and materials, where some similar institutions rely on push buttons and screens. Likewise, nearly all exhibits are produced in-house, where a staff of artists, educators, designers and researchers can work together and test their ideas through a number of prototype stages. In addition, the extra space provided room for the Museum to re-install the *Welcome to Mister Roger’s Neighborhood* exhibit after its national tour.

Moreover, the expanded facility provides space for organizations that work with or on behalf of children. This concept, modeled on the small business incubator concept, encourages people working on analogous ideas to benefit from each other by pooling resources and sharing common areas. The partner organizations bring a range of missions from communications to literacy to advocacy



Photo by Renee Rosensteel

to research including but not limited to: the Saturday Light Brigade Radio Productions, a non-profit dedicated to using radio and audio to encourage, amplify, share and archive the ideas, stories, and feelings of children, youth and families; Reading is Fundamental Pittsburgh, an organization addressing the critical need that nearly two-thirds of low income families do not own books; and the University of Pittsburgh Center for Learning in Out of School Environments (UPCLOSE), a research group that explores what it means to learn science, technology and art in the Museum, and in turn provides content and data to Museum educators and exhibit developers.

The Children’s Museum continues to grow and to nurture a sense of community on the North Side, not just by providing amenities, but by encouraging the growth of organizations and entities not unlike what it was 30 years ago.

New Hazlett Theater 2006 Renovations

What is now the New Hazlett Theater began auspiciously as the Music Hall portion of the Carnegie Library and Music Hall, opened in 1890 and designed by Smithmeyer and Pelz, architects of the Library of Congress. Despite some unsympathetic interior renovations in the 1970s, the building continued in use as the Pittsburgh Public Theater until 1999, when that institution moved to new facilities downtown, leaving the original venue essentially empty and unused.

Encouraged by the momentum of the successful 2004 expansion, Children's Museum of Pittsburgh organized a partnership with the Andy Warhol Museum, the City of Pittsburgh and the North Side Leadership Conference to create the New Hazlett Theater, supported by lead grants from the Heinz Endowments and the



Photo courtesy of New Hazlett Theater

Commonwealth of Pennsylvania. Studies by Dewey and Kaye consultants indicated that no single arts organization would move in, but numerous smaller groups would eagerly sign up to use the facility.

Under designs by EDGE Studio, the project became a two-plus million dollar renovation. Changes to meet safety and ADA codes dominated the redesign, as did improvements to circulation, dressing rooms and rigging for set pieces. One goal, said former Executive Director and North Side native Sarah Radelet,

was “on the production and performance side, to make [the theater] as professional as possible.” The other was to make it “warm and inviting for audiences,” she added.

EDGE’s renovation removed the lobby’s dropped ceilings to make it airy and expansive. The architects studied Moorish bath-houses in Andalusia for examples where perforated screens could create dramatically-lit enclosures. Their contemporary inclinations led them to create gently creased,

slightly asymmetrical wall and ceiling planes with wood veneer enveloping the lobby space with various sizes of round openings to admit light. A new stairway was designed for better circulation and viewing, while a pleasantly angular information desk now dominates the lobby center.

The New Hazlett Theater board also commissioned glass artists Kathleen Mulcahy and Ron Desmett to create chandeliers with colored and swirling glass orbs mounted on curved steel tubes, against the starry background of EDGE's perforated screens. The artists had independently taken inspiration from celestial orbs, specifically Gerard Manley Hopkins' poem, "Slip of Comet."

With its reactivated theater and redesigned lobby, the new Hazlett Theater has been in active use for a wide variety of performances since its 2006 opening. Creative thinking and collaborative reuse, as well as substantial grant support, have returned an active and engaging cultural space to the North Side neighborhood, where it might otherwise have stayed closed.

New Hazlett Theater 2006 Renovations

Sara Radelet, Executive Director
(2005 -2010)
Rene Conrad, Executive Director
(2010 - present)
Chris Siefert, Project Manager
Dave Bjornson, Technical Director

2006 Board of Directors

Jane Werner, President
Tom Sokolowski, Secretary/Treasurer
Duane Ashley
Wayne Brinda
Michele de la Reza
Dolly Ellenberg
Mark Fatla
Evan Rosenberg
Jennifer Saffron
Carole Miner Schuman

Project Team

Architects - EDGE Studio: Matt Fineout and Dutch MacDonald
Artists - Kathleen Mulcahy and Ron Desmett
Construction Manager - Turner Construction Company
Theatrical Design Consultant - StoweNash Associates: Dave Nash
Lighting Designer - studio i company: Steve Iski



Photo courtesy of New Hazlett Theater

MEP Engineering - Firsching Marsteller
Rusbarsky Wolf Engineering
Structural Engineering - Brace Engineering, Inc.

Funding for the 2006 renovations to the New Hazlett Theater provided by Heinz Endowments; Grable Foundation; R.K. Mellon Foundation; Buhl Foundation; Anonymous; The Mary Hillman Jennings Foundation; PNC Advisors Charitable Trust; Fisher Fund of the Pittsburgh Foundation; Hillman Foundation; Commonwealth of PA



Charm Bracelet Project

The renovation and expansion of Children’s Museum of Pittsburgh was a substantial success in providing larger facilities, expanded programs and enhanced visibility, all through open and participatory processes that reinforced community cooperation and goodwill. The Museum collected awards for architecture, preservation, urban excellence and operations relating to its form and new components. These have been gratifying, but the inclination was not simply to rest on these laurels.

A defining feature of the success of the expansion was the establishment of on-site partners. These organizations that work with or on behalf of children provoked ideas for broader collaborations across the North side. Thus a vision was formed

to make connections with other institutions and communities outside its walls, whether through physical, symbolic or programmatic means. The abiding goal was to make a more unified cultural district on the North Side. Perhaps the best result was that the new construction had reinforced the Children’s Museum’s reputation as an agent for positive change in its community. Viewed through this lens, the expansion and renovation was a successful start, after which many opportunities still remained.

The “good neighbor” mindset, which had guided operations from the outset, clearly suggested practices of supporting and nurturing nearby institutions, and a number of these relationships were already established. The



Photo by Larry Rippe

question became how to foster community development at the street level with enough creativity that it could draw sufficient interest and support to flourish in a neighborhood with substantial challenges accompanying its numerous assets.

The initial idea of a Family District of related cultural institutions persisted, but the name

changed to become the Charm Bracelet Project. This more colorful and symbolic title envisions the area’s existing cultural entities as the “charms.” The initial participants were the National Aviary, the Mattress Factory contemporary art museum, the Carnegie Library (whose old facility is now under study for reuse), the Carnegie Science Center, the New



Photo by Renee Rosensteel



Photo by Renee Rosensteel



Photo by Larry Rippe

Hazlett Theater, the Andy Warhol Museum, Artists Image Resource, Cities of Asylum, Manchester Craftsmen's Guild, Saturday Light Brigade, and Venture Outdoors, all of which are within a few blocks of the Children's Museum. Many of these are within or adjacent to Allegheny Commons, which suggests, though no longer quite complete, a ring-like greensward all the way around Allegheny Square. More importantly, though, the "bracelet" is less of a physical entity than it is any and all variety of designs, activities or allegiances that work toward the common goals of community and vitality in

Allegheny Square and the greater North Side. The Charm Bracelet Project is a collection of gems, but the entire North Side links it together.

A new NEA proposal, awarded in 2006 and enhanced with funding from local foundations, supported a process for another design competition administered by the Children's Museum to investigate design ideas. This time the projects would be outside the walls, with the greater variety and innovation that such dispersion suggests. As the process began, the NEA grant awarded only half of the originally requested funds, but in the custom of

Children's Museum operations, this shortcoming quickly became an advantage. Competition organizers Chris Siefert, Deputy Director of the Children's Museum, and Paul Rosenblatt, Principal of Springboard Design, elected simply to eliminate the judging and selection process and allow a profusion of ideas to be feature of it. "The more ideas the merrier," Siefert explained. "It was no longer a competition. We called it a 'collab-etition.'" The Charm Bracelet Project ideas phase challenged four multidisciplinary teams from



Photo by Renee Rosensteel



Photo by Larry Rippel



Photo courtesy of Mattress Factory

throughout the US and UK to find unique ways to enrich the North Side and strengthen connections among existing cultural and neighborhood assets, while finding unexpected ways to develop more. With expertise in art, architecture, urban planning, design, history and social policy, the participating teams brought forth dozens of concepts for creative initiatives to enhance family experiences across the district. In all cases, design and participation were to play intertwining and perhaps unconventional roles.

