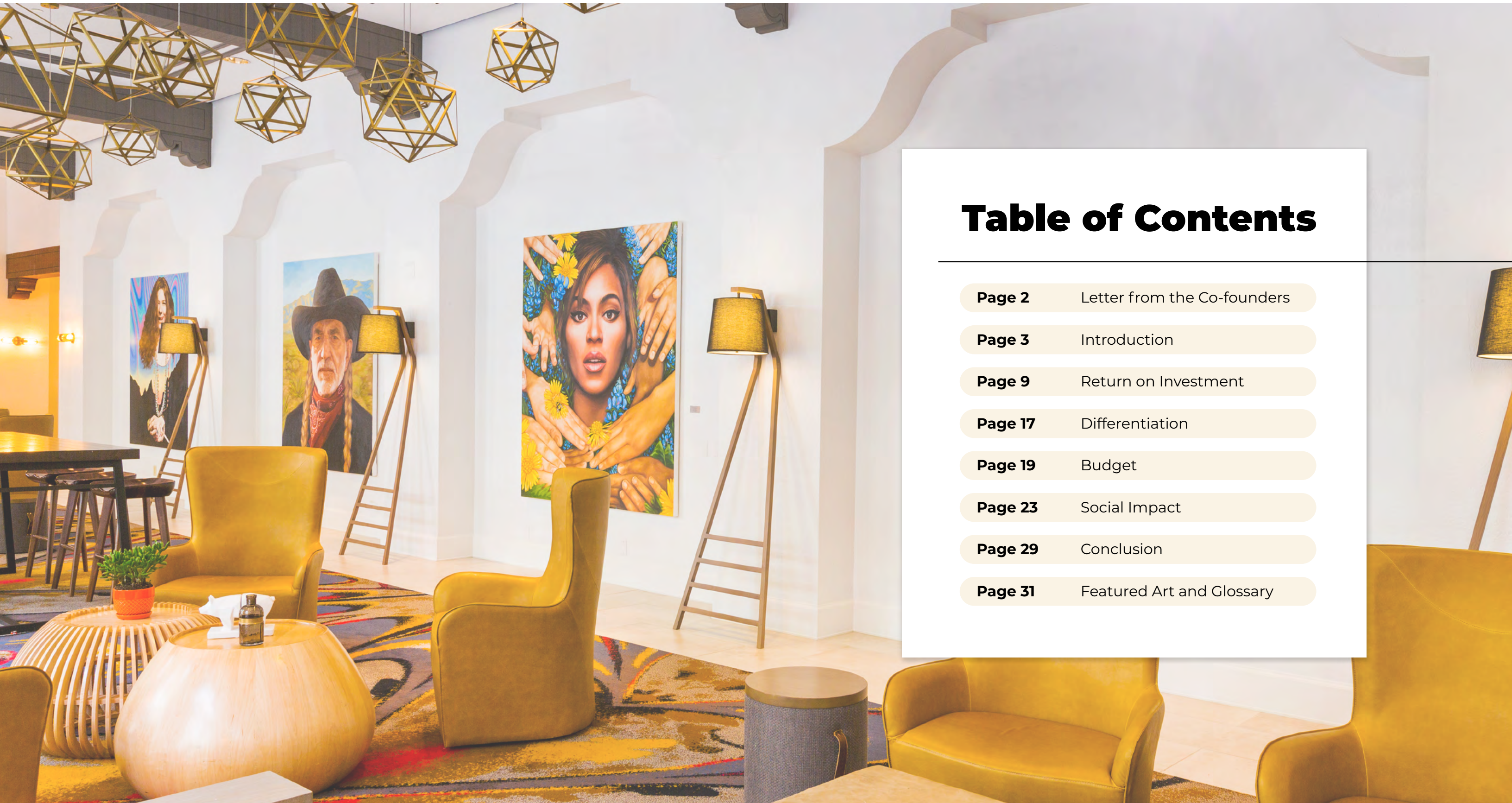




# 2023 State of the Art Report

How Architecture,  
Design, and Art &  
Culture Contribute  
to Successful  
Placemaking



