REDEVELOPMENT OF FORMER INDUSTRIAL SITES AS ART & CULTURAL CENTERS
**Key Factors for Easton**

*Presence of Artists & Art Venues*- Easton boasts a large number of artist already living in the city, giving the city a base upon which to build an arts venue. The city also has a series of complementing arts venues such as a number of galleries and the State Theater that will complement the developed Silk Mill.

*Location*- Easton’s proximity to New York is extremely attractive to anyone working in a creative field. Artists will be able to live and work in a more affordable location and still easily access the city when they need to show their work or collaborate with others.

*Community Support*- Community support is essential when conducting an arts redevelopment project and the city of Easton has seen the value of a project such as this. Having a mixed use site that allows the community to use the facilities as well as the artists is helpful in achieving community support.

*Special Site*- The Silk Mill site itself provides a unique opportunity to create a world class environment. The various buildings and courtyards create a walkable atmosphere that will lend itself to the success of the project.
Outside Examples of Arts Redevelopment Projects

Mass MoCA, North Adams, MA - The complex consists of 26 historic brick buildings that have been transformed into premiere contemporary art galleries. Mass MoCA is similar to the Silk Mill site in that it will house a variety of art spaces in addition to retail and commercial tenants. Mass MoCA is an excellent example for the Silk Mill project because it has been one of the most successful arts redevelopment projects in the world.

GoggleWorks, Reading, PA - The former safety glasses manufacturing facility was transformed into galleries, classrooms, glassblowing spaces, and offices for cultural organizations. GoggleWorks is a great example of incorporating the former site’s use, glass manufacturing, into the art that is created and shown.

Dia:Beacon, Beacon, NY - This contemporary art gallery occupies a former printing facility that overlooks the Hudson River. The large scale of the facility complements the large scale of the contemporary art works that are shown there. Dia:Beacon differs from the proposed Silk Mill site because it lacks the retail and live/work spaces.
These photographs represent the former Simon Silk Mill site as it currently sits. The site is poised to become an arts and cultural center within Easton, attracting new artists to the city while also providing a community center for Easton residents to enjoy. The site has tremendous potential to be a world class facility and ample for others looking to perform an arts redevelopment project. The success of the Silk Mill relies on the City of Easton taking advantage of multiple factors that make the city an excellent place for an arts center. The finished site will consist of a mixed use space with live/work spaces for artists, a boutique hotel, retail and commercial spaces and creative production facilities. In the future, the Silk Mill project and the city of Easton could be used as an example for other projects looking to take advantage of their own local resources and turn them into a thriving arts center.