

Beauty and the Bus

The Role of a Creative Strategy and
Public Art to Elevate Public Transport

Adrian Gill | Founder & Creative Director, Ad Hoc Industries





STRATEGY

Historically, design has been treated as a downstream step in the process — where designers, who have played no earlier role in the substantive work of innovation, come along and put a beautiful wrapper around the idea.

Now, rather than asking designers to make an already developed idea more attractive, companies ask them to create ideas that better meet consumers' needs and desires.

The former role is tactical, and results in limited value creation; the latter is strategic, and leads to dramatic new forms of **VALUE**.



**Creative is not something
that comes “after” strategy,
it is fully baked into it.**

BRT Branding System





BOSTON
BRT



CAMBRIDGE
WATERTOWN
BRT



EVERETT
BRT



ARLINGTON
BRT





brand

Why You Exist

A Promise

experience

What You Do

The Proof





EVERETT
BRT



EVERETT
BRT

EVERETT
BRT











CAMBRIDGE
WATERTOWN
BRT



CAMBRIDGE WATERTOWN BRT

**express yourself
with bus only lanes**

73 WAVERLEY

@CambMA @BosBRT
CambridgeMA.gov MassBusBosBRT

WATERVIEW

A banner is stretched across a green utility pole. The banner is divided into three sections: a yellow section with a dotted pattern and icons of a bus and people's faces; a purple section with a white line-art profile of a person's head; and a white section with text. The text includes social media handles and hashtags for MBTA routes 71 and 73.

Bringing faster, more reliable service to MBTA routes 71 & 73.

@CambMA
@BosBRT
#CambridgeBRT
#WatertownBRT



CAMBRIDGE
WATERTOWN
BRT

everyone for
**Bus Rapid
Transit**
for everyone



14

CAMBRIDGE
WATERTOWN
BRT



JCD
lx

bus first
means
you first

CAMBRIDGE
WATER
BRT



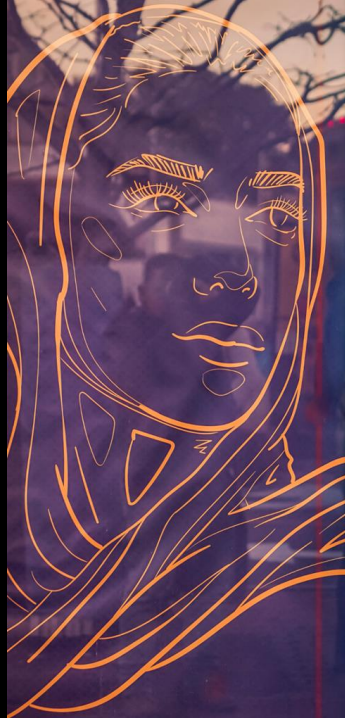
Bringing faster, more reliable
service to MBTA routes 71 & 73.

@CambMA @Bos
cambridgeMA.gov/MTAuburnBus

adhoc
INDUSTRIES

caux

 CAMBRIDGE
WATERTOWN
BRT



@CambMA @BosBRT
CambridgeMA.gov/MtAuburnBusPriority



 CAMBRIDGE
WATERTOWN
BRT

express yourself with bus only lanes

adhoc
INDUSTRIES



0678

BRT BUS RAPID TRANSIT

bus first
means
you first

ARLINGTON BOSTON CAMBRIDGE EVERETT WATERTOWN

BRT @BOSBRT

MAIN ST

Flower Walk

Biometrics and Bus Stops

Why design, creative placemaking, and science matter in the public transit experience

Ann Sussman | President, **The Human Architecture + Planning Institute (theHapi.org)**
Adrian Gill | Founder & Creative Director, **Ad Hoc Industries**



The palette started with...



The palette started with...



The first challenge...

how could we bring joy into the space?



Flower Walk is an immersive placemaking activation, integrating both living and graphic design elements, to create a more enjoyable and human public transit experience.

Location | Broadway and 3rd Streets, Chelsea Ma.

A promotional graphic for the Flower Walk event. It features a dark purple background with a pattern of colorful flowers in shades of red, orange, yellow, green, and teal. The text 'Flower Walk' is prominently displayed in a white, stylized font. To the right, the subtitle 'A Public Transit Street Experience' is written in a white, sans-serif font. Below this, there are three paragraphs of white text describing the event. At the bottom right, the City of Chelsea logo and name are displayed.