## Table of Contents

**Page 2** Letter from the Co-founders

**Page 3** Introduction

**Page 9** Return on Investment

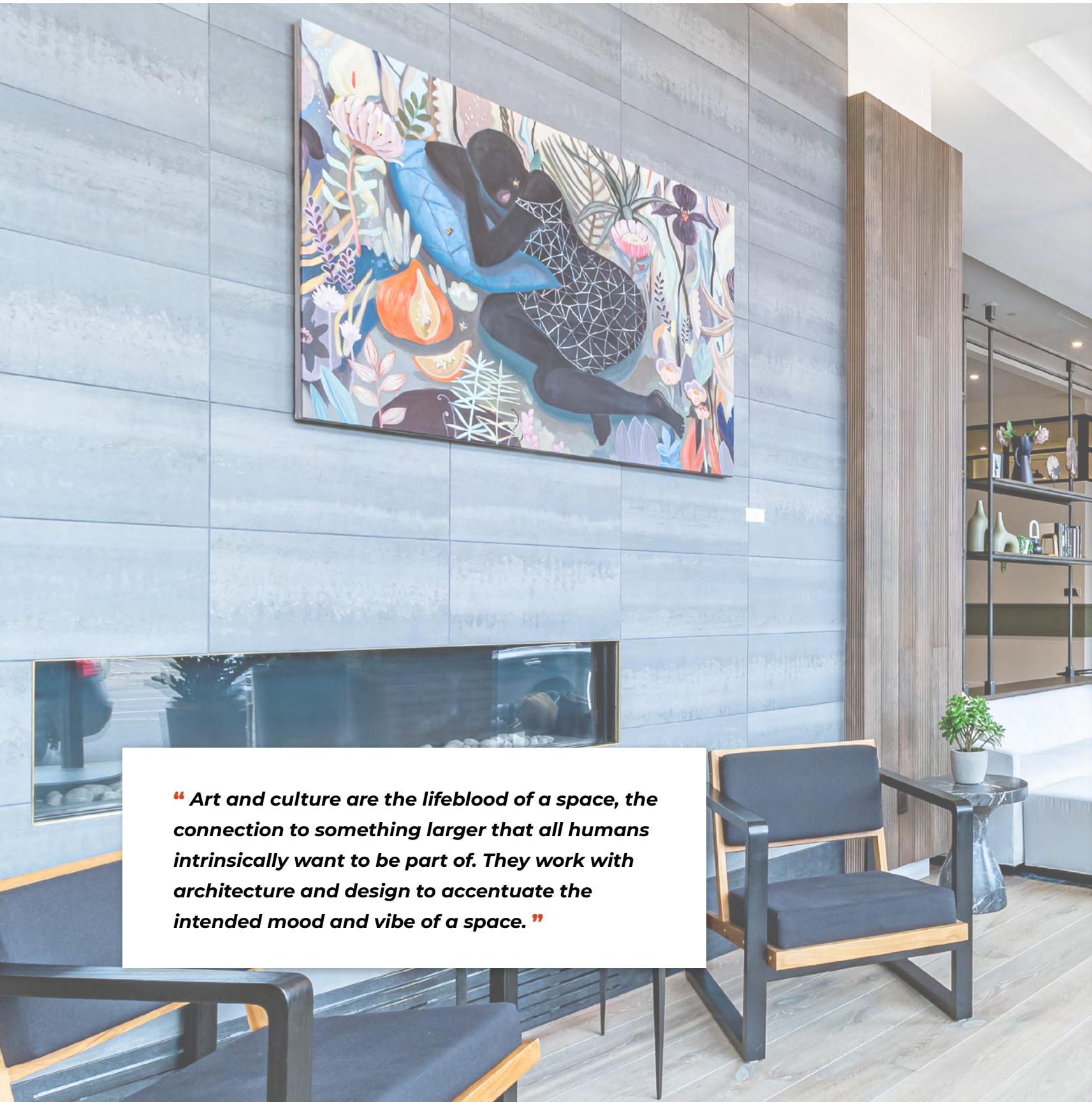
**Page 17** Differentiation

**Page 19** Budget

**Page 23** Social Impact

**Page 29** Conclusion

**Page 31** Featured Art and Glossary



***“ Art and culture are the lifeblood of a space, the connection to something larger that all humans intrinsically want to be part of. They work with architecture and design to accentuate the intended mood and vibe of a space. ”***

## Letter from the Co-founders

With over a decade of art consulting experience for public and private sector clients, NINE dot ARTS knows the immense value that art and culture bring to the built environment. But their impact isn't always recognized, and their potential sometimes goes untapped. So we asked ourselves, how can we educate people about the positive benefits of art and culture? How can we demonstrate that neglecting art is a missed opportunity to differentiate a space or give back to the community?

Enter the State of the Art survey. With this endeavor, we set out to grow the body of research available on creative placemaking - the integration of art, culture, and community-engaged design in the real estate development process. Inspired by work from the [Urban Land Institute](#), [National Endowment for the Arts](#), [American Planning Association](#), and others, we sought to gain insightful data on creative placemaking in private and public spaces - from the early planning and budgeting stages to the final results and their continuous ripple effects. And we sought to use this data to bridge the gap between art and business, proving why both sectors need each other to thrive.

This report marks our third State of the Art survey with thousands of real estate leaders from across regions and industries. The findings reflect their responses and reinforce what NINE dot ARTS knows firsthand to be true - that art and culture are essential for marketing differentiation, that they strengthen the impact of great architecture and design, and that they produce positive social and economic benefits for clients, artists, and communities nationwide.

We know art is just one ingredient in the placemaking recipe, and we hope this report proves why it's a critical one. Art elicits feeling and soul. It keeps people wanting more. As a partner in placemaking, NINE dot ARTS is proud to leverage art's power in collaboration with all the other important entities working to shape the built environment for the better.

With gratitude,

Martha Weidmann  
CEO + Co-founder  
NINE dot ARTS

Molly Casey  
Chief Curator + Co-founder  
NINE dot ARTS



# Introduction

The State of the Art Report is a key endeavor by NINE dot ARTS to grow the available research on the value of art and culture in the built environment. We survey real estate professionals from across industries and regions to quantify the role of art and culture on their projects' success. How do they impact the bottom line? How do they shape the guest experience? How do they support architecture and design? And what is their influence on individuals, communities, and cities?

This year's report reflects the responses of key decision makers including developers, brokers, designers, architects, and C-suite executives. Their contributions reveal powerful insights about the "key ingredients" behind successful placemaking.

***“ Thoughtful architecture, design, and art evoke emotion, bring value, and enrich community. This is where the magic happens. ”***



## ARCHITECTURE

Architecture sets the foundation of a project. It is the framework upon which the rest is built, establishing a tone and integrating the space into its exterior environment.



## DESIGN

Design marries the form and function of a project. It creates a theme for the overall atmosphere and makes the space comfortable to live, work, and play.



## ART & CULTURE

Art and culture bring soul to a project. They instill a space with character and connection, giving it an identity that connects its users on an emotional level.

***All three are essential.*** And therein lies the power of the tripod...

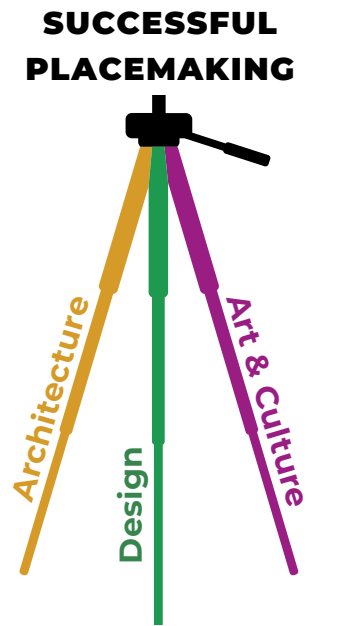




Introduction

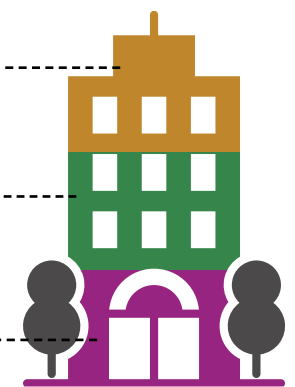
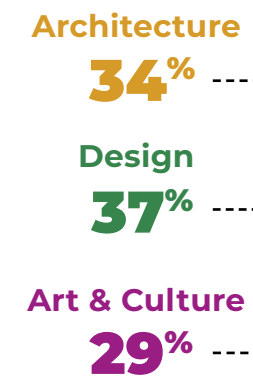
When a photographer is snapping a quick photo, a handheld camera may suffice. But when they have a distinct vision, when they seek precision, when everything must come together perfectly, a tripod is their tool of choice. A tripod provides the stability and specificity necessary to take a stunning photograph.