Some of these ideas were more specifically visual, from the badly-needed painting and lighting of railroad underpasses—invariably through cutting edge artistic interventions—to the more playful projection of text messages in otherwise straight-laced office building windows. Other designers emphasized the social component of their work, with farmers' markets and municipal house-keeping—a renewed nineteenth century twist on citizenship and cleanliness—to be overlaid with the more current North Side practice of tailgating.

One proposal featured a neighborhood-wide scavenger hunt based on the history of Allegheny City. Another coopted a stadium parking lot for a forest of pole mounted photo voltaic panels as solar trees. Each team in one way or another challenged sensibilities of the cultural organizations, local residents, and community groups alike to reimagine their neighborhood and reengage with it.

During the final design presentations in February 2007, the mutual enthusiasm in the presenters and audience alike was

palpable. The proposals established a collective vision and set an agenda for positive community action. From these underpinnings, Children's Museum of Pittsburgh laid out a process and raised additional funds for the cultural institutions to invest collectively in projects and programs to activate the everyday spaces of the North Side.

The Four Design Teams



Photo by Frank Watters



Photo by Frank Watters



Photo by Larry Rippel

Colab Architecture (Felecia Davis), of Ithaca, NY, partnered with CLEAR of Syracuse, NY; Brett Yasko of Pittsburgh; and SO-AD of Pittsburgh. The team urged North Side assets to devise new strategic programs for neglected or overlooked spaces that would bring new life and energy to the neighborhood.

Paula Scher and her team at Pentagram in New York City challenged North Side institutions to explore the entry portals to the district and take the opportunity to use art and light to infuse the neighborhood with an honest sense of identity.

muf architecture / art and Objectif, based in London working with Jocelyn Horner (a North Sider residing in London at the time) and Liz Ogbu of San Francisco, showcased dozens of ideas, merging the contemporary practice of tailgating with the historic movement from the 1880s known as Municipal Housekeeping, asking all of the Charm Bracelet Project organizations to focus on reputation, not branding.

Suisman Urban Design (Doug Suisman and Eli Garsilazo) of Santa Monica, CA joined forces with the Rand Corporation, Pure Studio of Santa Monica and Lisa Miles of Pittsburgh to examine the urban history of the North Side, capturing the narrative of the district. In turn they proposed forward thinking, large scale urban design visions coupled with smaller scale collaborations.

Charm Bracelet Project

2006-2007 Ideas Competition

Advisory Group

Carol Coletta, Executive Director, CEO for Cities
Ken Doyno, Principal, Rothschild Doyno Collaborative
Julie Eizenberg, Principal, Koning Eizenberg Architects
Kelly Hutzell, Caste Visiting Assistant Professor, 5th Year Urban Lab Coordinator, School of Architecture, Carnegie Mellon University
Ned Kahn, Artist
Laura Lee, Professor, Head, School of Architecture, Carnegie Mellon University
Anne-Marie Lubenau, Executive Director, Community Design Center of Pittsburgh
Steve Quick, Architect and Urban Planner, Principal with Perkins Eastman Architects
Mark Robbins, Dean, School of Architecture, Syracuse University
Paul Rosenblatt, Principal, SPRINGBOARD Architecture Communication Design
Raymund Ryan, Curator, Heinz Architectural Center, Carnegie Museum of Art
Chris Siefert, Deputy Director, Children's Museum of Pittsburgh
Jane Werner, Executive Director, Children's Museum of Pittsburgh

Ideas Competition Program Managers

Chris Siefert with Paul Rosenblatt, Principal, SPRINGBOARD, Architecture Communication Design

Special thanks to architectural historian Charles L. Rosenblum who assisted with early concepts and strategies; the Heinz Architectural Center of Carnegie Museum of Art; the Urban Lab at Carnegie Mellon University for assistance with research, data and baseline information; Nathan Martin and Carl DiSalvo, Map Hub Project Directors; and Scott Bricker, Executive Director, Bike Pittsburgh, for the bikes

Ongoing Major Partners

Allegheny Commons Initiative
Andy Warhol Museum
Artists Image Resource
Carnegie Library of Pittsburgh, Allegheny Branch
Carnegie Science Center
Children's Museum of Pittsburgh
Cities of Asylum/Pittsburgh
Manchester Craftsmen's Guild
Mattress Factory Museum
National Aviary

New Hazlett Theater
Photo Antiquities Museum of Photography
Pittsburgh Project
Sarah Heinz House
Saturday Light Brigade Radio Productions
Venture Outdoors/Kayak Pittsburgh

Significant Funding of Charm Bracelet Project Partnerships and Programs by

Grable Foundation
Heinz Endowments
National Endowment for the Arts

Additional funding provided by

Institute of Museum and Library Services
National Medal Award
Jones Family Fund
Gailliot Family Foundation
Rudy Brunner Award
Forbes Funds
Pittsburgh Partnership for Neighborhood Development
PA Citizens for the Arts

Establishing the Charm Bracelet Project

In a sense, the Charm Bracelet Project ideas competition faced some of the same challenges as the original building competition did. “How do we keep the momentum going?” asked Children’s Museum Executive Director Jane Werner. The excitement of ideas on paper and in models was energizing, but processes and strategies are necessary to bring ideas to fruition. The answer lies in continuing engagement with community participation and the confidence that participants share the enthusiasm of the designers.



Photo Courtesy of Mattress Factory

The Charm Bracelet Project, with its consensus-based values, builds upon a unique opportunity for innovative organizational engagement that casts cultural institutions as active participants in community life in ways that might not be typical for a museum. In this model, organizations take on leadership roles in their home communities to effect positive change with influence beyond architectural walls and campuses, rather than just exhorting audiences to come to them.

The healthiest way to do this is to utilize individual strengths and skills, to ask participants from neighborhoods how they could best participate rather than to set up a preconceived template of how engagement must take place. “The beauty of the Charm Bracelet Project is the variety of perspectives, skills and experiences that mix and match



Photo by Larry Rippeel

to create fresh approaches to community development,” says Alida Baker, Director of the Allegheny Commons Initiative. “Outdoor enthusiasts plus historic preservationists, theater plus arts educators, artists plus merchants—the combinations are many, and they result not only in worthwhile community projects, but also authentic relationships and organizational capacity as well.”

And yet, from an approach that allowed for individualized participation, a surprising and productive degree of consensus emerged as well, buoyed no

doubt by a common desire for community and accessibility within the flourishing amenities and activities of the neighborhood. Participants were able to forge a unifying, self-defined identity for what the Charm Bracelet Project was becoming.

The Charm Bracelet Project organizations defined themselves as a network of cultural, educational and recreational organizations transforming traditional understandings of how institutions make community impact.

With that identity came similarly consensus-based core principles:



Photo by Larry Rippe



Photo by Renee Rosensteel



Photo by Renee Rosensteel

Apply Expertise in Art, Informal Education, Recreation and Collaboration; Build upon Existing Neighborhood Assets; Empower Youth.

From the many comes one. The tangible outcomes of the Charm Bracelet Project include dozens of collaborative programs, special projects, large scale initiatives and newfound alliances that in total reflect shared purposes and make unpredictable connections. These demonstrate a deepening commitment to the neighborhood by all of its residents and bolster the sense of camaraderie that has developed among the participants. Increasingly, a sense of unity characterizes the project initiatives,

because amid their diversity lies a common enfranchisement that contributes palpably to a shared identity of the whole.

In John F. Kennedy's speeches, he frequently discussed the "rising tide that lifts all boats," as an explanation for far-reaching economic prosperity. The Charm Bracelet Project evokes the same philosophy, through the sense that a group of institutions with aligned missions draw energy and enthusiasm to enliven a neighborhood, beyond economics alone. Liza Fior's study of the Municipal Housekeeping movement of the 1860s as part of the Charm Bracelet Competition is one project that epitomizes the ongoing

sense of community, responsibility, and creativity toward the goal of shared prosperity. "A community is like a ship," wrote the playwright Henrik Ibsen. "Everyone ought to be prepared to take the helm."

