



MEDIA ALERT
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**DEPARTMENT OF CULTURAL AFFAIRS ANNOUNCES
CREATIVE CATALYST ARTIST
FOR 2019-2021 RESIDENCY**

Los Angeles - The City of Los Angeles Creative Catalyst Program, part artist residency, part urban transportation lab space, embraces art as social practice to help achieve Mayor Garcetti's Vision Zero goal to eliminate traffic fatalities by 2025. The Department of Transportation (LADOT) and the Department of Cultural Affairs (DCA) have worked in partnership to support this initiative and to select the artist who will be in residence at LADOT and will have 24 months to develop ideas and produce creative interventions in support of Vision Zero.

The artist selected for the 2019-2021 residency is Renée Reizman. Reizman will work collaboratively with LADOT and local communities to challenge existing ideas around transportation in Los Angeles. Together they will work to develop projects that encourage compassion and empathy on our streets, and reimagine a transportation system that allows all of us to travel safely and with dignity, whether you are a person walking, rolling, bicycling, scootering, taking public transit, or driving a car.

Reizman's artistic practice and approach have readied her for this role. A recent graduate of University California Irvine, Reizman earned a Master's of Fine Art with a focus on Critical and Curatorial Studies. Reizman, who also has a background in film production, felt compelled to leave Hollywood when her artwork began to lean towards more conceptual ideas that looked towards the urban landscape. Creatively, she began to focus on systems, regulations, public policy, and laws. Reizman says, " My artwork is often collaborative so that it can be educational and represent a diverse set of perspectives. It is also site-specific, responding to the history and laws that shaped the infrastructure or environment. It is a mix of social practice, creative placemaking, installation, and writing."

For this artist, the appeal of the Creative Catalyst Program was a hope that the program would, "...finally give me a formal environment in which to research a branch of city infrastructure, support, and expertise from city employees, and the potential to critique and transform the bureaucratic culture from within. I'm really excited that LADOT is open to having an artist influence their ambitions," said Reizman.



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The Creative Catalyst will have the opportunity to engage in conversations that can lead to action and change in the community. The goal of the program is to shift public behaviors through the use of innovative dialogue and projects. Selected through a community-driven process developed by DCA and contracted to work within DOT as a part-time consultant/contractor for a period of 24 months, the Artist-in-Residence will receive a \$52,000 stipend per year.

"The Department of Cultural Affairs is excited to partner with DOT for the second iteration of the Creative Catalyst Program and support the Mayor's Vision Zero Initiative. This new take on the Artist-in-Residence model is an opportunity for artists to function as social practitioners within a city agency and I am confident that our selected artist will bring a fresh approach and set of creative solutions to our government culture and process," said Danielle Brazell, General Manager Department of Cultural Affairs.

"Art is a powerful tool to inspire, motivate, and challenge common perceptions about the world around us," said LADOT General Manager Seleta Reynolds. "To meet our ambitious Vision Zero goals, and create the safe and livable streets Angelenos want, we are thinking differently about how we plan our streets and engage with people. We are grateful to have Renée joining the Vision Zero team, bringing her experience and fresh perspective to this critical work."

About the City of Los Angeles Department of Cultural Affairs (DCA)

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles' vibrant communities by supporting and providing access to quality visual, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

Formed in 1925, DCA promotes arts and culture as a way to ignite a powerful dialogue, engage LA's residents and visitors, and ensure LA's varied cultures are recognized, acknowledged, and experienced. DCA's mission is to strengthen the quality of life in Los Angeles by stimulating and supporting arts and cultural activities, ensuring public access to the arts for residents and visitors alike.

DCA advances the social and economic impact of arts and culture through grant-making, public art, community arts, and strategic marketing and development. DCA creates and supports arts programming, maximizing relationships with other city agencies, artists, and arts and cultural nonprofit organizations to provide excellent service in neighborhoods throughout Los Angeles.

About the Department of Transportation (LADOT)

LADOT leads transportation planning, project delivery, and operations in the City



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of Los Angeles. We work together and collaborate to deliver a safe, livable, and well-run transportation system in the city and region. Our vision is for all people in Los Angeles to have access to safe and affordable transportation choices that treat everyone with dignity and support vibrant, inclusive communities.

For more information, please visit culturela.org or follow us on Facebook at facebook.com/culturela; Instagram [@culture_la](https://instagram.com/culture_la); and Twitter [@culture_la](https://twitter.com/culture_la).

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