Flower Walk

A Public Transit Street Experience

Immerse yourself in **Flower Walk**, a joyful experience for those who regularly use public transit while also bringing new riders to creative experiences. In this case **Flower Walk** places you in a forest of flowers, both real and painted, to create a harmonious fusion of artistic and natural elements

Flower Walk was inspired by the upholstery patterns within antique stores in the area and was backed by the importance of flowers, pollinators, and more within our environment. The colors used are representative of the surrounding red bricks and teal copper patina of the buildings, the varying green leaves of the trees, and the local flowers in the area.

With a level boarding platform riders can more easily get on and off the bus, making it more accessible to all riders. **Flower Walk** transforms our typical public transit experience where you can literally walk amongst the flowers.

 **City Of Chelsea**

The project was created by Ad Hoc Industries, in collaboration with Studioful Design to create the Wood Luck! bench...



...and with La Colaborativa to add hand-crafted community elements.



Centerstage is an 8' by 80' Zicla level boarding platform creating easier on-off access from the bus.













Chelsea bus stop is transformed into a 'Flower Walk'

Organizers behind the project hope the new installation will increase public transit usage -- and boost rider happiness.

By [Daniel Kool](#) and [Ellie Wolfe](#) Globe Correspondent, Updated August 28, 2023, 4:49 p.m.



A new art installation called Flower Walk on Broadway in Chelsea includes an MBTA bus stop, 175 plantings, and hand-stenciled flowers. DAVID L. RYAN/GLOBE STAFF

Art on the Move

Art + Mobility Exhibit in Lynn MA



LaCrecia Thomson | Arts & Culture Planner, City of Lynn, Massachusetts

adhoc
INDUSTRIES





RUTH HENRY

Layering colors, texture, and poetry into intricate reflections on conflict and possibility, Ruth Henry invites surrounding communities into her murals, sculptures, and installations as she believes art can build powerful bridges across divides. She creates a collective vision for overcoming struggles and has art exhibited locally and globally, from Boston to Colombia to Brazil to India.

Celebrating the diverse community that makes Lynn thrive. Black silhouettes pop against a sunrise backdrop - representing the vibrant convergence of varied journeys and stories that create Lynn's rich fabric. Flocks of birds in flight symbolize the many powerful migrations and transformations that bring life to the evolving community daily.

