

Tartu: Artworks for Pilot Area Buildings

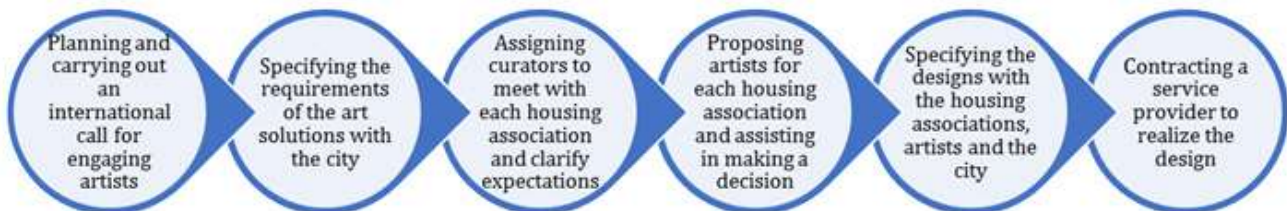
Overview

The art project is carried out as part of Tartu's SmartEnCity activities related to energy retrofitting, which focus on transforming the Khrushchev-era buildings in the center of Tartu into smart and energy efficient buildings. Since most of the smart solutions that will be implemented in the project are technological in nature, the visual appearance of the buildings is now also considered in cooperation with artists. By the time the refurbishment activities come to an end, the city center in Tartu will boast a unique urban space as well as a distinctive urban gallery for the enjoyment of both locals and visitors.

Business Models

The artworks will be completed during the renovation activities and for this, the financial support of the City of Tartu will be combined with the housing association's own funds (a total of 8000 EUR for each piece). The renovation contractors will help prepare buildings for the artwork and in the process, will cooperate with the respective curator who is responsible for the end result.

Process



Citizen Engagement

The art project heavily engages citizens and pilot area inhabitants into creating the visual urban environment for their community. With the help of the SEC members and curators, all decisions will be made together with the citizens who also are the final voices for selecting artworks for their houses. A number of meetings with the pilot building residents are organized in order to reach a solution for each house that is also approved by the citizens.

Benefits

- Unique and aesthetically pleasing urban environment
- Opportunity to design facades as a cohesive gallery
- Motivating residents to improve their houses
- Increasing property value and attractiveness of the houses
- Attracting visitors to the city
- New way for artists to gain visibility
- Increased citizen satisfaction with the urban space



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Stakeholders

Owner(s)	Housing associations
Service/Technology Provider	International artists, contractors
Users	Locals, visitors
Investors	City of Tartu (+ housing associations, if they want more expensive solutions than foreseen)

Investment/Finance

Ca. 5,000 € for each building (if exceeded, the housing association will make up the difference)

Replication Potential

The replicability potential of this solution is high and it can be planned and implemented almost everywhere without any major preconditions or barriers. City and street art can be effectively used in all urban spaces in order to create a coherent visual story of the area and enrich the urban space. It is important to have the local government's will and effective citizen engagement processes in place as, in essence, this is largely a community-building solution.

Contact

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More Details:

<https://smartcity.eu/about/solutions/art-solutions-for-pilot-area-buildings-tartu/>



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