

LIFE IS GOOD IMPACT ASSESSMENT		
PROJECT	Life is Good	
ARTIST	Yazmany Arboleda	
INTERVENTION	2 physical installations based on Life is Good's values: #electricJOY and #helloSUNSHINE	
DATE	April 2016	
LOCATION	Boston, MA	
TIMEFRAME	3 months	
1	QUALITY	LIFE IS GOOD
	Did the artist, community and business appreciate the artwork?	Yes, we received positive feedback on the workshops, installations and overall process.
	Was there any positive press around it?	Yes, we received press from Brand Union & Boston.com.
	What is the life of the piece? Temporal or ephemeral? Medium- to long-term relevance and existence?	2 permanent installations for the Boston office.
2	COLLABORATIVE	LIFE IS GOOD
	How many people collaborated to create the artwork? (Artists, internal community, public, businesses, other organizations?)	We engaged with >80% of Boston-based Life is Good employees as well as the public through the Boston ArtWeek event that was open to the public.
3	COMMUNITY ORIENTATION	LIFE IS GOOD
	What was the spatial transformation?	The lobby and hallway underwent complete transformations that now speak to the values and intentions of the employees as well as the brand of the company.
	What was the social impact (use concentric circles: impact on the individual, community, neighborhood, city, country, global)	Individuals from the company participated in the creation process. The final installations impact the entire community as well as visitors to the office. The public was invited to view the installation and learn about the process through the ArtWeek event.
	How far did the word spread?	City-wide: press from Boston.com and Boston ArtWeek allowed for reach across the city.
	Was it equal access? How equitable was access to the project (internal - all levels of employees regardless of role, gender, etc. vs external)?	Yes, all employees were invited to participate in the creation process.
	Did this have impact on social dynamics?	Employees who typically do not engage with each other were given an opportunity. Also, employees had the opportunity to share different aspects of their personalities and interests.
4	PARTICIPATION	LIFE IS GOOD
	How many people participated?	We engaged with over 50 employees in the creation process.
	What was the profile of the people that participated (art, academic, social service, business, government, residents, media)?	Life is Good employees.
5	INTENTION	LIFE IS GOOD
	What was the intended impact for the artist and the company and was this fulfilled?	Yes, we completed the Engagement Scope as following: – Strengthening Life is Good's culture and values internally – Life is Good as Arthouse: optimizing creativity as a superpower – Co-creation of beautiful, community-inspired art in Life is

		Good's new office space – Providing language for external engagement
	Responsibility - did the project engender more community responsibility by/for the company?	Employees were given face-to-face time to interact with each other. These interactions most likely facilitated more empathy and understanding across employees, but we have not documented specific results.
	Did it create dialogue?	Yes.
	Did the community innovate?	Yes, this was the first co-creation art activity for Life is Good.
	Did the community address identified pain points in the process?	Numerous employee issues arose during the process and we shared our findings openly with the company's leadership.
	For the artist, did the work provide recognition, monetary value, increased capacity in co-creation or social responsibility?	Yes, on all fronts.
	Did the artist innovate?	Yes, this was his first experience working in a corporate setting.