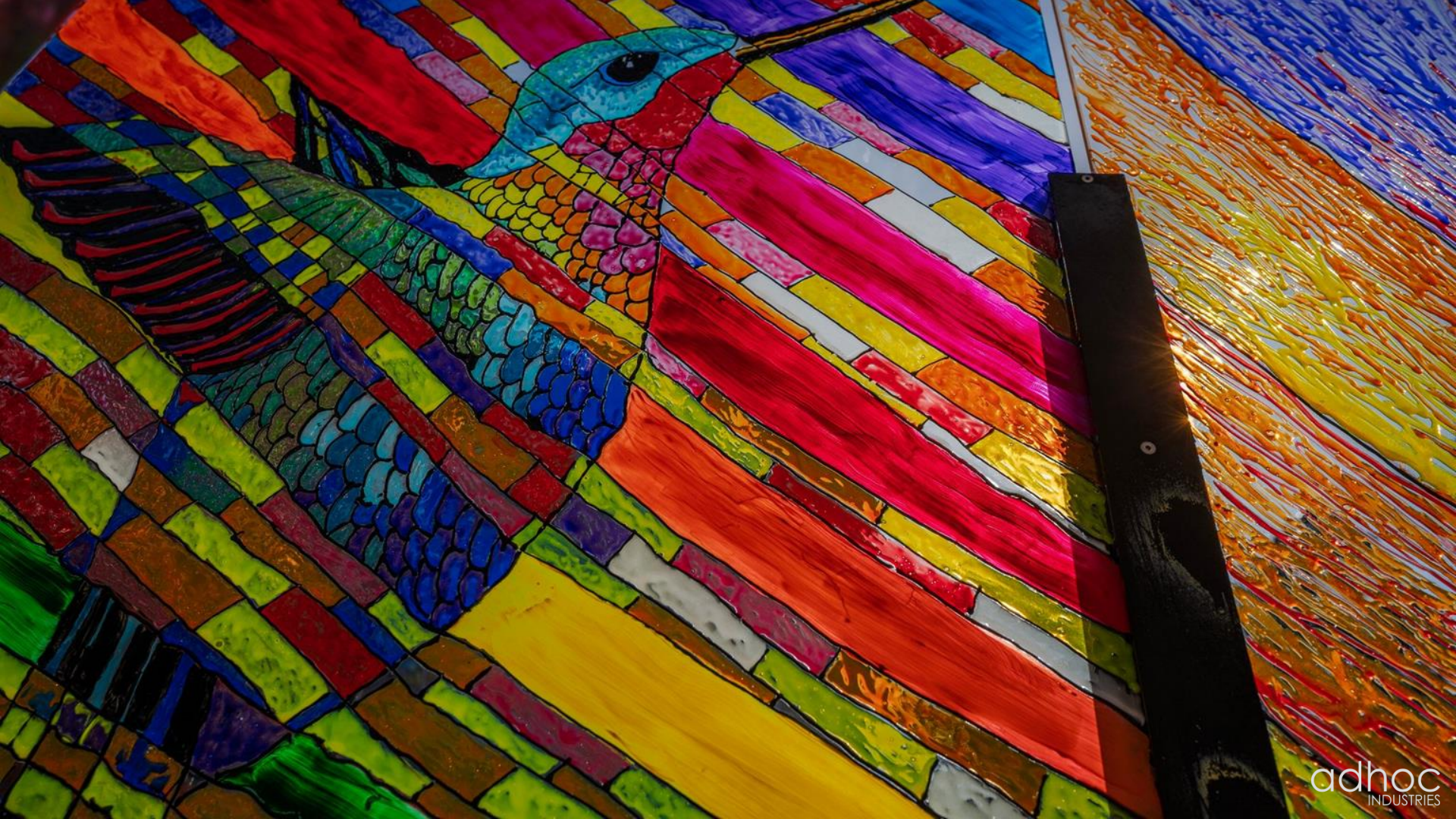
Find the artists!





ART ON THE MOVE
GRHIMM

Inspired by the first jet engine built in 1942, GRHIMM depicts the colors of jet aviation - making the project and the company's spirit of innovation and creativity a treasured legacy of the industry.















WASHINGTON STREET



CRATIMX

T Western Avenue
@ Washington Street

7207 | Real-time predictions and stop info on the go: www.ashland.org/7207

LEGEND

Symbol	Description
[Red circle]	Transfer Point
[Blue circle]	Bus Stop
[Green circle]	Transfer Point
[Yellow circle]	Transfer Point

© Ashland Transit 2017

WESTERN AVENUE



- LYNN CITY HALL
1000
1000
1000
- LYNN PUBLIC LIBRARY
1000
1000
1000
- HEALTHY CENTER
1000
1000
1000
- LYNN COMMON
1000
1000
1000
- NORTHERN STRAND
1000
1000
1000

ELM STREET

Maria Mitchell dreamed of stars

What w YOU dream

- LYNN COMMON
- NORTHERN STRAND
- HEALTH CENTER
- LYNN PUBLIC LIBRARY
- LYNN CITY HALL


Commonwealth Care Alliance
 Improving care for those who need it most.
 Commonwealth Care Alliance
 Success Together
 Community Health Center
 Healthy plans for people with Medicare and Medicaid
 955-ASAC-CCA (TTY 711) 888-275-1222
 1st Stop to 8:00pm (weekdays) 8am-6pm (weekends)
 Oct-March: 8am-6pm, 7 days a week
 commonwealthcare.org



Union Street @ Exchange Street
 A detailed route map is provided for the bus stop, showing the bus line's path through the city. The map includes various street names and landmarks, with a legend and additional information at the bottom.