And this tripod is how today's industry leaders are thinking about their projects' success. According to these leaders, **Architecture, Design, and Art & Culture are equally important.** They each have a unique impact on a project's outcome, elevate each other when executed well, and should be given comparable consideration in the planning of a development.



The whole is greater than the sum of the parts.

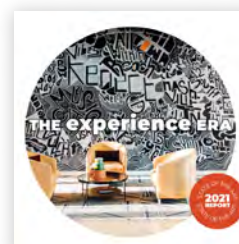
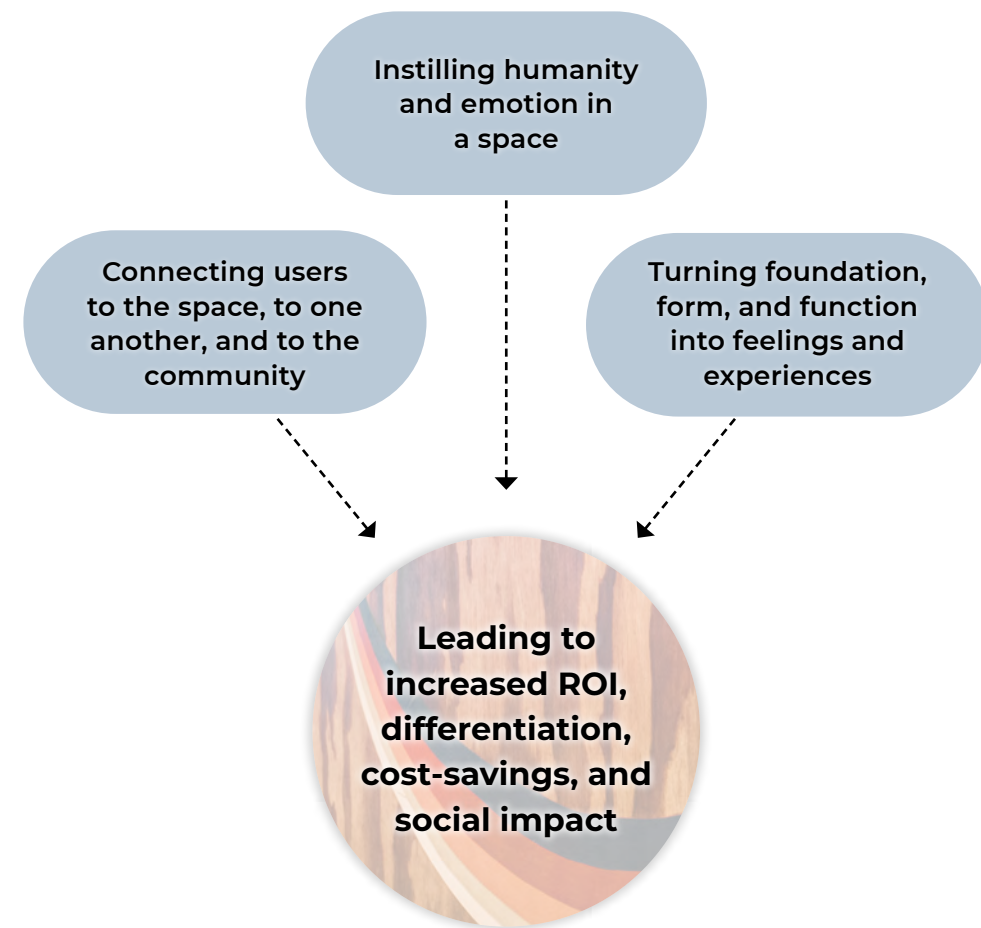
Respondents say **Architecture, Design, and Art & Culture** have a nearly equal impact on the way projects ultimately come to life.



Introduction

Our last State of the Art Report found that developers were embracing art with refreshing enthusiasm and recognizing that it has to be treated as more than a decorative afterthought. This year's findings take things even further.

Survey respondents say that **Art & Culture** enhance the overall impact of **Architecture** and **Design** by:



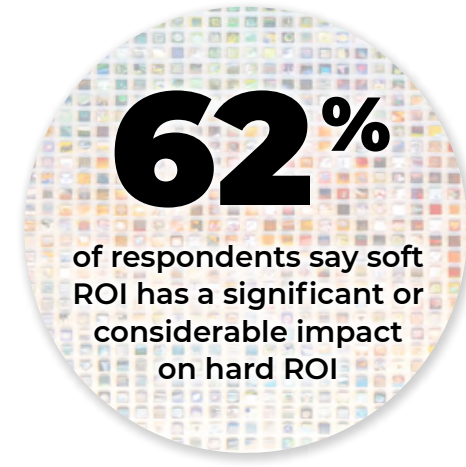
Check out our last **State of the Art Report** for our previous findings



**“ Art and culture are the memory-making parts of projects that spark ownership and pride. ”**

# Return on Investment

Survey responses indicate that incorporating art and culture into commercial projects can influence ROI in both subtle and explicit ways. While **soft ROI** includes returns that are difficult to measure such as community goodwill, word-of-mouth marketing, differentiation, and the ability to spark conversations, **hard ROI** focuses on measurable returns such as revenue growth, lease-up rates, on-site spending, foot traffic, repeat visitation, and earned media. But these returns are inextricably linked.