There is no formal membership in the Charm Bracelet Project; instead, organizations are asked to attend regular meetings, share agendas, actively engage each other and implement collaborative projects. In this way, the many and varied partners in the Charm Bracelet Project bring forth what they do best. Public art and performance, environmental stewardship, stakeholder and community events, and

outdoor recreation all converge in a renewed sense of community place making.

"The Charm Bracelet Project initiative provides us with real connections to one another and insight into the skills, talents and capabilities of our neighbors" stated Sara Radelet, past Executive Director of the New Hazlett Theater.

The following pages offer a glimpse into what can happen when cultural, educational and recreational "charms" come together to imagine programs that reflect the spirit of place and engage their responsibility in the world.

Microgrants and Special Projects Partners

CHARM BRACELET PROJECT

Allegheny Center Alliance Church
 Allegheny City Society
 Allegheny General Hospital
 Allegheny Historic Preservation Society
 Alpha Kappa Alpha Sorority
 Bistro To Go
 Cave Canem
 Central North Side Neighborhood Council
 Charles Street Neighborhood Council
 Citiparks Farmers Market
 Community Design Center of Pittsburgh
 deepLocal
 Encyclopedia Destructica
 Grow Pittsburgh
 Nathan Hall, Composer
 Historic Deutschtown
 International Writing Programs at the
 Universities of Iowa and Pittsburgh
 Sandy Kessler, Artist
 Taketeru Kudo, Butoh Dancer
 Charles Landry, Author
 Letras Latinas
 Lisa Link, Artist
 Manchester Academic Charter School
 Julia Mandle, Artist
 Anire Mosley, Artist
 North Side Leadership Conference
 Io Palmer, Artist



Photo by Larry Rippe

Perry Hilltop Citizens Council
 Michael Pestel, Artist
 Pittsburgh History and Landmarks Foundation
 Pittsburgh Public Schools
 Reading is FUNdamental Pittsburgh
 Sense of Place Learning
 SilverSneakers Fitness Program
 Tickets for Kids Charities

Toonseum
 Troy Hill Citizens Council
 Troy Hill Community Garden Co-Operative
 Urban Gardener
 Linda Wallen, Artist
 Young Men & Women's African American
 Heritage Association
 YouthALIVE!



Recognize

Shared Purposes

Photo by Larry Rippel



Allegheny Voices I and 2

In 2008, drawing inspiration from Andy Warhol's *Interview* magazine, the Manchester Academic Charter School collaborated with The Saturday Light Brigade and the Andy Warhol Museum to create *Allegheny Voices*, a publication and CD that explore the history and culture of the North Side through a series of intergenerational conversations between students and older North Side residents. Working with arts educators and radio-broadcasting experts, students learned how to produce content for radio and print and they used these skills to conduct interviews, edit audio and design the magazine layout, as well as a CD cover. In 2010, another group of students produced a second publication, *Allegheny Voices 2*.

Where is Allegheny City? Treasure Hunt

The “Where is Allegheny City?” Treasure Hunt was the first game of its kind in Pittsburgh. An interactive, family-friendly cell phone scavenger hunt, it combined technology with hands-on exploration to teach kids about art, science and history on the North Side. Using their cell phones and a free treasure map, participants answered an array of riddles and questions about the neighborhood formerly known as Allegheny City.



Graphic by Deeplocal

North Side Bike Tours



Photo by Ailda Baker

Cyclists explored some of the North Side's best-kept secrets through custom-designed tours highlighting different aspects of the North Side community – green architecture, arts and cultures, history and biodiversity.

Over 40 riders participated in the 8-10 mile tours, which were led by experienced guides from Venture Outdoors. Participants met local experts, toured museums and historic buildings and took in the scenic beauty of the neighborhood's many green spaces.

Community Art Lab

Community Art Lab is an educational program of the Mattress Factory that connects North Side children of all ages with professional artists, arts educators and craftsmen through free classes and family workshops.

Over the summer months, the three part Community Art Lab series focused on the North Side community, with participants drawing inspiration from the neighborhood's unique geography, history and residents as they built and installed a series of individual and collaborative art pieces.



Photo by Renee Rosensteel

Mobile Imaging Units

Local printmaking studio Artists Image Resource collaborated with Charm Bracelet Project partners to implement this dynamic arts program, designed to move the art of print-making out of the studio and into the community.

A series of custom-built portable carts, known as Mobile Imaging Units, traveled to various events and destinations around the North Side to give the public a chance to try this popular art form. Each unit was equipped with a laptop, scanner, digital camera, printer and a full array of screen printing materials.

Mobile Imaging Units were featured at numerous Charm Bracelet Project and community events, including North Side Family Day and Fresh Fridays at the North Side Farmers Market. The Charm Bracelet Project also sponsored several open studio sessions at AIR's facilities for community members.



Photo by Renee Rosensteel

Collaborate

at the Middle

Paths to the Park

Inspired by the North Side's distinctive culture, history and geography, this public art work highlighted the community's many partnerships and connections.

The New Hazlett Theater hosted an artist residency series featuring New York City-based artist and performer Julia Mandle. Mandle worked with youth to fabricate chalk shoes at the Manchester Craftsmen's Guild and led a series of performances that ultimately converged in the Allegheny Commons. Youth paired with leaders of local organizations and walked in the chalk shoes, tracing paths to the Commons. The culminating performance included a picnic and community celebration. Documentation and remnants of the work were exhibited in Manchester Craftsmen's Guild's gallery.



Photo by Larry Rippeel

Serve and Project

Photo by Larry Rippeel



Manchester Craftsmen's Guild (MCG) collaborated with visiting artists Io Palmer and Lisa Link to create Serve and Project, a multi-media arts workshop that engaged MCG students in a creative exploration of the politics of culture, community and food.

Students first gathered oral, written and photo documentation about local food traditions at a community dinner with local senior citizens. They then worked with artists Palmer and Link to create a recipe book, web blog and art exhibit at Children's Museum of Pittsburgh that highlighted the North Side's unique food history.

Charm School Initiative

A program that shifts the location of classrooms from schools to the educational and artistic resources available in museums, the Charm School Initiative creates innovative new models for teaching. The collaborative effort between Children's Museum of Pittsburgh, Propel Charter Schools, Sense of Place Learning and several other North Side cultural organizations emphasizes long-term partnerships and transcends the traditional one-time field trip.

Several Propel schools participated in the initial phase to develop a collaborative relationship between six teachers and the Children's Museum staff, to create a model to be used by additional schools and "charms" in future years. The action plans were then implemented by the group and were designed to meet Pennsylvania academic standards through interactive lessons utilizing the Children's Museum's many art works, programmatic resources and exhibit areas.



Photo by Renee Rosensteel

Project examples include concentrating on the Mister Rogers's exhibit pieces and methods to prepare students in the art of storytelling, to help them make connections with film, script writing and puppetry; using the Museum building and grounds to explore themes of architecture, art and community and make connections to classroom learning in math, science, social studies, geography, literacy and art; working on students' social skills through shared play; and communicating experiences through journaling, sketching, on-site art making and active learning.

Special thanks to Susan Wachowiak, School in the Park, San Diego and Lois Winslow, Children's Museum of Pittsburgh Ambassador. Additional thanks to Paula Purnell and Margaret Zak, Sense of Place Learning; Brad Gentile, Matt Strine and all the teachers at Propel Schools; Melissa Butler and Tony Woods, Pittsburgh Public School teachers.

Youth Gallery

This new gallery at Children's Museum of Pittsburgh showcases student artwork year-round. The opportunity to exhibit empowers young artists by giving them a public place to present their work. The gallery hosted the International Children's Painting Competition and the International Heritage Photography Experience (IHPE). Pittsburgh was the first U.S. city to participate in the IHPE in 2010.

RUST

RUST put a socially conscious twist on Andy Warhol's "Silver Factory" by creating a youth-run printmaking shop in an empty storefront, where teenage participants worked with artists and educators from Artists Image Resource and the Andy Warhol Museum to explore the intersection between art, entrepreneurship and activism. RUST members collaborated with Teens Against Senseless Killing to create posters and t-shirts. They also coordinated live silk-screening demonstrations at a downtown Peace Rally and at the local farmers market.