- LYNN CITY MALL
← 3 min
- LYNN PUBLIC LIBRARY
← 2 min
- LYNN UNIVERSITY HEALTH CENTER
← 10 min
- HIGH ROCK PARK & TOWER
← 10 min
- LYNN MARKETPLACE
↓ 9 min

NORTH COMMON STREET



Parking
For
Salvation
Army

NELSON STREET

Advertisement for McDonald's featuring a "2 for \$3.99" offer on burgers, a "SPICY" burger, and a "now Coca-Cola ZERO SUGAR" promotion. The ad is displayed in a black frame with the number "2278" at the bottom.

A large, vibrant mural by Jah'Nyah Spencer. The artwork features stylized figures in a cityscape, a large orange sun, a white lightning bolt, and blue butterflies. The color palette is dominated by purple, pink, and orange. The artist's name and social media handle are visible in the bottom right corner of the mural.

Jah'Nyah Spencer
@jahnyahstudios_

A map advertisement for Cebuana, showing a detailed street map of a city area. The map is displayed in a black frame with the Cebuana logo at the bottom.



LEAP OF FAITH

BY JAH'NYAH SPENCER

" We all start off chasing our dreams, but there is a point when we must stop chasing and own it. We don't have to live what others want from us, I've loved and lost the old me, and now I must embrace who I am becoming. You may not love the new, but I do."

Jah'nyah Spencer
@jahnyahspencer



EMILY LYNN



Sunit Gupta 2023



FRIDA
Immersive Dream
IMMERSIVE-FRIDA.COM

CRISTINA LYNN
Map display with QR code and text.

Frida Kahlo 2023

Why beauty matters...

how could we
Measure its impact?