## SOFT ROI -----> HARD ROI

Positive feelings, memories, and experiences

**Repeat visitation and on-site spending**

Buzz-worthiness and talk value

**Increased foot traffic and earned media**

Market differentiation

**Premium price points and increased revenue**

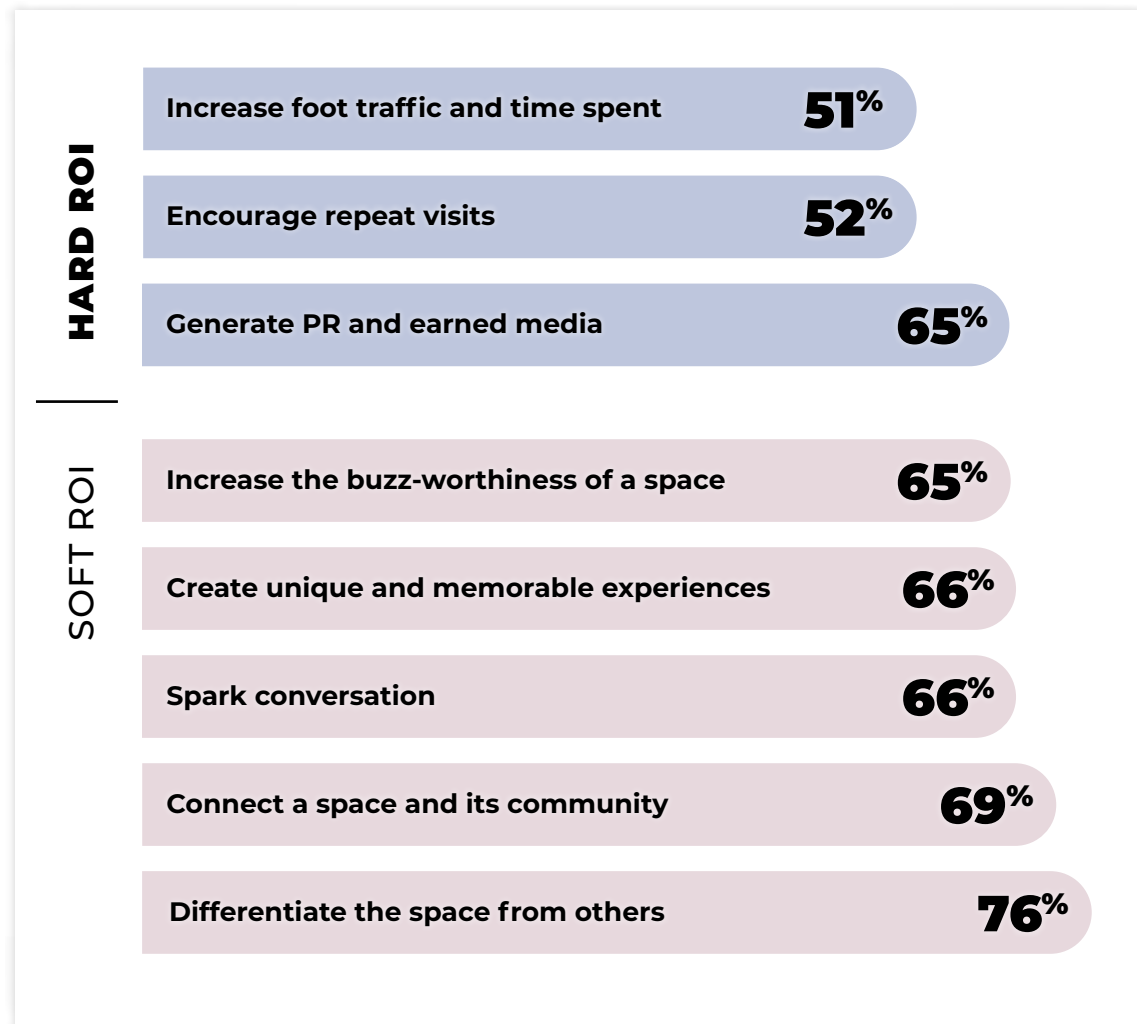
Emotional connections to people and place

**Customer/employee/audience retention**



# How a project's ROI is improved by **Art & Culture**

Here's what respondents say about how art and culture influence a project's return on investment.



**80% AGREE** the soft ROI of Art & Culture directly impacts hard ROI, but it's hard to measure and quantify

**83% AGREE** Art & Culture don't get enough credit for their impact on project success



**“ Art and culture have the longest term impact after the construction is complete. ”**



## How Art & Culture Support the ROI of **Architecture**

While art and culture may lean toward a softer ROI, their impact undoubtedly influences hard ROI - especially in the areas where architecture and design rule.

For example, **56% of respondents believe Architecture is primarily responsible for increasing market valuation and recognition**, as compared to art and culture and design.

**Art & Culture** can bolster this recognition by...

Increasing the buzz-worthiness of a space

Generating PR and earned media



Respondents conclude that art and culture can elevate architecture by drawing attention to it via community conversations and earned media, which prompt increased foot traffic and on-site spending.

***“ The ability to get people to come back, or share their experience with others to get them to come, attracts the foot traffic to spend. ”***

