



CITY OF ROANOKE  
**ARTISTS IN RESIDENCE**  
OPPORTUNITIES

**2022-3**  
THE YEAR OF  
THE ARTIST



ROANOKEARTS.ORG

In applying for a City of Roanoke artist residency, you will be asked to number your top areas of interest from 1 to 3. If you are only interested in one, you may select only one, though it may limit your chances for participation overall as artists' top choices cannot be guaranteed. That said, we believe the best candidates will be naturally curious about the challenges and potential of their assigned area, so don't try to force a fit. Follow your curiosity and interest.

❑ **Berglund Center – Neighborhood Connections Project**

[Berglund Center](#) | [Watch video conversation](#)

Host: General Manager Robyn Schon

In the 1960s, federal policy drove local economic development and transportation investments across the country. These projects destroyed the community fabric in “blighted” neighborhoods, a condition loosely defined and rethought today as convenient definition underpinned by a history of racism and classism. Community products included monumental performing arts centers and convention centers such as New York’s Lincoln Center and what is today Roanoke’s Berglund Center. Now an important gathering place for the community, the facility yet retains this painful history and seeks next steps in moving forward with local neighborhood leaders and the community. An artist in residence will collaborate with multiple parties to design a meaningful engagement process resulting in an artistic product that helps the community reconcile its past, grieve what’s been lost and forge a path together for the next 50 years.

❑ **Complete Streets Team**

[Complete Streets](#) | [Watch video conversation](#)

Host: Wayne Leftwich, Senior Planner

The City of Roanoke’s collaborative interdepartmental Complete Streets approach integrates people and place in the planning, design, construction, operation, and maintenance of transportation networks. This helps the City put safety over speed and balance the needs of all modes of transportation, contributing to the quality and livability of our place. Artist exploration of national models, local planned projects and the role of our streets in our lives will potentially result in piloting temporary or permanent arts-based design, engagement, and use improvements.

❑ **Gun Violence Prevention Commission**

[Task Force, Commission](#)

Host: Youth & Gang Violence Prevention Coordinator Chris Roberts

Youth and Gang Violence Prevention Coordinator Chris Roberts is leading investments and strategy development as the community comes together to address a national epidemic that impacts our community. An artist will engage to understand the factors and current conditions, developing and implementing an arts-based strategy and project that engages young people of the community's highest risk neighborhoods in meaningful and authentic connections to community resources and support.

❑ **Neighborhood Center Model Development**

[Economic Development](#)

Host: Aisha Johnson

Strong and stable neighborhoods are just as crucial to ensuring long-term success and prosperity of the city as is a vibrant downtown. Neighborhood commercial districts such as Grandin Village, Crystal Spring, and Wasena play an important role in the development and success of locally owned and supported businesses. Why aren't there more, in all parts of the city? What building blocks exist? As a consultant team engages community stakeholders in the development of policies, incentives, and strategies to foster more quality neighborhood centers, an artist will develop engagement strategies, tools and projects that can help us better see the resilient economic potential in the streets, buildings, and neighbors surrounding us.

❑ **Neighborhoods of Opportunity – SE**

❑ **Neighborhoods of Opportunity – NW**

Host: United Way staff led by Abby Verdillo Hamilton | [Watch video conversation](#)

Artist placement with the emerging Neighborhoods of Opportunity Collaborative will provide a launching point for the exploration of the social determinants of health and the role of community-based services in creating quality neighborhoods that improve and extend lives. By working with an emerging, collaborative, cross disciplinary team, the selected artist will develop a project or strategy that engages the teams of neighborhood residents being mobilized through this strategy

❑ **Play Roanoke - Eureka Park Improvements**

[Play Roanoke](#) | [Watch video conversation](#)

Host: Michael Clark

The City's Parks and Recreation department is driven by a mission of being the reason people chose Roanoke. They are building a welcoming community through play. The local inquiry and exploration of national models of the role of parks in the quality of our lives will result in a meaningful contribution in the development or improvement of Eureka Park, one of Roanoke's neighborhood parks about to undergo a major overhaul, with the development of a new community center. The artist in residence will engage the neighborhood in the development arts based park components.

❑ **Roanoke Valley Sister Cities**

[Roanoke Valley Sister Cities](#) | [Watch video conversation](#)

Host: President Mary Jo Fassié, with a potential Parks and Rec liaison

In 2022 and 23 (pandemic allowing), visiting artists will come from several sister cities to the region. An artist in residence with Sister Cities would serve as and arts liaison, exploring engagement activities in conjunction with the committee and artists. Additionally, Century Plaza in downtown Roanoke is home to the Sister Cities sculptures. A visiting artist might undertake an exploration of community engagement in spaces such as the plaza, where a mural structure is now available. What interactive, engaging project could increase understanding of this global sisterhood and Roanoke's role as a global city?

❑ **Roanoke Redevelopment and Housing Authority (RRHA) EnVision Center**

[Roanoke EnVision Center](#) | [Watch video conversation](#)

Host: EnVision Center Manager Greg Goodman

The Roanoke Redevelopment and Housing Authority's (RRHA) newly renovated EnVision Center is slated to open in the Spring or Summer of 2022. Through the EnVision Center, RRHA and several community partners provide services to residents and the community at large in four pillars: (1) Economic Empowerment, (2) Educational Advancement, (3) Health and Wellness, and (4) Character and Leadership. RRHA has recently partnered with Family Services of the Roanoke Valley, who has acquired a grant from the City's Gun Violence Prevention Commission and intends to do music, art therapy and gardening classes at the Center. The latter will be made possible by another community partner, Local Environmental Agricultural Project (LEAP), who has funding allocated to plant a garden bordered by a fence in front of the Center along Salem Turnpike. The new building offers the potential for interior community-developed art projects and a supportive hub for art-based activities in many forms.

❑ **Network Builder, Lead Communicator**

[Roanoke Arts & Culture](#)

Douglas Jackson, Arts & Culture Coordinator, host

Critical to the City of Roanoke Artist in Residence strategy will be the shared learning across the initiatives in how the arts and artists can directly impact the quality of our place and lives. Participation and coordination of meetings and trainings for the other six artists in residence will allow the network builder to guide development and communication of best practices of the project. While there is no separate project fund, Roanoke Arts Commission resources will be used to develop year-end products to include an engaging written report and video. Key to this role will be organizational, communication, social media, writing, and phone photography skills. The position is ideal for someone seeking experience in arts administration.

*For more information, visit: [www.roanokearts.org/YOTA](http://www.roanokearts.org/YOTA)*