

PUBLIC ART IN THE UNIVERSITY DISTRICT

University Neighborhoods Development Corporation
Department of Art

PROJECT COORDINATORS

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NEIGHBORHOOD

University District, core neighborhoods surrounding the University of Memphis

CHALLENGE

Although the University of Memphis provides a key anchor for the surrounding neighborhoods, harnessing the full advantage of the impact of such a mammoth institution as an instrument for economic and community revitalization remains a challenge. Residents and local businesses struggle with the growing footprint of the campus and the need for improved streetscapes and safe routes.

IDEA

Create a special sense of place and identity by:

- Developing and implementing a community-driven series of highly visible public art projects
- Determine tangible physical improvements
- Engage local youth through Saturday art classes at local community center

IMPACT

- Series of public art projects, including temporary billboards and murals
- Community center mural designed and painted by youth art participants
- Streetscape improvements along the Highland strip, such as clean ups, plantings and façade painting



Local residents and students show support for the University District by volunteering on beautification projects.



Student and resident volunteers plant shrubs to brighten the Highland Strip commercial area.