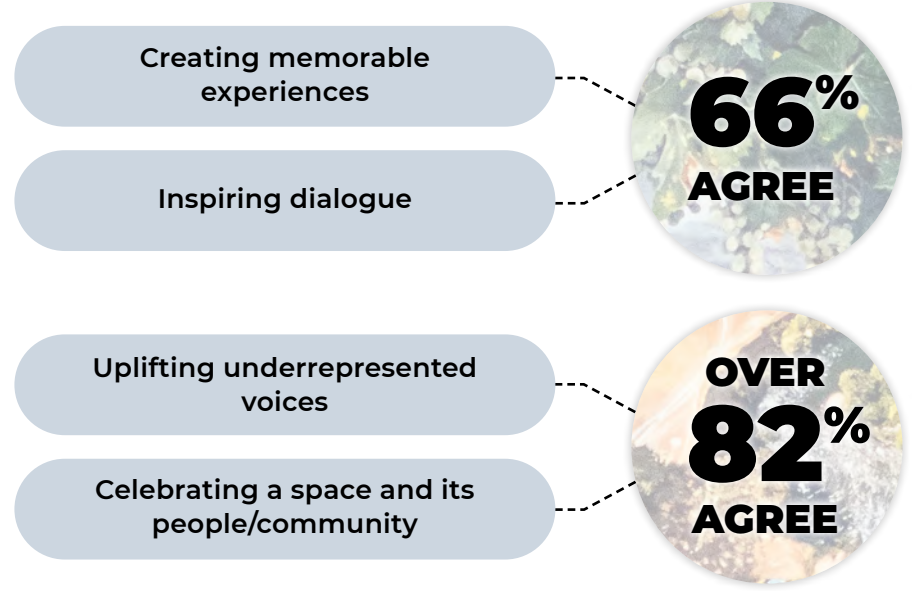


Return on Investment

# How Art & Culture Support the ROI of Design

This amplification happens with design, too. **73% of respondents believe Design is primarily responsible for making a place comfortable to live, work, and play**, as compared to architecture and art and culture.

**Art & Culture** can enhance this comfortability by...



Respondents conclude that art and culture can elevate good design by creating welcoming spaces that positively impact the audience experience.

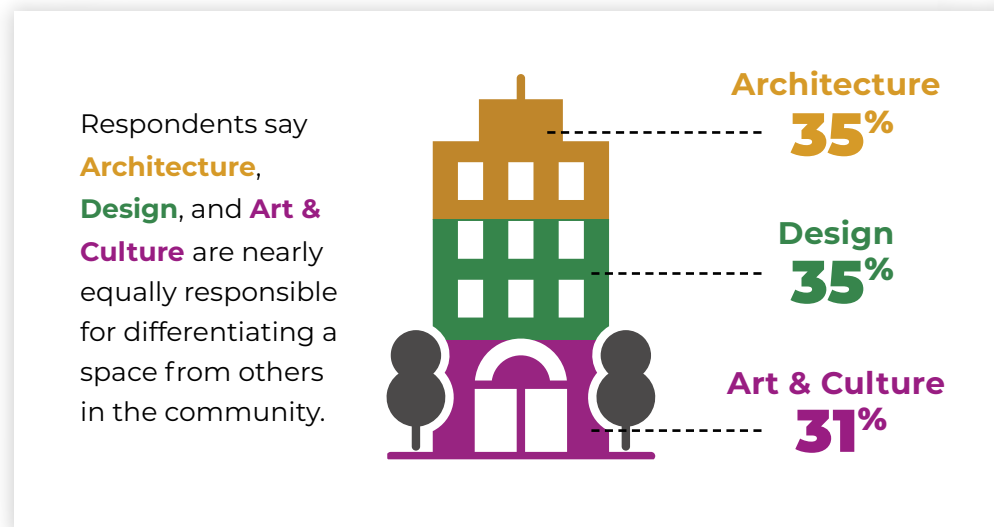
**“ Art and culture influence how spaces feel and the impression people have. A space that feels comfortable influences the rental decision. ”**

**“ Art and culture create a vibe that can resonate with visitors for repeat visits/stays/purchases. ”**



# Differentiation

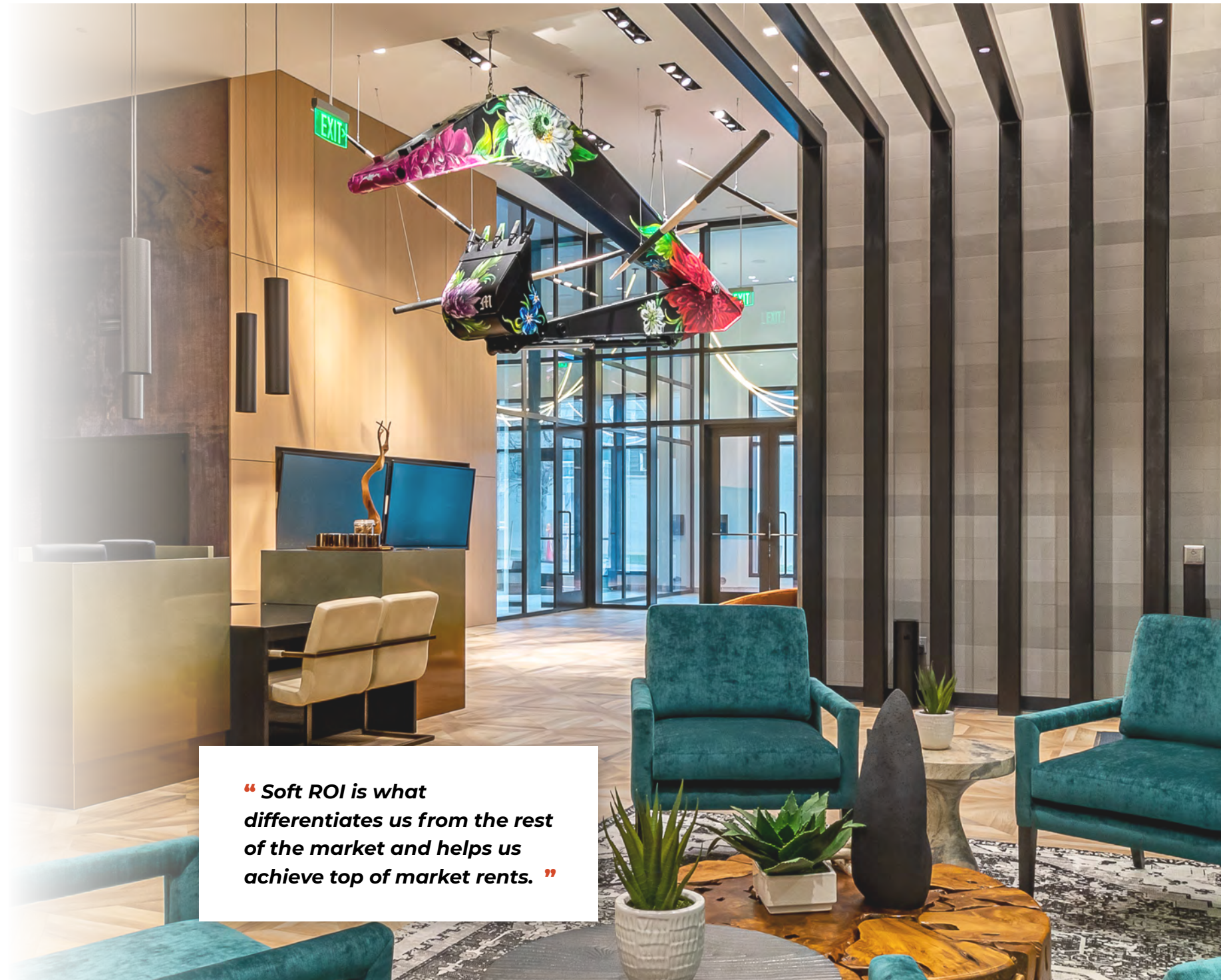
When it comes to differentiation, **all three disciplines are equally critical**, but art and culture are what keep people talking. In today's competitive market, the buzz generated by art and culture can't be underestimated.



