



AFLOAT
BY ANG SONG NIAN

AFLOAT AND CAN YOU HEAR ME? ARE PART OF AS YOU WERE, A SERIES OF FIVE PUBLIC ART INSTALLATIONS LOCATED IN THREE SINGAPORE PARKS FROM 12 MAY TO 30 OCTOBER 2022.

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CAN YOU
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BY QUEK JIA'QI
& AARON LIM

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Quarterly Research Newsletter



Culture **BYTES**

Dear Readers,

In this issue of Culture Bytes, we examine the impact of the arts and culture on our cities. While a city's buildings, businesses and data networks provide livelihoods, it is culture and human networks that make it liveable. Thus planners and policymakers must consider the role of culture as they plan for and develop urban spaces. The adornment of cities and the enrichment of city life by arts and heritage offerings will in turn influence how its residents think about themselves and their city. In *The Impacts of Public Art on Cities, Places and People's Lives*, the researchers Ming Cheung, Natasha Smith, and Owen Craven, provide insights into eight different impacts of public art through a systematic review of sixty years of literature on public art. The second article by Dean of Culture Academy and CEO of the National Arts Council, Mrs Rosa Daniel, *Reimagining Singapore: Placemaking through Arts and Culture*, delves into Singapore's strategies and policies pursuing some of these impacts. Our third article, *Capacities and Impacts of Community Arts and Culture Initiatives in Singapore*, reports on a study of the spatial opportunities and non-economic impacts of hosting community arts programmes in five residential neighbourhoods in Singapore. Centred around the Arts & Culture Nodes initiative, the study introduces the 'Neighbourhood Arts and Culture Impact Assessment' (NACIA) framework as an evaluative tool for the impacts of arts and culture programmes. Finally, *How the Creative Class Co-Creates a City's Brand Identity: A Qualitative Study* explores how arts and culture practitioners and other members of the creative class influence a city's brand identity.

From all of us at Culture Academy Singapore

RESEARCH

Study

The Impacts of Public Art on Cities, Places and People's Lives

By Ming Cheung, Natasha Smith, and Owen Craven



Impact categories of public art (© Ming Cheung 2019)

Public art's accessibility to a broad audience and its potential to bring together individuals from diverse backgrounds have granted it a unique power to make strong, enduring impacts on cities, places and people. As no systematic review of the impacts of public art has previously been carried out, this article seeks to provide a qualitative synthesis of fifty studies that have examined public art as a core subject in the research. The authors have consequently organised public art impacts into eight categories - placemaking, society, culture, economy, sustainability, wellbeing, wisdom and innovation.

Understanding the impacts of public art through these categories can foster a greater appreciation and understanding of public art, its value and definitive benefits for cities, places and people's lives. The categorisations are also useful for developing an evaluation methodology that aims to provide systematic evidence of the value of public art, and thus supporting the inclusion of public art as a fundamental part of city planning, infrastructure and services. Critically, many of the studies point to the importance of effective community engagement as a critical success fact.



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Article

Reimagining Singapore: Placemaking through Arts and Culture

By Rosa Daniel

Dean, Culture Academy, Ministry of Culture, Community and Youth

Chief Executive Officer, National Arts Council



24 Hours in Singapore by Baet Yeok Kuan. Source: MCCY

What is placemaking and why should cities engage in it? With greater cultural diversity and the growing complexities of globalisation, there is a greater need than ever before to create physical spaces which can provide contexts for positive interactions, and serve as anchors of identity and community bonds. Beyond good physical design, spaces connect with individuals and communities emotionally when they facilitate shared experiences and evoke memories of a common heritage. Good placemaking encompasses three key components: places, programming and partnership. Places and spaces help to enshrine the physicality of our heritage. Through active programming, we communicate a sense of history and identity to both residents and visitors. Strategic partnerships enable these programmes to bring diverse social groups together in shared experiences, allowing them to celebrate differences, while fostering rootedness in our collective values and Singaporean identity. Written by Mrs Rosa Daniel, Dean of the Culture Academy and CEO of the National Arts Council, this article delves into Singapore's efforts to enhance placemaking through the arts and culture and to create a vibrant, attractive and endearing destination and home for visitors and Singaporeans alike.



[Find out more](#)

Study

Capacities and Impacts of Community Arts and Culture Initiatives in Singapore

By Zdravko Trivic, Tan Beng Kiang, Nina Mascarenhas, and Quyen Duong

A research collaboration between the National Arts Council (NAC) and the Centre for Sustainable Asian Cities (CSAC) at the School of Design and Environment (SDE), National University of Singapore (NUS)



Arts@SBG (Singapore Botanic Gardens). Source: National Arts Council

This paper reports on an empirical, two-phase study of the impacts of community arts programmes conducted in five residential neighbourhoods in Singapore, with the main focus on the National Arts Council's (NAC) 'Arts and Culture Nodes (ACN)' strategy to bring quality arts programmes regularly to where Singaporeans live, work and play. The NAC's 'Arts and Culture Nodes' comprise a network of arts touch-points located in various neighbourhood institutions that offer a variety of arts programmes in Singapore's heartlands. Utilising a mixed methods approach, the study's researchers examined spatial opportunities in five local housing neighbourhoods as well as the strategies to activate public spaces through arts and culture. They then developed a 'Neighbourhood Arts and Culture Impact Assessment (NACIA)' framework to evaluate the impacts of the 'Arts and Culture Nodes' initiative on local neighbourhoods and communities. Although relatively new, the researchers propose that this framework opens up opportunities for artists, neighbourhood institutions, and both present and future residents to collectively shape Singapore's art scene and neighbourhood communities.



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Study

How the Creative Class Co-Creates a City's Brand Identity: A Qualitative Study

By Clarinda Rodrigues and Holger J. Schmidt



Aerial view of the Singapore skyline in the evening featuring the Esplanade and Marina Bay Sands. Source: iStockphoto.com, Nikada

Place branding is a discipline with high relevance for a city's policymakers, especially in the context of creative cities. Conceptualised as the process of building a place brand based on its identity and a positive place image, place branding has been embraced by an increasing number of cities who seek to promote their creativity and attractiveness as a means of differentiation. Recent literature on the concept has emphasised that place brand managers engage in continuous dialogue with stakeholders and enable them to participate in the overall place branding process. In the context of creative cities, where the 'creative class' is an important stakeholder group for place branding, studies about the active involvement of the creative class in the place branding process are rare.

Unlike destination marketing organisations that enact a city's brand in a more rigid way, members of the creative class influence a creative city's brand identity more intuitively and spontaneously, and their personal identities as well as creative artifacts play an important role within this process. It is only through an ongoing and never-ending change of these artifacts, an advantage made possible through the presence of the creative class and its active and spontaneous involvement in changing the ways a city looks and feels, that creative cities distinguish themselves from other cities. These creative class-driven tangible changes in turn create intangible symbols - stories about creative cities that make them more approachable. The article concludes with a conceptual model of how the creative class co-creates a city's brand identity as well as implications for policymakers and city brand managers in co-creating a city's brand identity with the creative class.



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