

**CULTIVATING SHARED VALUE IN LOCALIZED CREATIVE SPACES:
A CASE STUDY OF COLLABORATIVE COMMUNITY-BASED ART
INITIATIVES**

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Abstract

This study explores how inclusive, community-driven art projects can heal and reinforce fragile social networks within rapidly changing peri-urban neighbourhoods. Centred on a case study of the "Many Hands One Community" initiative, the paper evaluates how participatory art practices succeed when they are explicitly designed for everyday citizens without prior creative expertise. By assessing the distinct social and practical advantages generated for a diverse web of stakeholders—including professional artists, sponsoring organisations, neighbourhood community centres, and local residents—the research identifies the core variables that drive project success. Key factors include low-barrier, accessible activity designs, robust cross-sector partnerships, and the production of tangible, collaborative outcomes. Ultimately, the findings demonstrate that generating mutual value across all participant groups serves as a vital mechanism, ensuring both practical operational efficiency and the long-term structural sustainability of grass-roots cultural programs.

Keywords: *educational inequality; equity; SDG 4; structural barriers; Thailand*