When people have numerous choices about where to live, work, and play, word-of-mouth marketing is invaluable. Art and culture - alongside great architecture and design - encourage people to return again, spend their money, and spread the word with enthusiasm and pride. It's a soft ROI, but its impact is priceless.



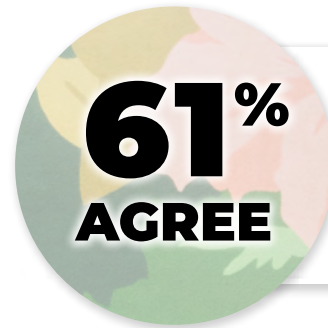
**Art & Culture** spark conversation and inspire dialogue most



**“ Soft ROI is what differentiates us from the rest of the market and helps us achieve top of market rents. ”**

# Budget

This section of the survey asked respondents to consider the budgets associated with three critical placemaking disciplines - **Architecture**, **Design**, and **Art & Culture**. The result? While all three are critical for project success, their budget impacts are not created equal.



they should invest more in **Art & Culture** to improve placemaking and the audience experience



Why respondents say they'd increase funding for **Art & Culture**:

*“ It's usually the most shortchanged and cut back from start to finish. ”*

*“ It has the longest term impact after construction is complete. ”*

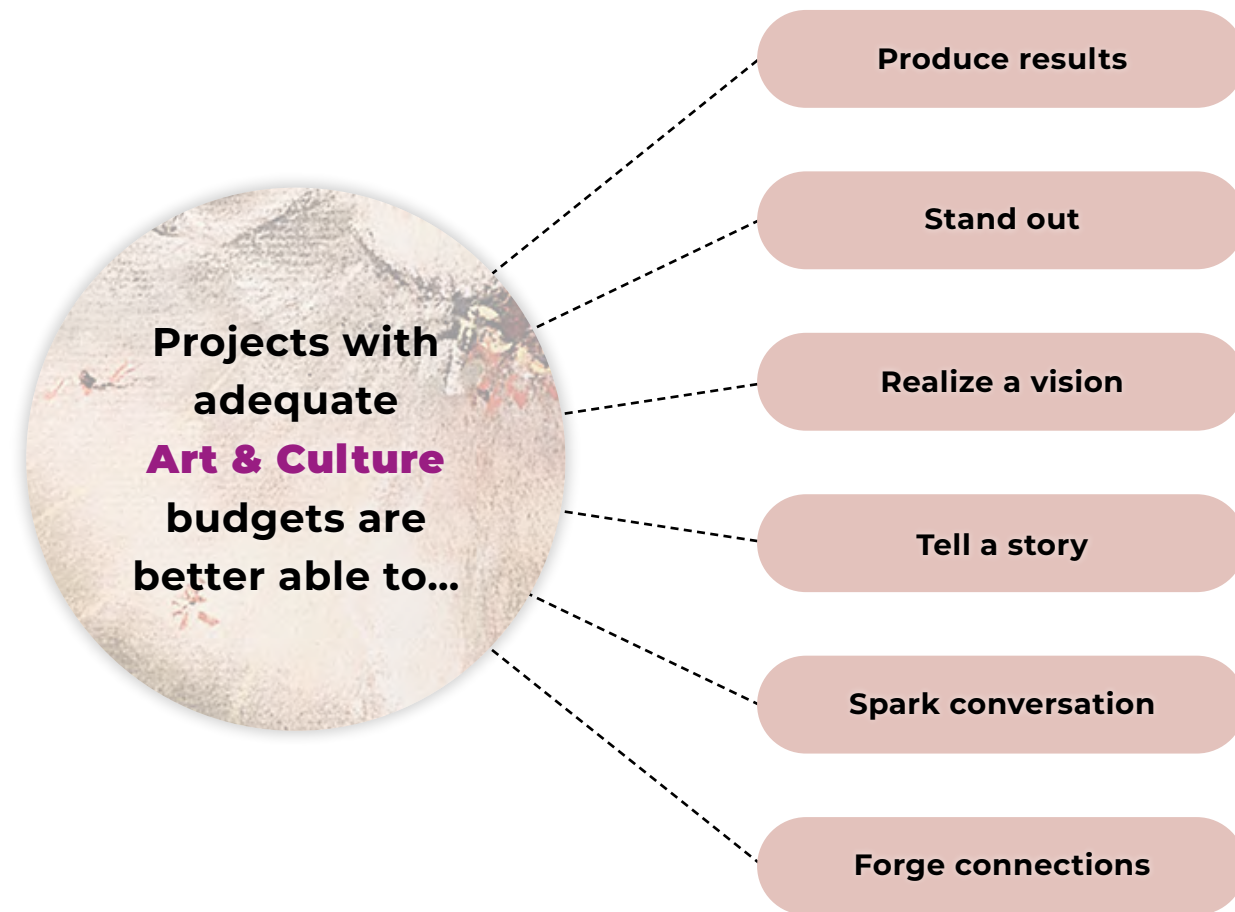
*“ It drives differentiation. ”*

*“ It delivers on social impact goals. ”*

*“ Its impact feels more direct to the end user. ”*

*“ It can accomplish more, with better community integration. ”*

**Art and culture overperforms its share of the budget.** For every dollar spent in this area, respondents are seeing at least twice the return. This means it's critical to prioritize the art and culture budget to maximize project success.



