



**MONUMENTAL MOMENTS**

The ceremonial gateway of Huntington Avenue, Copley Square was Boston's original cultural hub. Its grand scale and iconic institutions (#4) set the tone for the rest of the district.

**RETAIL CULTURE**

At the Prudential Center (#5), retail windows gleam with brand-name objects of desire. Equally dazzling are the rotating displays of public art that bring the best in temporary contemporary to throngs of shoppers.

**CENTER OF THE UNIVERSE**

The Christian Science Plaza is a modernist tour de force—one of the world's most significant compositions of concrete architecture. Inside the massive complex (#8) is the Mapparium, where visitors behold the world from the inside of a stained-glass globe.

**ROLL OVER, BEETHOVEN**

The Boston Symphony Orchestra, Berklee College of Music, and the Boston Conservatory at Berklee (#15, #7, #14) collectively present 2,450 musical, theatrical, and arts performances each year.

**DIG THE GROOVE**

A robust music industry is anchored by institutions located along Huntington Avenue. More than 20 recording studios, several instrument stores, and countless live performances—in clubs and in the streets—give the district a rhythm and a groove.

**SLEEPYHEAD**

More than 80 annual exhibitions delight the senses along the Avenue. At the threshold of one of the world's great encyclopedic collections, the Museum of Fine Arts (#23), two enormous baby heads greet passersby; one head is watchful, the other somnolent.

**FULL RIDE**

Northeastern University (#20) has a reputation for practical inventions, engineering breakthroughs, and scientific applications. But that doesn't mean that its students—and the more than 34,000 scholars who attend schools along the Avenue—can't have fun. A hip bicycle culture animates side streets and greenways that wind through the area.

**RUBBER SOLES**

Boston is the heart of the athletic shoe industry. But its sole is along the Avenues, where emerging industrial designers, such as those at MassArt (#34), create the next trend for the likes of Converse and New Balance.

**KNOWLEDGE WORKERS**

A nexus of biotech, engineering, and healthcare (#35), the district is home to a world-class knowledge economy. Whatever innovation may be next, it is here now.

**EVEN MORE...**

- 1. The Lyric Stage Company of Boston
- 2. The Theater Offensive
- 3. ArtsBoston BosTix Booth
- 5. Prudential Center
- 6. Boston Architectural College
- 9. Make Shift Boston
- 11. The William Morris Hunt Memorial Library
- 18. YMCA of Greater Boston
- 19. National Braille Press
- 22. Emerald Necklace Conservancy
- 27. Massachusetts Center for the Book
- 28. Simmons College
- 29. Emmanuel College
- 30. Wheelock College
- 31. The Winsor School
- 32. Boston Latin School
- 33. Massachusetts College of Pharmacy and Health Sciences



# FROM COPLEY TO LONGWOOD AND EVERYWHERE IN BETWEEN

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Boston's Huntington Avenue is the spine of one of the country's most spectacular cultural and creative districts. Together, the renowned arts presenters, iconic public spaces, and beloved civic institutions located in the district animate the city and contribute more than \$2.7b to its economy.

An ambitious cultural planning effort, initiated in 2017 by the Boston Foundation and led by FutureCity, has generated new energy and cooperation along Huntington Avenue. Now, unprecedented partnerships, astonishing public art, and a vision for a connective public realm have emerged—signaling a new era for Boston's arts and culture.

The Boston Foundation is grateful to the cultural, civic, and private-sector leaders who contributed to this vision, and optimistic about what is yet to come.

This cultural asset map was designed by Sasaki, in consultation with FutureCity; it was printed by talented students and faculty of Massachusetts College of Art and Design. A copy is housed in the collection of the Norman B. Leventhal Map & Education Center at the Boston Public Library.