



Acknowledgments

Design and Production

David Stahl

Photography

Chris Minnick

Pages 2, 8, 9: Courtesy of IMA

Page 10 (left): Courtesy of IndyHub

Page 12: Courtesy of Pres House

Page 15 (lower left): Courtesy of Pres House

Page 15 (upper right): Courtesy of University of Notre Dame

Pages 26, 27: Courtesy of La Plaza

Writing

Holly G. Miller

Alicia Dean Carlson

Editing

Martha Allan

Jean B. Rose

Printing

Mossberg & Company Inc.

In 2008 Michael Bricker and a few friends learned that the fabric roof of the old RCA Dome was headed for a landfill. Then they had an idea: Take the old stuff and make new stuff. Give local artisans a chance to imagine and create here in Indianapolis by celebrating the city, its history and a sustainable future all at once. That's how Bricker (upper left) co-founded People for Urban Progress (PUP) in a Fountain Square studio (right). Since then, the not-for-profit has turned the stadium roof fabric into wallets and messenger bags (left) and shade pavilions for city parks across Indianapolis. Next, PUP rescued 9,000 orange seats from the old Bush Stadium baseball park and repurposed them as "PUPstops," doubling the number of benches available for waiting IndyGo passengers. Nearly five miles of old banners from Super Bowl XLVI became more bags. Sales of this hip PUP merchandise are funding more projects, including transformation of the old city hall into an urban planning hub for the Indianapolis Department of Metropolitan Development. **"The idea is to produce goods for good,"** Bricker says. "Salvage something, make something, sell something and put something out in the community." A Lilly Endowment grant of \$43,000 in 2013 supported strategic planning that took hold in 2014. Working with local consultants, PUP created a "living document" that works like a to-do checklist, according to Jonathan Allinson, PUP's director of operations and development. "For five years, we were expanding in a lot of different directions," Allinson says. "Now we have a strategic plan that helps us make conscious decisions. It's amazing to see the progress in just a year."