*“ Projects with sufficient art and culture budgets create a destination and bring value to the place. ”*



# Social Impact

## Environmental, Social, and Governance (ESG)

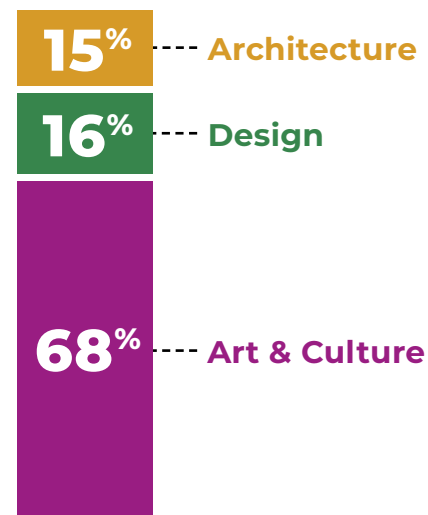
In today's real estate landscape, many projects are expected to deliver on Environmental, Social, and Governance goals. And here, too, art and culture play a powerful role.

Respondents say ESG principles are a natural extension of **Art & Culture** done well.



compared to **Architecture** or **Design**, an art collection is a more cost-effective way to highlight the "social" element of a project's ESG goals.

Of the three placemaking disciplines, **nearly 70%** of respondents say **Art & Culture** are what most effectively create a positive social impact.



*“ Art and culture help to build community and social links. They can tell the story of the who, what and why of an organization. ”*

*“ Art and culture are an expressive way to demonstrate the deeper, rich values of a project, beyond simply building a building. ”*



## Diversity, Equity, and Inclusion (DEI)

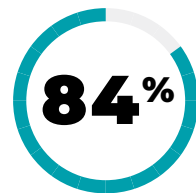
Art is pivotal and uniquely effective in contributing to diversity, equity, and inclusion. Yet survey findings show that values and actions don't always align.

### REPORTED VALUES

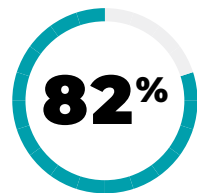
When asked how much they agree with the following statements, respondents report...



Art is uniquely able to celebrate a local space and its people/community



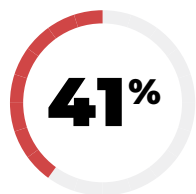
Art is an effective way to support emerging talent



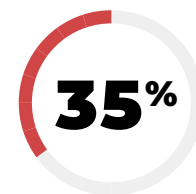
Art is a powerful way to uplift underrepresented voices

### REPORTED ACTIONS

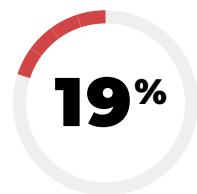
When asked about their most recent projects, respondents report...



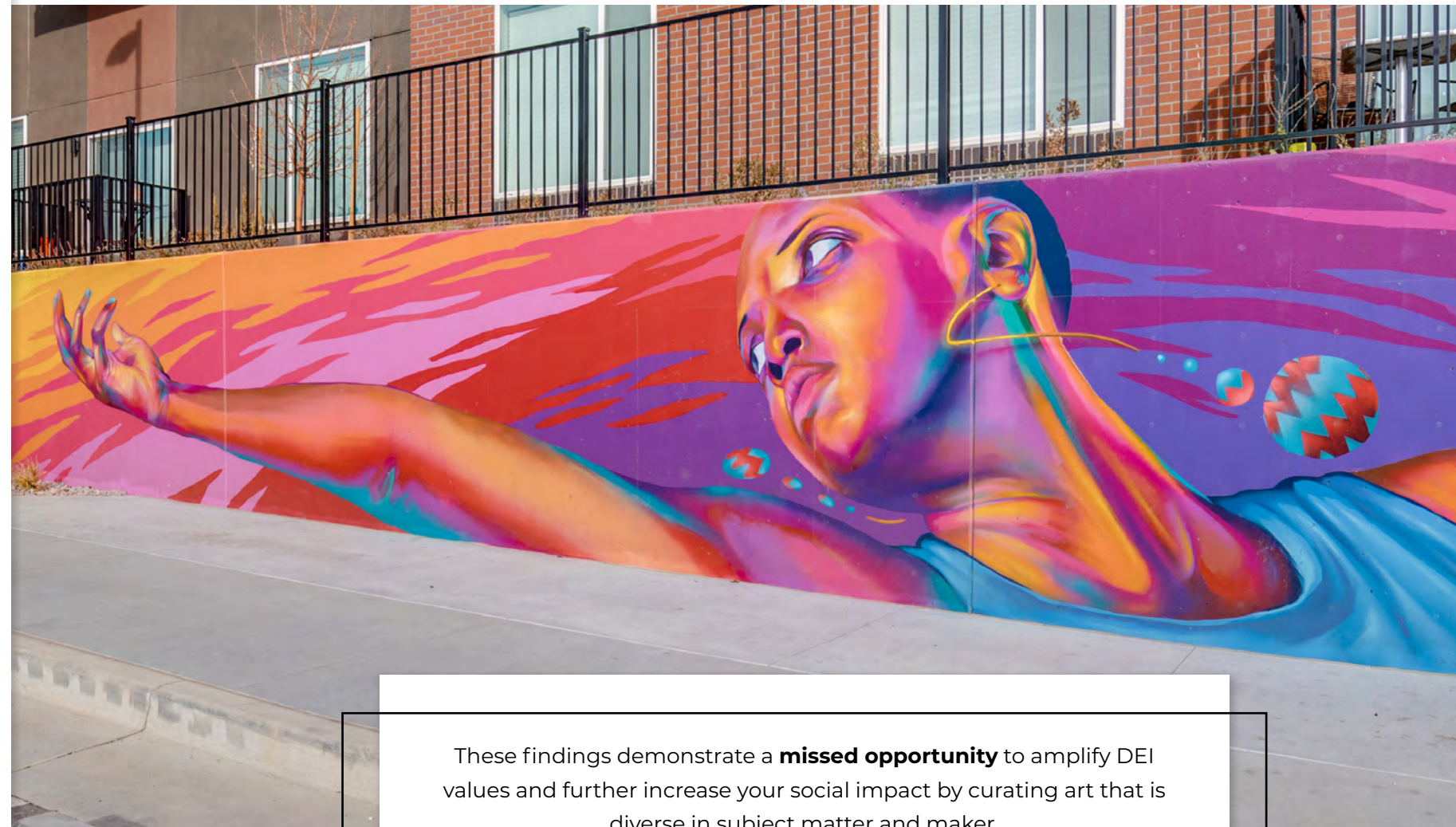
Used an artist that identifies as female