iMotions-online



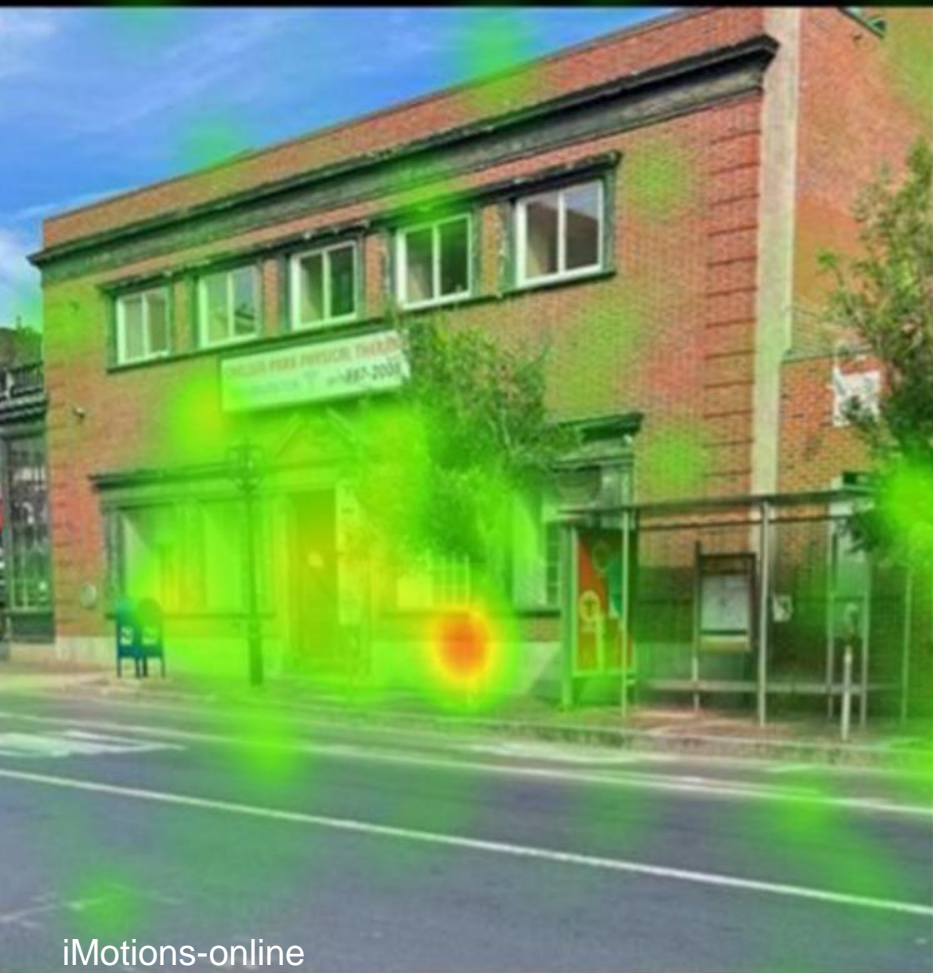




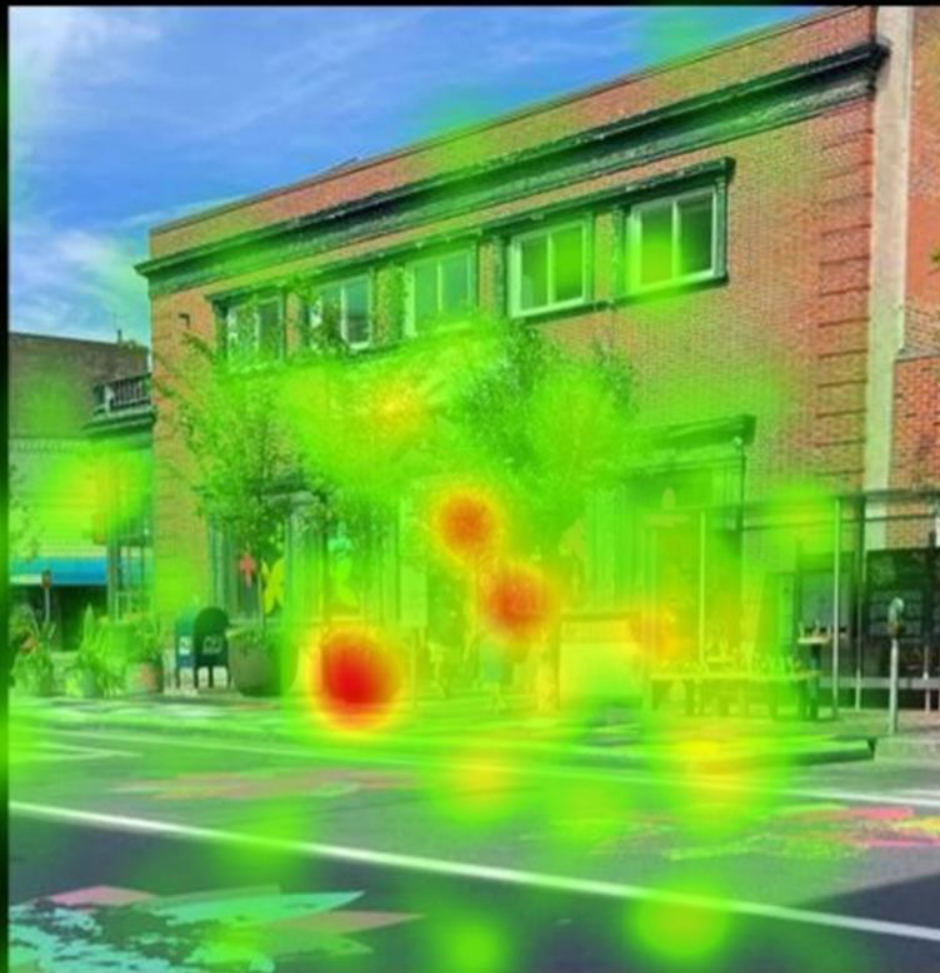
iMotions-online







iMotions-online

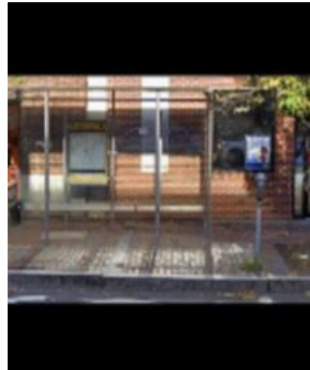


Of 59 participants:

- 49 (83%) preferred the new design
- 4 (7%) preferred the original
- 6 (10%) indicated no preference.

Which bus stop did you prefer?

