



Downtown Eugene – Image and Vision

Most of us have experienced cities with thriving downtowns. Alive with the synergy of public and private spaces sharing the same blocks, people conduct business, dine in restaurants, purchase clothing and art and furniture, attend plays and movies, walk or run or sit in public parks. Some of us remember a vital downtown Eugene, a memory that is difficult to find in the empty storefronts and isolated areas of activity today.

This exhibit looks at downtown Eugene through the lens of architecture. In architecture, just as in fine art, aesthetic appeal is part of its function. From historical images of a thriving downtown to the recent images of buildings on West Broadway to visions of the future, the architecture plays an important role. Architecture doesn't only create structure and common areas for people and activities; it also reflects the time and character of an entire community.

DIVA collaborated with the Department of Architecture at the University of Oregon and the City of Eugene Planning Department for this exhibit. The city provided historical images of downtown and recent photo mosaics of West Broadway, providing a context for the discussion of downtown development. Four final projects from

Professor Donald Genasci's upper level studio project - Eugene Housing/Square - explore visions of high-density housing and a public square across from the library, which is also the block in which DIVA is located.

While the debate about downtown redevelopment continues, what we all acknowledge is the need and desire to develop a thriving downtown that reflects the unique character of our beloved Eugene. We hope you will consider the role of art and architecture in the creation of a vital urban center for downtown Eugene. How can we learn from our past to plan for a future in our community?