Used an artist that identifies as BIPOC



Used an artist that identifies as LGBTQIA+



These findings demonstrate a **missed opportunity** to amplify DEI values and further increase your social impact by curating art that is diverse in subject matter and maker.

## Community Identity

When it comes to social impact, there is a direct, authentic connection between art and culture and community identity. That's because **the inclusion of art in our everyday lives inspires people to invest in their community's future.**



**“ Art and culture create a sense of community ownership and responsibility. ”**

**“ They showcase the community they serve and show each of us who our neighbors are and that we are all in this together. ”**





# Conclusion

Today's industry leaders have realized that the secret to a successful, differentiated development lies in positioning art and culture as equally necessary as architecture and design. So just as photographers rely on their tripod to capture the perfect photo, survey data suggests that developers, too, should give equal consideration to **Architecture**, **Design**, and **Art & Culture** to achieve successful placemaking. Each of these disciplines uniquely influence a project's outcome, can amplify each other when executed thoughtfully, and should receive comparable consideration in the planning and budgeting of a development.



**Because when these elements come together, the whole becomes greater than the sum of the parts.**



## Featured Art

<b>Cover</b>	Project: Google 6th Street Campus Expansion   Artist: Jamie North   Photographer: Barry Johnson
<b>Table of Contents</b>	Project: DoubleTree Hotel Austin   Artist: Christa Palazzolo   Photographer: Paul Brokering
<b>Page 1-2</b>	Project: Fitzgerald Apartments   Artist: Leila Rose Fanner   Photographer: Krista Lance
<b>Page 3-4</b>	Project: The Maven Hotel at Dairy Block   Artist: Andrew Ramiro Tirado   Photographer: Andrew Bordwin
<b>Page 5-6</b>	Project: Catbird Hotel   Artist: Erika Rier   Photographer: Nathan Hindmann
<b>Page 7-8</b>	Project: Clayton Members Club & Hotel   Artist: Christi Palitto   Photographer: Conor King, Third Dune Productions
<b>Page 9-10</b>	Project: 650 Main   Artist: Jonathan Saiz   Photographer: Adams Visual Communications
<b>Page 11-12</b>	Project: Google 6th Street Campus Expansion   Artist: Will Schlough   Photographer: Barry Johnson
<b>Page 13-14</b>	Project: 6900 Layton   Artist: Mindy Bray   Photographer: Conor King, Third Dune Productions
<b>Page 15-16</b>	Project: El Capitan Hotel   Artist: Louisa Benhissen   Photographer: Tanveer Badal
<b>Page 17-18</b>	Project: Citizen Apartments   Artists: Eric Dallimore and bunny M.   Photographer: Krista Lance
<b>Page 19-20</b>	Project: Perry Lane Hotel   Artist: Kipper Millsap   Photographer: Douglas Friedman
<b>Page 21-22</b>	Project: Perry Lane Hotel   Artist: Viktor Frešo   Photographer: Douglas Friedman
<b>Page 23-24</b>	Project: Catbird Hotel   Artist: Moe Gram   Photographer: Nathan Hindmann
<b>Page 25-26</b>	Project: Parkside at City Center   Artist: Thomas Evans (Detour)   Photographer: Brittany Ouzts
<b>Page 27-28</b>	Project: Midtown Square Apartments   Artists: Adam Jabari Jefferson, Barry Johnson, Yegizaw Michael   Image Credit: Lake Union Partners
<b>Page 29-30</b>	Project: The Exchange at Boulevard One   Artist: Airworks Studio   Photographer: Krista Lance
<b>Page 31-32</b>	Project: The Blackstone Hotel   Artist: Chad Wys   Photographer: Christopher Villano

## Glossary

**Creative Placemaking** is the integration of art, culture, and community-engaged design into the real estate development process.

**Architecture** includes the planning and design of the building structure. Architects will collaborate with engineering teams and the general contractor to design the building systems throughout the construction phase of a project.

**Design** includes establishing the design vision and selecting furniture, fixtures, equipment, surface materials, color palettes, lighting, and other design elements.

**Art & Culture** includes visioning, art planning, community engagement, cultural programming, commissions, art curation, and the overall art experience (from sculptures and murals to paintings and interactive art), as well as events and marketing associated with the art collection.

**Social Impact** is the result of deliberate efforts to address or solve social injustices and challenges in ways that benefit people and communities.



NINE dot ARTS is a nationally recognized, award-winning art consulting and creative placemaking firm that helps clients transform spaces into one-of-a-kind experiences through the power of art and culture. From boutique hotels to 20,000-acre community art plans, the firm has completed nearly 1,000 projects in real estate development across 39 states and 5 countries, generating more than \$50 million in revenue for the creative economy since 2009.

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303-999-0383



Dot Dot Dot: The NINE dot ARTS Podcast is the continuing conversation around art and placemaking in the built environment, hosted by CEO Martha Weidmann. Tune in wherever you get your podcasts.



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