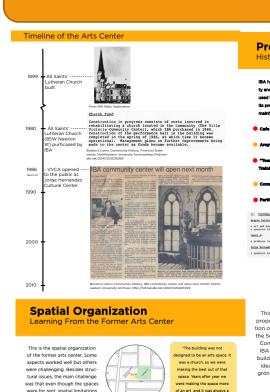
How can the VVCA serve as a model for other communuty art centers?



Villa Victoria Center for the Arts: A Model **Community Arts** Center

> Hanny Antabi Professor Amanda Lawrence Architectural Studies Capstone Spring 2021



challenge* -Mayra

legrón-Roche, COO of IBA

fovement studio with mirrored wall and

Visual arts studio with movable tables

and a sink/wash area, natural and artifi-

cial lighting and great ventilation

eschool with private entrance

Gallery, connected to main hall with

Main Hall with merranine/halcor

stationary bars, dressing room and

Entance not connected to O'day Playgrou

marley flooring

vivate entrance

warming kitchen

Had to be adapted to ADA, standards, not planned upon it, Had to

install sprinkler system, roof not supporting the system. Those

challenges compromised the spaces. "Every time we had to com-

mise something. It created limitations with the space." The space

as being rented but because the limitations it was not self suffi-

cient. -Mayra Negrón-Roche

prevented abundance of clients

to make the space self sufficient

Gallery

Movement and D

orical Types of Program	
as different programs for their communi-	A rte y Cultura, IBA's unique
d one of them is the Art Program that	offering programs which : means of building esteem.
to be refferred as "Arte v Cultura".	Performance Arts The Cafe Testro Performance Art
ogram changed over time but consisted	bringing the rich Puerto Rican beritage to diverse Boston area
	presentations of Latino artists.
y of:	Cultural Awareness Programs <u>AREYTO Cultural Assamess Pro-</u> Boston and Villa Victoria youth
Testro Performing Arts Series	to learn about the Latino cultur performances of acclaimed arti- visual arts, dance, theater and a focuses on self-expression thro
to Cultural Awareness Program	provides positive alternatives f community at an early age. • Video Production IBA's "Teens In Action" Video F
ns in Action" Video Production and	Program works to build capacit
ing Program for Youth	providing an introduction to te editing and production work. program participants an oppor production work of our Video recording community performan
munity Celebrations	hosted by Café Teatro. • Special Community Events Working with resident and local IBA plans community cultural ex-
cipation in City Wide Events	Betances, a week of workshops, o performances by local Latino arti
BRI CONDIT	Fre
al Sarichment Program:	Boston's Latinx Commu Northeastern University
ic workshops for youth o summer camp participation timo musical groups o spensors artistic events	Northeastern University die.net/2047/D20217300
alo TV show o audiovisual training workshops	
es Cultural Center:	

its pr

o restal site for sectings and evenue

This is a hypothetical massing proposal for the spatial organization of the future arts center using the South End Landmarks District Comission application that the IBA submitted to demolish the building, the former building and ideas expressed by Mayra Negrón-Roche on an interview as a point of departure.



- Performing Arts Center + Preschool + Office space.
- Office Space last level, staff acces
- Visual art studio third level for intermediate acces Movement and dance studio
 - Gallery Space -second level for easy event access
 - Multipurpose space that can be used for performances, presentations, events such as dances, meetings, weddings etc. With up to date audio and video and lighting equipment. Double height ower level for easy event access
 - Preschool connected to playaround

Entance Lobby Connected to the street and to the adjacent O'Day Park and playground. To activate the park and use it for community purposes

Program Organization Current Art Programming

Their art program includes:	
Latino Performance Series	"IBA's Arts Program provides access to local and interna-
Festival Betances	tional arts and cultural pro- gramming, knowing that expo
Tito Puente Latin Music Series	sure to arts and culture devel- ops vibrant, self-aware, and healthy communities. The pro
Special Events	gram promotes and celebrate Latino Arts, and is known to be Boston's Latino Arts Hub."
Arts Education	IBA Annual Report, 2019.
ino Performance Series	
ative Latino and Latin American music, e and theater. Indications/ingenue/information	Via Antonie Marchanie Briterie Briterie



Best Practices Lessons for a Community Arts Center

-Communication with the community

We planned an event and no one freom the community showed up, we had a lot of audience but not from our community. So we talked to the community to see what they wanted. We do a combination of what the community wants to do and also providing opportunities for different audiences" -Mayra Negron-Roche

- Inclusio

Even though IBA is a mainly Puerto Rican community but they include their mem bers from other cultures through events that are part of their culture.

50 years ago IBA used to be majority latino but not 100%. In the past we use to have 10-15% of chinese families. Now we are close to 21%... We can't discriminate inv race

IRA celebrates annually the Chinese New Year and Black History Month, for exa ple, to represent all their community members.

- Host free events open to their community members and to the public.

While Boston is the home of several renowned art centers, their shows are often curated with more affluent and western European audiences in mind. In addition to icket costs, it is difficult for low-income residents to attend these types of shows if they are not easily accessible, both in their location and cultural relevance. As the South End becomes increasingly expensive, low-income residents are finding events in their area unaffordable. IBA's Arts program works to remove the linguis tic, cultural, and economic barriers that stand in equitable access to the arts'

In 2018, 63% of our events were open to the public, providing accessible arts ogramming for low-income residents, 7.364 people participated"