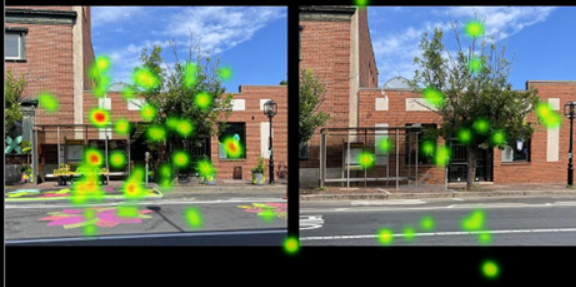
1st



2nd



No Preference



iMotions-online

SIGNALS

Aggregated AFFDEX (thresholded): Joy

3.5

3

2.5

2

1.5

1

0.5

0

Aggregated AFFDEX (thresholded): Positive

3.5

3

2.5

2

1.5

1

0.5

0

Aggregated AFFDEX (thresholded): Engagement

8

7

6

5

4

3

2

1

0



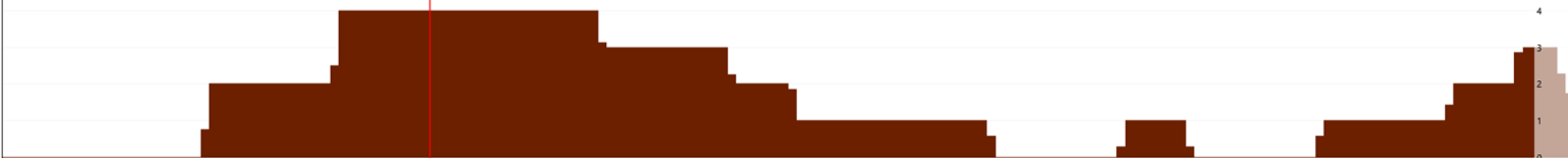
iMotions-online

SIGNALS

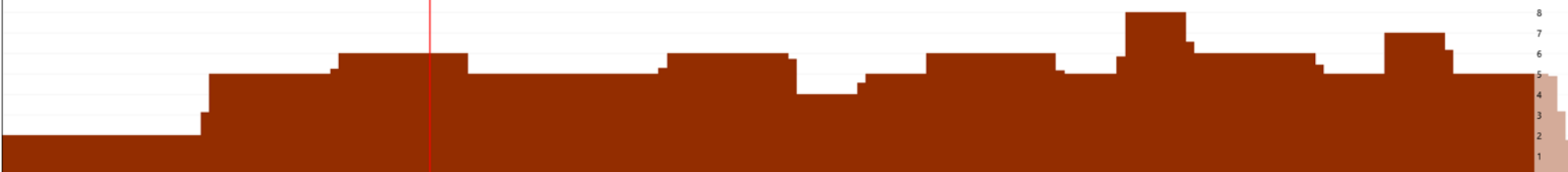
Aggregated AFFDEX (thresholded): Joy



Aggregated AFFDEX (thresholded): Positive



Aggregated AFFDEX (thresholded): Engagement



Emotional Heat Map

 Positive

 Joy



iMotions-online

Emotional Heat Map



Positive



Joy



iMotions-online

Positive

Joy

Emotional Heat Map



iMotions-online

Design for Joy.
Why not?

Measure experience.
Why settle?

Inclusive community
engagement.
Because it matters.



Thank You!

Questions? Find us at:

ann@thehapi.org

adrian@adhocind.com

Ann Sussman | President, **The Human Architecture + Planning Institute (theHapi.org)**

Adrian Gill | Founder & Creative Director, **Ad Hoc Industries**





Thank You!

Project Partners



Ad Hoc Industries

 www.adhocind.com
 @AdHocIndustries





City Of Chelsea

 www.chelseama.gov
 @CityOfChelseaHall
 @ChelseaGov_Ma






Studioful Designs

 www.studiofuldesign.com
 @Studioful.Design





La Colaborativa

 www.la-colaborativa.org
 @La_Colaborativa
 @La_Colaborativa






The Hapi

 www.thehapi.org
 @The_HAPI





Boston BRT

 www.denterlein.com
 @BosBRT
 @BosBRT @ITDPUS



Denterlein

 www.denterlein.com
 @Denterlein




ITDP

 www.itdp.org
 @ITDPUS



Civic Space Collaborative

 www.civicspacecollaborative.com/
 @CivicSpaceCollaborative



Max Pro

 www.studiofuldesign.com/blog/2021/7/6/chalk-art-saturdays-chelsea-2021
 @All_Planets