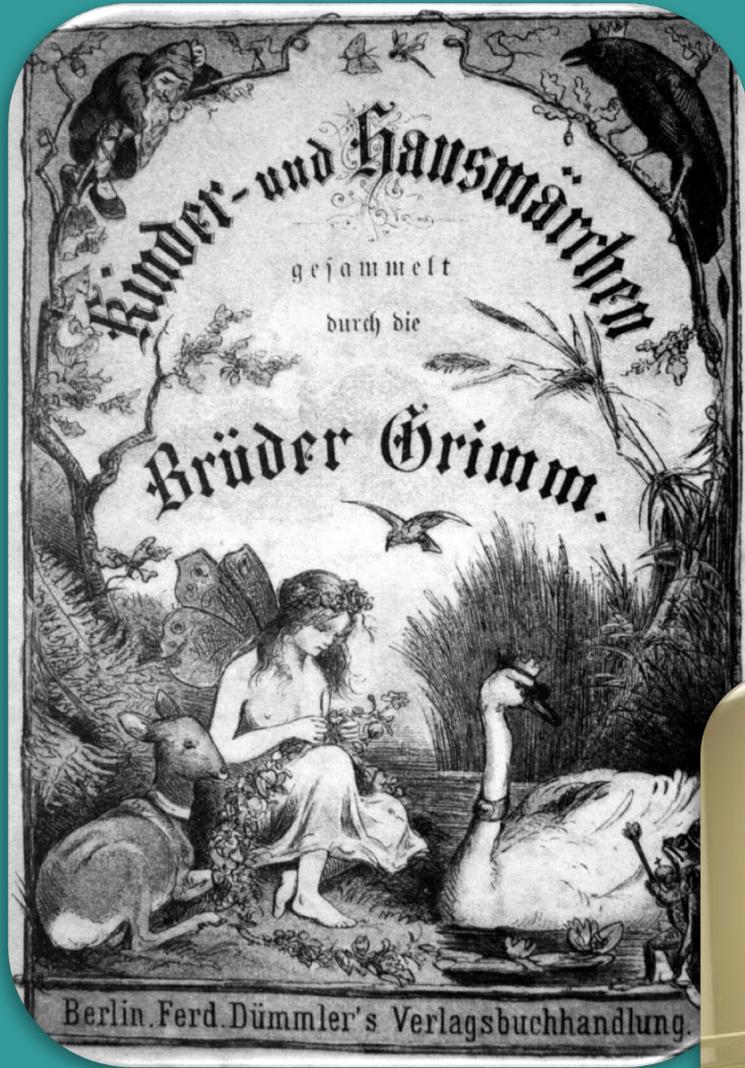




Creative Assets, Inventories and Maps

Who am I?
What do I know?





Folklore and creative placemaking



KENTUCKY
Folklife
F·E·S·T·I·V·A·L



TOUCH THE TRADITIONS

September 16-18, 1999 • Frankfort

Folklore and creative placemaking





Cue 1

What do you think community is?

Take 30 seconds to write a short definition.

Kentucky's Creative Places

convert community assets into community identity



Kentucky's Creative Places

convert community assets into community identity



What is a creative/cultural/community asset?

People, places and things that:

- are valued.
- that make a community unique.
- are part of history, geography, natural environment, industry/economy, etc.
- may not be obviously arts related.

Convergence



Cue 2

- Name two people (not politicians) in your community who might be assets.
- Name one non-arts and cultural entity that might be a creative asset.

What does it mean to “inventory”?





Cue 3

- How can this type of activity go wrong when imposing it upon communities?



“The list form is simple and familiar, and the question of where you are from reaches deep.” – George Ella Lyon

Cue 4

- Where are you from?
- Take a few minutes to write some lines about “where you’re from.” It does not have to be poetic, just a list.

Why do this?



Cue 5

- Think of two or more reasons to do (or continue) an asset inventory in your area. Name a scope and goal for doing an assets map in your community.

How to do this

- Practice cultural sensitivity and build rapport
- Should not be undertaken by one individual
- Expect an ongoing process
- Involve multiple methods of collection and documentation

“Identifying assets is an art form.”

– Tom Borrup, *The Creative Community Builder’s Handbook*

Group effort

- Not everyone feels the same way about each asset, even within a community. Every person experiences place in different ways.

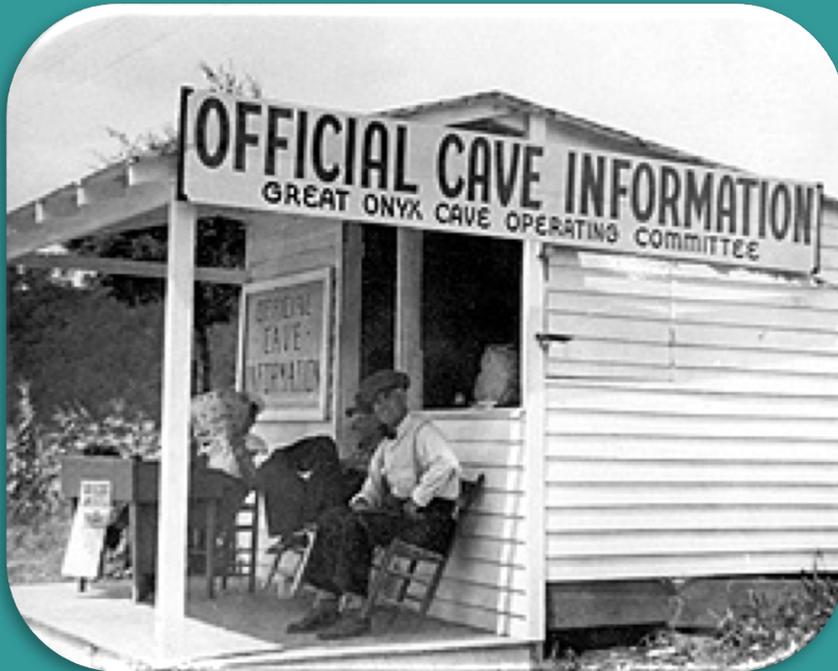
Cue 6

- Name a historical asset not everyone might agree upon. Name an economic and/or energy asset not everyone might agree upon.