Amazing Memoirs



Photo by Larry Rippe

Students at Allegheny Traditional Academy learned all about the classic art of memoir in this after-school workshop designed to improve writing skills while bolstering self-esteem and community pride. Over 75 3rd - 5th graders from Allegheny Traditional Academy participated with The Saturday Light Brigade, writing personal narratives about school, home and community. The finished pieces were displayed at Children's Museum of Pittsburgh's Youth Gallery.



Photo by Cliff Page

Power Up

An after-school collaboration between the Young Men & Women's African American Heritage Association and the Andy Warhol Museum, Power Up combined health education, community engagement and job skills training in an apprenticeship-style program for high school women. Warhol educators taught the students digital imaging, silkscreen printing and career skills including workplace etiquette and professional documentation. Participants produced a series of youth-oriented print materials about important health topics facing young African American women, including reproductive health, safe sex, HIV / AIDS, healthcare policy and obesity. These printed resources were distributed to various health centers and community organizations.



Photo courtesy of Warhol Museum

SKY ART



Photo courtesy of Artists Image Resource

A partnership between the North Side Leadership Conference and Artists Image Resource, SKY ART showcased the North Side's many amenities through a series of original screen-prints installed on banner poles throughout the East Ohio Street corridor, one of the neighborhood's major entry points. Utilizing the creative expertise of Artists Image Resource, these artistic advertisements showcased the North Side's many cultural assets in an atypical way.

Park(ing) Day

Charm Bracelet Project partners regularly participate in Park(ing) Day, an international event that transforms thousands of public metered parking spaces into temporary parks for one day each year. Charm Bracelet Project participants created more than half a dozen mini-parks on the North Side and in downtown Pittsburgh, transformed with everything from outdoor art activities to on-land kayaking demonstrations.



Photo courtesy of Children's Museum

Formalize

CHARM BRACELET PROJECT

Photo by Renee Rosensteel

the Informality

Girls Empowering Girls

As part of the Perry Pearls mentoring program at Perry High School, Girls Empowering Girls paired over 30 female students from disadvantaged backgrounds with successful adult women who served as role models and advisers. The program's weekly workshops focused on life skills, career readiness and self-image. Curriculum included interactive guest lectures, discussions, research projects, community service and reflective journal writing.

Urban Learning Gardens



Photo by Renee Rosensteel

An intergenerational community gardening initiative, Urban Learning Gardens brings North Siders together to share in the joy of growing, harvesting and eating fresh food. In early 2010, senior citizens from the SilverSneakers program and children from the Sarah Heinz House's summer camp planted fruit, vegetable and herb seeds in indoor containers, which were then transplanted into the garden in late spring. Over the course of the summer, the group harvested, watered and prepared the food and participated in other activities such as making pesto sauce and pickling vegetables.

At the end of the summer, Sarah Heinz House hosted a garden social to celebrate the harvest. Over 130 children and seniors picked, cleaned and prepared tomatoes, peppers, cucumbers, zucchini and herbs from the garden. Participants enjoyed pesto pasta and potato salad. With the supplies and equipment they purchased, Sarah Heinz House will continue the Urban Learning Gardens in future years.



Photo by Renee Rosensteel

Kayaking Lake Elizabeth

Photo by Anne O'Neill



Over the summer months, Venture Outdoors brought paddling to the people with this unique program located at Lake Elizabeth in the historic Allegheny Commons park, the North Side's green centerpiece. Residents and visitors alike came out to the park and onto the water to take advantage of free and reduced-priced kayak rentals and paddling lessons.

With its shallow depth and placid surroundings, Kayaking Lake Elizabeth attracted novice kayakers and families, who received one-on-one lessons from experienced Kayak Pittsburgh instructors. This one-of-a kind, beginner-friendly kayaking opportunity in the city of Pittsburgh averaged about 60 participants per day and nearly 500 people per season.

Music of North Side Spaces

An audience of over 100 people followed a group of musicians on this instrumental tour that recalled the community's architecture, local history and natural surroundings as it progressed from the banks of the Allegheny River to the garden of the Mattress Factory museum. This traveling public performance showcased a series of original musical works created by local composers and inspired by the unique features of the North Side. Highlights from the performance included vocalists reciting text written by Andrew Carnegie while percussionists 'played' typewriters and rhythmically tore paper; two instrumentalists performing birdsongs while nestled in trees outside the Aviary; and a brass quintet marching around (and in) Lake Elizabeth.



Photo courtesy of Mattress Factory

Poetry on North Side Streets



Photo by Renee Rosensteel

Described as "free performances of poetry and jazz by a variety of artists, with an emphasis on creativity, diversity and democracy," Poetry on North Side Streets events were highly valued by participants and residents alike. City of Asylum Pittsburgh hosted three Poetry on North Side Streets events in the summer of 2010.

Artists from as far as Burma, Belarus and New Zealand, several of them currently living on the North Side, shared their work with over 500 attendees at these unique community gatherings.

Troy Hill Garden

The Charm Bracelet Project, through the North Side Micro-grant Program, funded urban garden projects, including an effort in the Troy Hill neighborhood to establish a cooperative community garden in an unused city lot. This support coupled with the efforts of 75 volunteers and over 20 members made the garden's first-ever growing season in 2010 a huge success. Members shared the responsibility of preparing the new garden beds, planting seeds, watering, weeding and caring for the property. At the end of the season, they enjoyed a rich harvest that included herbs, eggplant, lettuce, greens, tomatoes, peppers, squash, garlic and more.



Photo courtesy of Troy Hill Garden Co-op

Famous for 15 Minutes



Collage courtesy of Warhol Museum

A collaboration between the Andy Warhol Museum and Mattress Factory, Famous for 15 Minutes examined the connections between the Warhol's *Shepard Fairey: Supply and Demand* exhibition and Mattress Factory's *Likeness* show. Famous For 15 Minutes engaged over 200 teachers, students and families in an artistic adventure to connect the dots between two North Side cultural landmarks using unique programs, workshops and special events.

Fresh Fridays at the Farmers Market

Fresh Fridays added a dash of culture and flavor to the North Side Farmer's Market throughout the summer season. A collective initiative of the Charm Bracelet Project partners, Fresh Fridays included a variety of family-friendly activities.

Performances

Local musicians, dancers and artists brought their talents to the Fresh Fridays stage every other week. Farmers Market shoppers were entertained by a diverse group of performers that included the Urban Pathways Steel Pan Band, The Pop Rocks, The KRUNK Movement and Zany Umbrella Circus.

Chef's Table

Chefs from a variety of North Side eateries prepared simple summer dishes made from ingredients purchased at the Farmers Market. The chefs demonstrated what goes into the preparation and provided samples. Visitors received a copy of the recipe to prepare the dish at home. Guest cooks included Chef Dan from Legends of the North Side; Chef Cindy from Café at the Lofts; Chef Angelo from the Big Red Room Cafe at Children's Museum of Pittsburgh and other local icons such as Tom Sokolowski, past director of the Andy Warhol Museum.



Photo by Renee Rosensteel



Photo by Renee Rosensteel

Family Activities

Charm Bracelet Project partners offered an assortment of fun hands-on projects for kids and families. Activities included lessons on tree identification with Tree Pittsburgh, making terrariums with the Children's Museum and designing garden books with the Mattress Factory. Shoppers created a silkscreen of the weekly recipes provided at the Chef's Table, which was then assembled into a unique cookbook at the end of each season.

Art Outdoors



Photo by Renee Rosensteel

Guest Chefs

Linda Iannotta from Catering By Linda Iannotta

Cindy Sproul from Café at the Lofts

Zamir Zahavi from Park House

Jessica Burgan from Hoi Polloi Coffeehouse and Vegetarian Café

Ruth Wolfe from Allegheny General Hospital

Angelo Galioto, Monica Granato, and Chuck Lippert from Big Red Room Café at Children's Museum Pittsburgh

Michael Crawford from Monterey Pub

Dan Bartow from Legends of the North Shore
Terra Lee Mayes, Local Food Artist
Students from University of Pittsburgh's Clinical Dietetics and Nutrition program
Shannon Pultz, Author
Tom Sokolowski, Director (former), The Andy Warhol Museum
Chef Ken from Atria's
Tina Bolin from Bodacious Bites
Janet McKee, Instructor, Food For Life

Performers

The KRUNK Movement
The Pop Rocks
Zany Umbrella Circus
Urban Pathways Steel Pan Band

Photo by Renee Rosensteel



During the summer of 2010, the Mattress Factory museum offered free family art activities on Tuesday evenings in Allegheny Commons Park, focusing on creating artwork from found objects. Participants made and played their own musical instruments, sailed wax paper boats on Lake Elizabeth and built mobiles with items collected from around the park.



Photo courtesy of Mattress Factory

Mosaic Mural

Manchester Craftsmen's Guild (MCG) brought North Side artist Linda Wallen together with local youth and residents to create a mosaic mural for the Spring Hill community. In early 2009, MCG hosted a mural-making class with Wallen as part of its afterschool Apprenticeship Training Program. Students learned techniques for tile and mosaic fabrication, visited Spring Hill to brainstorm design concepts with residents and assisted in the installation of the mural. Manchester Craftsmen's Guild provided multiple opportunities for Spring Hill residents to utilize its studio spaces. The finished mural can be seen on Damas St. of Spring Hill.

Photo by Renee Rosensteel



North - A Graphic Guide

The ToonSeum partnered with area cultural organizations, artists and writers to create *North, a Graphic Guide to the North Side*, highlighting the community's outstanding destinations, remarkable places and notable North Siders.

Editor Harold Behar used the talents of 21 artists and writers, including legendary cartoonists Wayno and Mark Zingarelli, to highlight North Side institutions, neighborhoods and people.

3,500 copies of this unique comic book-inspired guide were distributed free of charge to hotels and cultural institutions around Pittsburgh.

Design and layout by Behar-Fingal; printed by Kreider Printing.

Photo by Renee Rosensteel



Explore the Charms



Photo by Annie O'Neill

Explore the Charms brought youth from Children's Museum of Pittsburgh's after-school program (YouthALIVE!) outdoors and gave them the opportunity to participate directly with North Side's vibrant arts, cultural and social community. Highlights included a visit to Artists Image Resource to master the art of silk-screening; exploring Allegheny Commons Park with Venture Outdoors through a geocaching scavenger hunt; kayaking on Lake Elizabeth; and bike rides across the Commons, all while learning about historical aspects of the neighborhood. Participants learned to identify and care for local trees and plants with Friends of the Pittsburgh Urban Forest and visited the National Aviary and took a private class about working with birds and careers in zoology. They also recorded personal audio narratives at The Saturday Light Brigade's radio broadcast studios.

Peace Garden

An effort led by the Pittsburgh Project, this small community park is designed to encourage peaceful reflection and community dialogue amid natural beauty. Located in a neighborhood struggling with violence and crime, the Peace Garden transformed a long-abandoned space into an inviting and beautiful community asset. The site now includes a Peace Walk, Walls of Inspiration, a gazebo, an outdoor chapel, art installations and a variety of beautiful flowers.



Photo by John Clines

North Side Songs

One hundred students at Manchester pre K-8 were introduced to North Side history while exploring, creating and recording folk songs celebrating the history, culture and ecology of the neighborhood.

Students in each grade learned about the music and dance of a specific period of Pittsburgh's history, from the rhythms and sounds of pre-colonial Native Americans to songs imported by European immigrants during the Industrial Revolution. They then staged performances using handmade musical instruments.



Photo courtesy of Saturday Light Brigade

Charms of Photography

Under the guidance of the Photo Antiquities Museum, professional photographers taught nearly 300 children about the history, science and art of photography through a series of educational workshops and hands-on explorations of photographic techniques. Activities included a visit to a working darkroom, where participants created photograms. The photograms were later displayed in the Photo Antiquities galleries and the Fein Art Gallery on East Ohio Street.

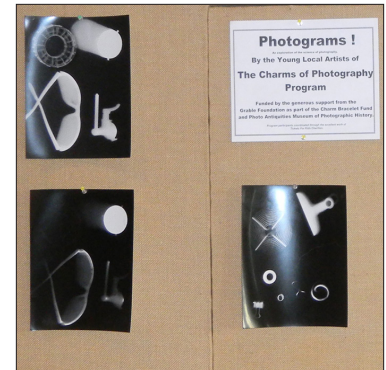


Photo courtesy of Photo Antiquities Museum

Allegheny Commons Sampler

This project sought to improve the overall perception of the North Side as a destination by encouraging both visitors and residents to sample the recreational and cultural amenities located in or near the Allegheny Commons.

A menu of recreational opportunities for families were offered combining outdoor activities in Allegheny Commons (climbing walls, flat water kayaking, geo-caching) with time at nearby cultural institutions such as the National Aviary and Children's Museum of Pittsburgh.



Photo courtesy of Venture Outdoors

AIR Open Studio



Photo by Cliff Page

Artists Image Resource (AIR) offered print studio access and outreach programs to North Side assets and community members. On Tuesday and Thursday evenings, AIR Open Studio offers local artists and students access to equipment, ideas and a community of working artists. This program proved to be very successful and continues to be an ongoing program of Artists Image Resource.



Photo by Renee Rosensteel

Alcoa Environmental Series

To expand the world of environmental stewardship, this yearlong program engaged North Siders through a series of workshops, hands on activities, service projects and community enhancements. Experts and organizations from around the region showcased innovations in environmental practices and simple ways to lead a more earth-friendly life. RiverQuest and the River Alert Information Network partnered with Kayak Pittsburgh to engage over 250 people in water ecology activities at Lake Elizabeth. Participants explored the contents of river water by looking through microscopes to discover various life forms, created models that illustrated the impact of pollutants on watersheds and learned about how to promote healthy waterways. Children's Museum of Pittsburgh hosted 10 teens in the inaugural Food City Fellows program, an eight-week apprenticeship focused on the impact of food in local communities and economies. Participants created a forest-garden filled with berries, edible plants and medicinal herbs all the while learning about gardening, healthy eating and food production systems.

The Alcoa Environmental Series sponsored classes for over 600 North Siders, bringing environmental experts into the classroom to teach about rain barrels, watersheds, composting and how kids can make their homes and schools more environmentally-friendly.

All of the projects were showcased at Fresh Fridays, where visitors could test-drive an electric bike, learn about composting, test out non-toxic cleaning products, or help tend trees in the park. For those who could not make it, an Adult Education Scholarship program offered assistance for sixty North Siders to enroll free of charge in classes taught by Grow Pittsburgh and the Pennsylvania Resources Council.



Photo by Renee Rosensteel

The 2011 Alcoa Environmental Series featured hands-on environmental demonstrations at North Side farmers market by Construction Junction, Green Burial Pittsburgh, GTECH, Tree Pittsburgh, Edible Allegheny, Envirobikes, Pittsburgh Permaculture, Alfred Bahnson (bike tune

ups) and Pennsylvania Resource Council. Zero Waste Pittsburgh collected refuse and taught composting techniques.

2011 Alcoa Environmental Series was funded by the Alcoa Foundation.

BEBOP - KIDBOP



Photo by Renee Rosensteel

BEBOP - KIDBOP
Big Experimental Bird Orchestra of Pittsburgh
Kids Incredibly Daring Bird Orchestra of Pittsburgh; 2012

Birdsound and Butoh Workshops and Performances at
National Aviary and Mattress Factory Museum

Michael Pestel, Ben Opie, Taketeru Kudo, McLean Denny,
Catherina De Re, tENT, a.c., Hyla Willis, Tracy Mortimore,
and friends

Funded by National Endowment of the Arts, the Grable
Foundation as part of the Charm Bracelet Project Fund
and the Mattress Factory with additional support from the
National Aviary and Children's Museum of Pittsburgh

The Mattress Factory museum, National Aviary and Children's Museum of Pittsburgh presented Big Experimental Bird Orchestra of Pittsburgh (BEBOP) and Kids Incredibly Daring Bird Orchestra of Pittsburgh (KIDBOP). Artist Michael Pestel, Butoh dancer Taketeru Kudo and others, teamed to offer multi-disciplinary workshops where participants, young and old, discovered the world of bird sound and bird movement by means of simple, daily exercises, improvisation techniques and games designed to inspire deep, environmental listening, thoughtful and controlled movement and of course, free, exuberant self-expression.