Suplex Tacos Ashland, Ky.



Mammoth Cave Basket Makers



Cue 7

- Name a specific asset in your community that not everyone might agree upon, or name divisive issues in your community that might cause people to disagree on assets.

Insiders and Outsiders



Methods

- Windshield surveys
- Go deep – find groups and speak with them
- Interviews



Cue 8

- Who has the skill sets to do this in your community?
- What groups in your community do you need to approach?

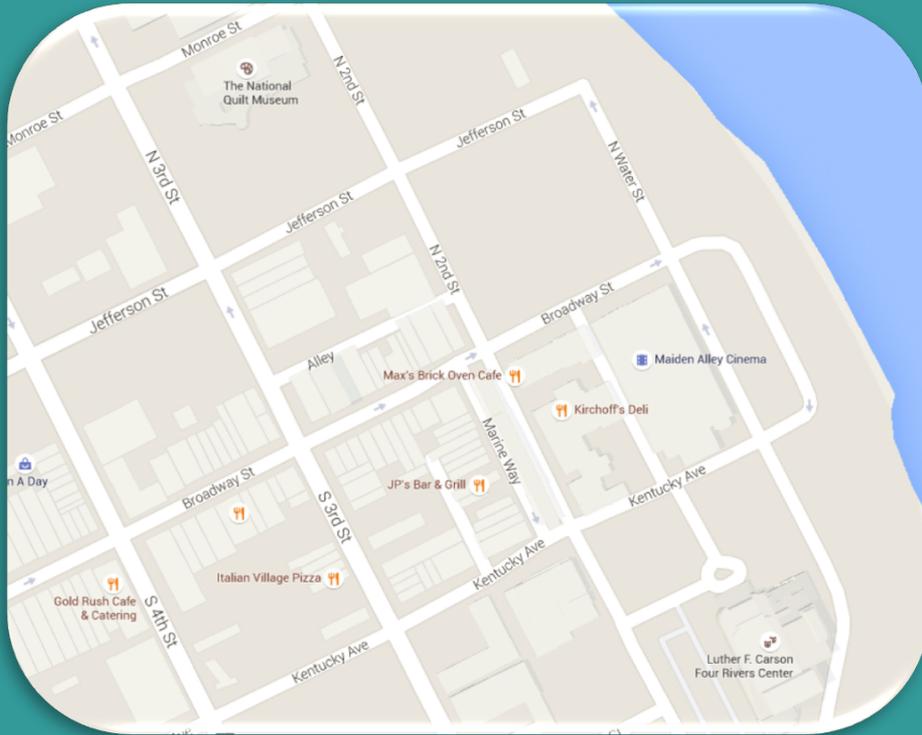
Feedback

- Have a repository. It should fit your scope.
- Seek feedback, and make the document accessible in a variety of ways.
- Decide on a schedule for frequent updates, and stick to it.

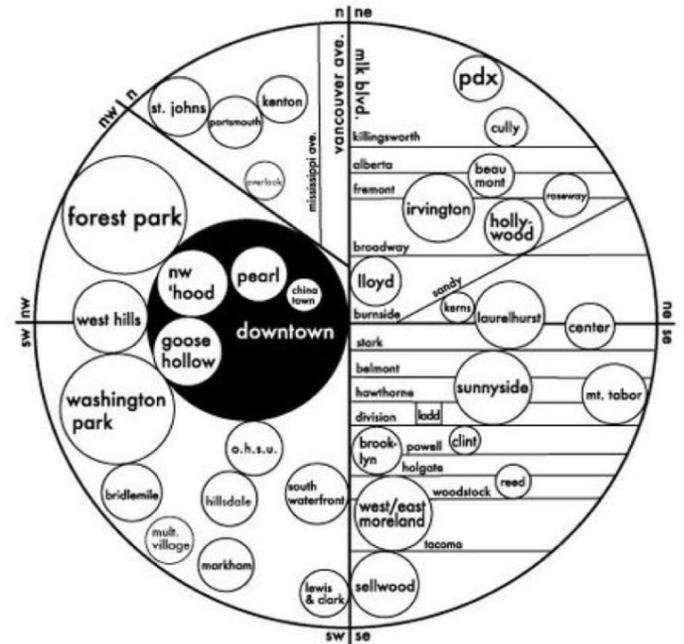
Cue 9

- Where should your inventory be?
- What are some ways you'll elicit feedback?

Assets “Mapping”



portland



Cue 10

- What kind of map or visual representation might help achieve your goal?

Notecard

- For your future self, write a note, a question you'd like to answer, or an idea you'd like to remember.
- Post where your future self will find it.



Mark Brown

Folk and Traditional Arts Director

502-892-3115

mark.brown@ky.gov