Photo by Renee Rosensteel

Local History, Local Pride



Photo by Renee Rosensteel

The Allegheny Historical Preservation Society and Allegheny City Society partnered with two area public elementary schools to enrich history curriculum, teaching students about bygone places outside of the classroom and in their communities. Both schools went on field trips and learned about the Allegheny Observatory, the Allegheny Library, Allegheny Commons and the historic Calvary Methodist Church, where local musicians performed several songs by musician Stephen Foster, whose father had been mayor of Allegheny City. This semester-long program helped students learn about the unique history of their communities and highlighted the North Side's many hidden treasures.

Acupuncture

The Mattress Factory commissioned Berlin-based artist Hans Peter Kuhn to create a lighted sculpture on the roof of its six-story building on Pittsburgh's North Side. The sculpture, titled *Acupuncture*, appears as long lines of white light piercing the roof and walls of the building. Their alignment changes dramatically depending on the angle from which they are viewed. Each line is 65 to 100 feet in length and utilizes customized LED technology.



Photo courtesy of the artist and Mattress Factory

UNDERPASS - A Public Art Project



Photo by Dennis McCarthy

The UNDERPASS Gallery supports temporary art installations, rotating annually and celebrating the identity and spirit of the North Side as a center for arts and culture. The gallery opened in 2011 beneath the Federal Street railroad bridge. Beyond improvements for safety and security such as cleaning the walls and sidewalks, painting the bridge and repairing the drainage systems, a metal mesh panel system was installed on the west wall to support a variety of artistic installations. The panel system provides modularity and opportunities for different types of artistic media, such as digital prints on vinyl, painted rigid panels, ribbon lighting and low relief three dimensional works. The establishment of this gallery seeks to change perception, to look at this entry point as an asset, not a liability. The idea is to celebrate the bridge, the concept of entry and the essence of the neighborhood through art.

UNDERPASS
2010 site improvements
Engineering by Maguire Group,
Pittsburgh, PA; General Construction by Mascaro Construction,
Pittsburgh, PA

Made possible by the Heinz Endowments, NRG Energy, Inc., The Grable Foundation, Norfolk Southern Foundation and National Endowment for the Arts. Special thanks to NRG Energy Center Pittsburgh LLC.



Photo by Ed Massery

Blue Skies - Kim Beck, 2011 – 2012

This project lit up the underpass with a slice of a blue sky from a sunny day on the North Side of Pittsburgh. In this large scale photograph, the everyday landscape was elevated by the size of the print. With a direct relationship to the neighborhood, this piece of blue sky connected the natural world to the built environment.

Digital print on vinyl; 10' x 92'
Printed and installed by Alpha Screen Graphics



Photo by Renee Rosensteel

UNDERPASS - A Public Art Project Year 2

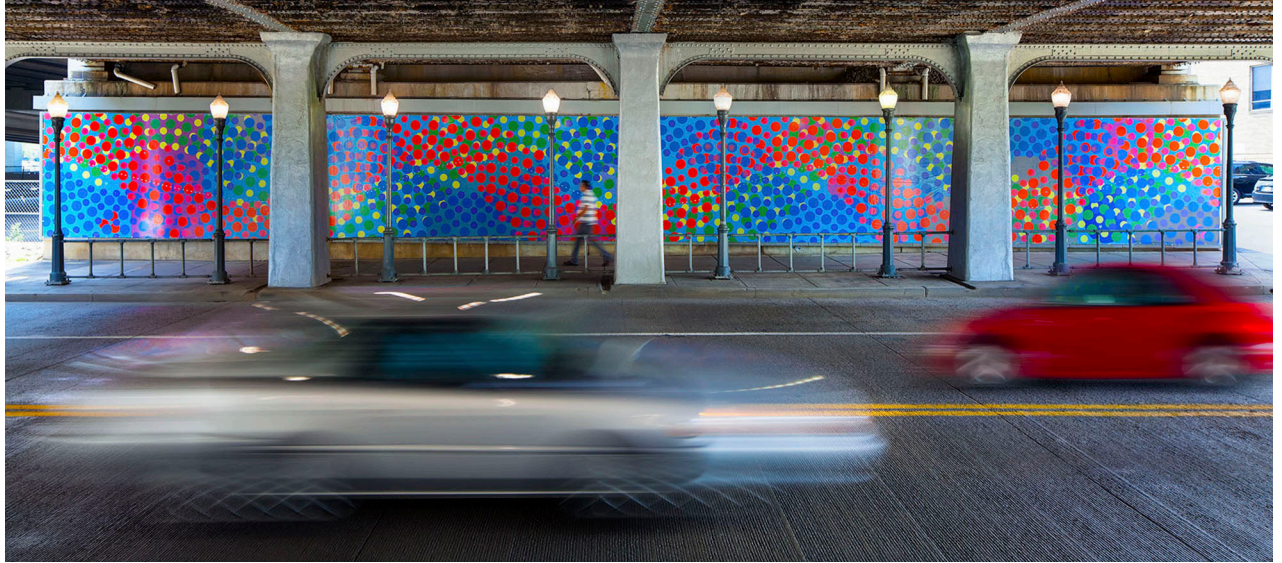


Photo by Jim Schafer

CHARM BRACELET PROJECT

Using the approach of an art gallery allows for a group made up of individuals from North Side organizations to curate different installations regularly, thus affording a variety of expression. Over time, the installations become associated with the area and the site becomes iconic. The effect is festive, lively, friendly, surprising and inspiring. This creates a memorable ingredient that helps make the neighborhood a desirable location for everyone to visit and inhabit.

*3 THREE *** distant memory* - Dick Esterle, 2012 – 2013

In the process of creating this image (visual mathematics), the artist started with a series of three waves and ended with three stars. Walking along or driving by at different speeds, distances and times, perceptions of image and memory shift, altering the viewer's experience.

Digital print on vinyl; 10' x 92'
Printed and installed by Alpha Screen Graphics

Lantern

Located at The Pittsburgh Project, *Lantern*, by Sandy Kessler Kaminski with Jill Joyce, is inspired by Art & Soul, a North Side women's group. Gathering twice a week, these women explore themes related to resilience and personal strengths. The focal point of the installation is a pavilion shaped like an 1850s lantern with a ceiling of constellations like those used by escaping slaves to navigate. *Lantern* functions as a meeting place in a neighborhood park.



Photo by John Clines



Photo by John Clines

LANTERN

Steel pavilion and footprints, colored concrete, dwarf maple trees, buffalo grass; 2012

The Pittsburgh Project

Sandy Kessler Kaminski with Jill Joyce, AE; Wayne Jacobs, PE; John Walter; The Women of Art & Soul; and community members

Funded by National Endowment for the Arts, The Grable Foundation as part of the Charm Bracelet Project Fund, with generous support from the Pittsburgh Project and Children's Museum of Pittsburgh



Photo by John Clines



Buhl Community Park at Allegheny Square

Buhl Community Park at Allegheny Square sits directly in front of Children's Museum of Pittsburgh. What was an historic part of the North Side and the City of Allegheny through the years spent parts of the twentieth century suffering from decline and neglect. With its recent redesign and reconstruction, though, it is revitalized as a welcoming, multi-use community and civic space that matches contemporary form and use to its original intent.

When surveyor John Redick first planned the City of Allegheny in 1787, he designated four squares at the center of the 36-block plan for public use. The southwest corner block, now Buhl Community Park, was originally open public space known as Diamond Park. It later became Ober Park in honor of John Ober, a prosperous local brewer who donated funds for its renovation in the early 1900's.

Over the years, the northeast block, which was occupied by the City Hall, became the site of the Buhl Planetarium, which is now part of the Children's Museum. From 1863 to 1965, the southeast square was occupied by the Allegheny Market House, but that building was destroyed for the construction of a

privately owned residential tower. Since 1889, the northeast block has been occupied by the Allegheny Public Library and Concert Hall, the latter now being the home of the New Hazlett Theater.

One of the greatest changes for Allegheny Square came in 1965, when, as part of the Urban Renewal of that area, the park was changed to a modern design made almost entirely of concrete, with projecting balconies and a sunken fountain. The once-fashionable but never really welcoming space, with 90 percent paving and only 10 percent plant material, quickly fell into disrepair.

Following the successes of the Children's Museum expansion and Charm Bracelet Project, the Children's Museum began a strategic initiative to renovate the public square. A series of presentations with community groups and city officials introduced the idea of a design competition and allowed various constituencies to contribute ideas and make recommendations as part of that process.

In April 2007, six different teams of landscape architects participated in a limited design competition to submit proposals for the space, but only after visiting the site, hearing presentations about its history and participating in additional sessions with community members about what the space could and should be.

A 10 person jury of designers, critics and community members chose a design by Andrea Cochran Landscape Architecture. Part of her firm's proposal was to include *Cloud Arbor*, an environmental artwork by Ned Kahn, the designer of *Articulated Cloud*, the piece on the Children's Museum's facades. While the winning design bore some resemblance to the one finally built, the Children's Museum guided Andrea Cochran through an additional series of meetings with community members and government entities to refine the design.



Photo by Renee Rosensteel

The final design aims to recognize historical paths, buildings, and sightlines, but to articulate the relationships in a contemporary way that also incorporates a substantial number of ecologically-minded features. The park has a primary pathway that goes from southwest to northeast, leading to and framing the Allegheny Public Library and Concert Hall. A secondary path goes from southeast to northwest. A wider paved space near the center provides an area for an extensive schedule of programmed events.

Ned Kahn's piece, *Cloud Arbor* is set just off center of the program space. Its 64 thin vertical poles, placed in a grid of 30 feet, emit a cloud of mist on frequent intervals, controlled by the operators of the park. A contemporary but much more efficient play on a more conventional fountain, it attracts young and old alike.

The north section of the park is a meadow, planted with native grasses and clover to take the place of a conventional lawn. These native species have the advantage that they do not need pesticides, but they are still inviting. "We

wanted a place where you could throw a ball or have a picnic," explains Andrea Cochran. A series of low walls made of bluestone, a material also native to the region, provide seating. These are inscribed with quotes from famous North Siders. To the west, next to three preserved bald cypress trees, a bioswale captures storm water and releases it gradually rather than dumping it into storm sewers. To the east, a planted area of shade trees, native grasses and other indigenous plants provides a welcoming space and a visual transition to the adjacent building.

Buhl Community Park opened in June of 2012 to very positive reviews from neighbors and design critics alike. The goal of the space is to make it more welcoming for visitors, while reasserting its role as a central civic space for the North Side. "It's not the Children's Museum's park. It's a public park," says Children's Museum Executive Director Jane Werner. "The space is named for Henry Buhl, one of the founders of Allegheny City's Boggs and Buhl department store, whose Buhl Foundation has given more than \$100 million to the North Side over many decades.



Photo by Ed Massery



Photo by Chris Siefert

Park - before revitalization

Once part of a four block city center known as the Diamond, the site was dramatically changed after World War II as a part of Urban Renewal. What was once a town square gave way to a sunken plaza dominated by a soon-defunct fountain surrounded by impervious paving and fewer than two dozen trees. No trace of its historic landscaping or role as a central gathering place remained.



Photo by Ed Massery

Park - after revitalization

The completed amenity is a much greener and accessible park, organized around a central meadow and plaza, with entry paths from the corners and significant new plantings. It respects the historic role of the site by ensuring open access on all sides, returning it to green space and accommodating a variety of public activities in the park.

Buhl Community Park at Allegheny Square 2007 - 2008 Design Competition

Sponsor

Children's Museum of Pittsburgh
Tom Mole, Board President 2007-2009
Jane Werner, Executive Director

Advisory Selection Committee

Mark Fatla, Director, North Side
Leadership Conference
Josette Fitzgibbons, Community Planner, City
of Pittsburgh Planning Department
Noor Ismail, Director, City of Pittsburgh
Planning Department
Anne-Marie Lubenau, Director,
Community Design Center of Pittsburgh
Tim Merrill, NRG Energy
Sara Radelet, Director, New Hazlett Theatre
Charles Rosenblum, Architectural Historian
Ray Ryan, Curator, Heinz Architectural Center
Jane Werner, Executive Director, Children's
Museum Pittsburgh
Representatives from Children's Museum
Pittsburgh Board of Directors and Staff

Competition Managers

Paul Rosenblatt, AIA, Principal,
SPRINGBOARD Architecture Communica-
tion Design
Chris Siefert, Deputy Director, Children's
Museum Pittsburgh

Invited Teams

Andrea Cochran Landscape Architecture,
San Francisco, CA
Garofalo Architects with Peter Lindsay
Schaudt Landscape Architect, Chicago, IL
Hood Design, Oakland, CA
Klavon Design Associates, Pittsburgh, PA
La Dallman Architects, Inc. with StoSSLU and
Arup, Milwaukee, WI
WANTED, Paula Meijerink with Cheri Ruane
of Weston & Sampson; Jeffrey Inaba, and John
Stephen Ellis, AIA, Somerville, MA

Jury

Alida Baker, Project Director, Allegheny
Commons Initiative, Pittsburgh, PA
Robert Colville, Senior Judge of the Superior
Court, Pittsburgh, PA
Julie Eizenberg, AIA, President,
Principal-in-Charge of Architectural Design
& Master Planning, Koning Eizenberg
Architecture, Santa Monica, CA
Liza Fior, Founding Partner, muf architecture/
art, London, England
Patrick Ford, Executive Director, Urban
Redevelopment Authority, City of Pittsburgh

Blaise Larkin, Children's Museum of Pitts-
burgh Board Member and CEO/Principal,
Madison Realty Group and Owner, Madison
Acquisition Company, Pittsburgh, PA
Mark Robbins, Dean, School of Architecture,
Syracuse University, Syracuse, NY
Doug Suisman, Principal, Suisman Urban
Design, Santa Monica, CA
Jane Werner, Executive Director, Children's
Museum Pittsburgh
S.K. Woodall, Architectural and Landscape
Designer, Pittsburgh, PA

Winner

Andrea Cochran Landscape Architecture,
San Francisco, CA

Second Place

La Dallman Architects, Inc. with StoSSLU and
ARUP, Milwaukee, WI

Third Place

WANTED, Paula Meijerink with Cheri Ruane
of Weston & Sampson; Jerry Inaba, and John
Stephen Ellis, AIA, Somerville, MA

The design competition was funded by
the Benedum Foundation and the Laurel
Foundation.

Buhl Community Park at Allegheny Square 2009 - 2012 Design and Construction



Photo by Larry Rippel

Children's Museum of Pittsburgh

Evan Rosenberg, 2009-2012 Board President
Jane Werner, Executive Director
Chris Siefert, Deputy Director and Project Manager
Vickie Watson, Project Coordinator
Dennis McCarthy, Program Manager
Consultant

City of Pittsburgh

Luke Ravenstahl, Mayor
Darlene Harris, President, City Council
Mike Radley, Director, Citiparks
Rob Kaczorowski, Director, Department of Public Works
Mike Gable, Deputy Director, Department of Public Works

Project Team

Landscape Architecture - Andrea Cochran
Artist - Ned Kahn (Cloud Arbor)
MEP and Civil Engineering - Stantec
Structural - Atlantic Engineering Services
Graphic Design - Brett Yasko

General Contractors - PJ Dick Incorporated
Fog Effect System - Koolfog Misting Systems
Landscaping - Butler Landscaping
Masonry - Harris Masonry
Engraving - Rudez Granite
Demolition and Sitework - Mele Mele & Sons
Electrical and Lighting - Sargent Electric
Mechanical - DeFinis Mechanical Contractors
Plumbing - Gunning Inc.
Site Furnishings - Landscape Forms
Steel - Engineered Products Inc.
Waterproofing - Tom Brown Inc.
Canopy - Exterior Technologies, Inc.

Cornerstone Donors

The Heinz Endowments; The Buhl Foundation; The Grable Foundation

Principal Donors

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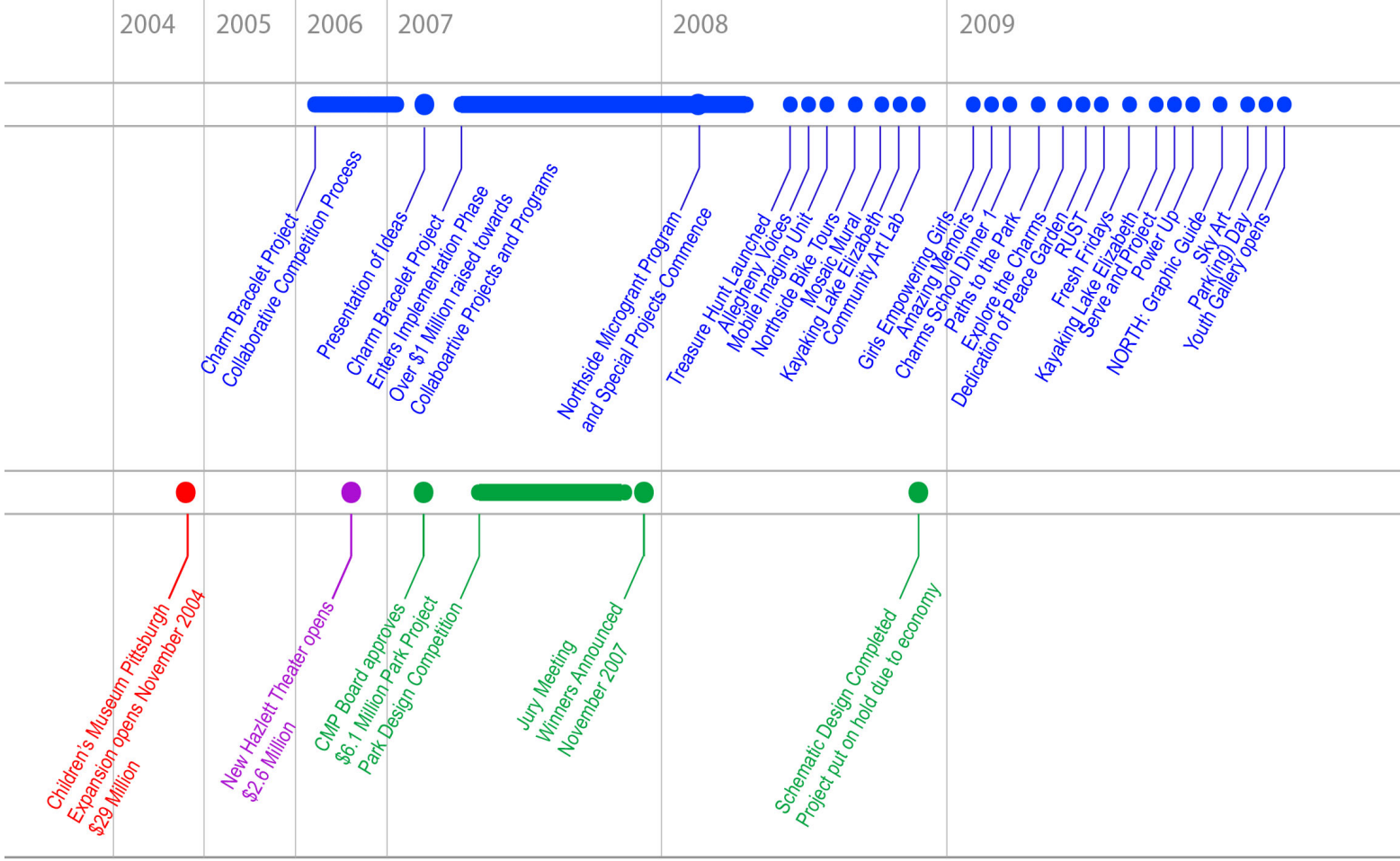
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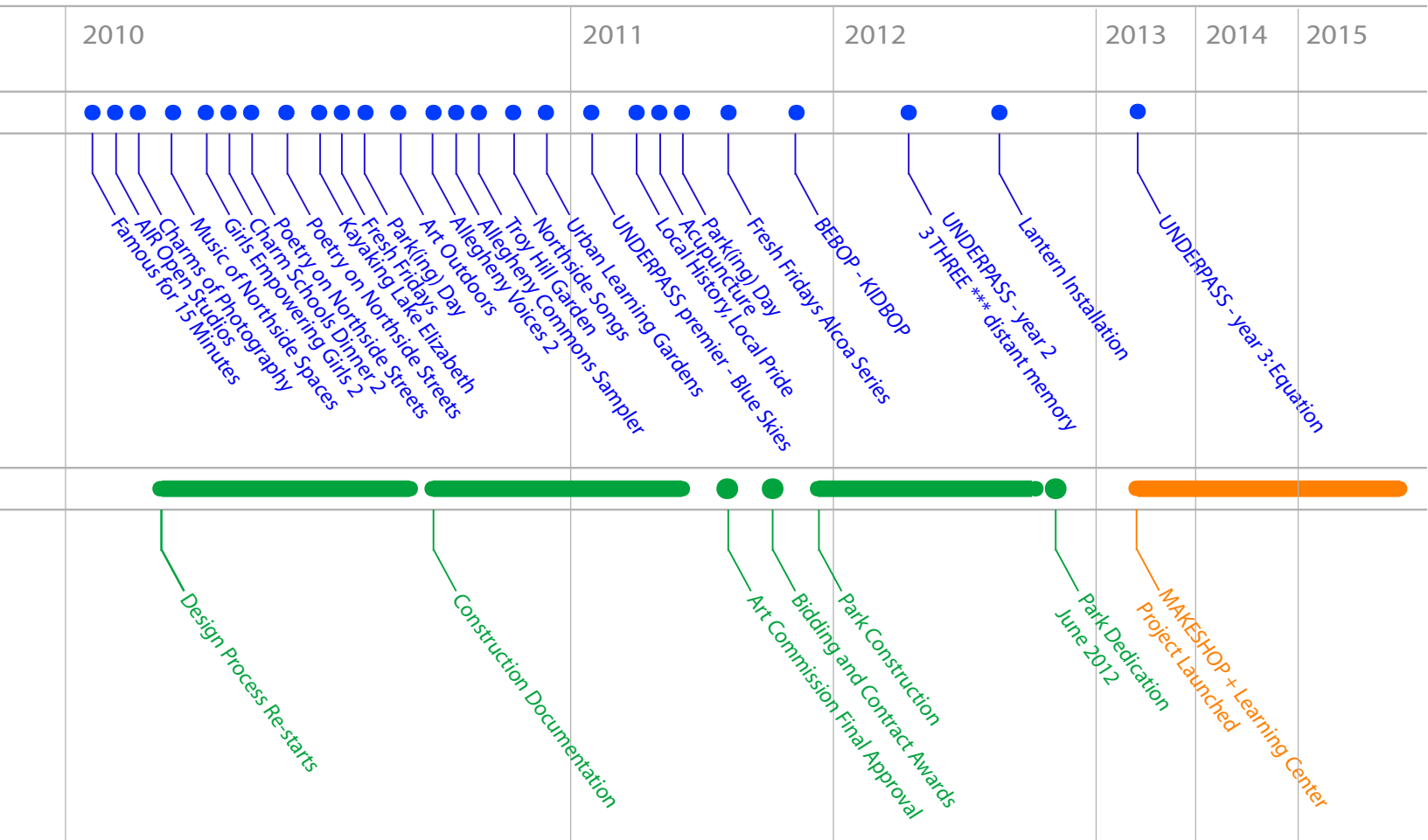
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CHARM BRACELET PROJECT





Charm Bracelet Project: An initiative of Children's Museum of Pittsburgh

Children's Museum of Pittsburgh provides innovative museum experiences that inspire joy, creativity, and curiosity. We serve as a partner and resource for organizations that work with or on behalf of children and families.

Our permanent exhibits are based on the philosophy of Play with Real Stuff, where real things and real processes challenge children's abilities and help them understand themselves and the world they live in. From our industry-leading efforts in the establishment of the MAKESHOP exhibit to our annual artist-in-residency programs, Children's Museum of Pittsburgh operates at the leading edge of museum practice.

In addition to our exhibits and public programs, we host visiting artists and bring together thought leaders on education, design and art from around the world. In 2009, the Museum earned the prestigious National Medal for Museum and Library Services for innovative approaches to public service and



Photo by Renee Rosensteel

exceeding the expected levels of community outreach. We were honored again in 2011 when we were named one of the top ten children's museums in the country by Parents magazine.

Formed in 1983, Children's Museum of Pittsburgh is located at the historic center of the North Side of Pittsburgh. The convergence of in-depth programmatic partnerships, the success of our previous endeavors and a vacated building next door provide a future opportunity for us to further the development of a cultural campus for families and children. Our intent is to utilize all three floors of the building in a multi-use occupancy, accommodating various partners. The underpinnings of the new center will be MAKESHOP +, an out-of-school place for experiential learning with physical materials and digital media resources as well as a dedicated team of skilled makers, artists, scientists and educators.

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