

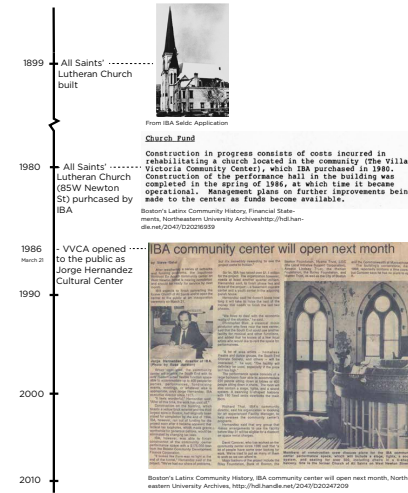
How can the VVCA serve as a model for other community art centers?



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

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Timeline of the Arts Center



Program Organization

Historical Types of Program

IBA has different programs for their community and one of them is the Art Program that used to be referred as "Arts y Cultura". Its program changed over time but consisted mainly of:

- Cafe Teatro Performing Arts Series
- Aeyto Cultural Awareness Program
- "Teens In Action" Video Production and Training Program for Youth
- Community Celebrations
- Participation in City Wide Events

Arts y Cultura. IBA's unique cultural component, provides the cultural life of the community by offering programs which focus on the arts as a means of building esteem.

- Performance Arts
- Cultural Awareness Program
- Video Production
- Special Community Events

Program Organization

Current Art Programming

- Their art program includes:**
- Latino Performance Series
 - Festival Bataccas
 - Tiro Puentes Latin Music Series
 - Special Events
 - Arts Education

"IBA's Arts Program provides access to local and international arts and cultural programming, knowing that exposure to arts and culture develops vibrant, self-aware, and healthy communities. The program promotes and celebrates Latino Arts, and is known to be Boston's Latino Arts Hub."

IBA Annual Report, 2018

Latino Performance Series

Innovative Latino and Latin American music, dance and theater.



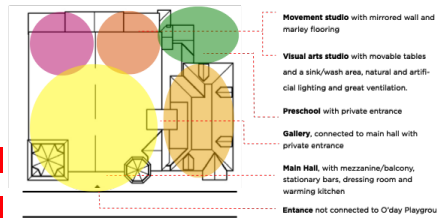
Spatial Organization

Learning From the Former Arts Center

This is the spatial organization of the former arts center. Some aspects worked well but others were challenging. Besides structural issues, the main challenge was that even though the spaces were for rent, spatial limitations prevented abundance of clients to make the space self sufficient.

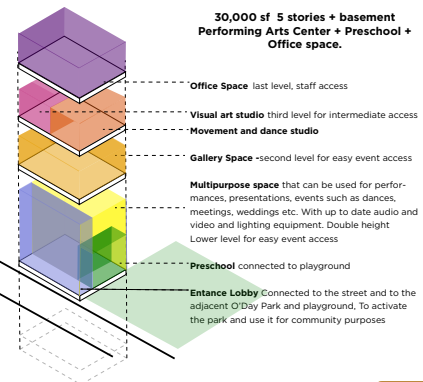
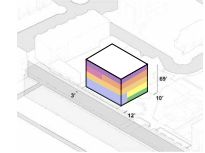


"The building was not designed to be an arts space. It was a church, so we were making the best out of that space. Years after we were making the space more of an art and it was always a challenge" -Mayra Negrón-Roche, COO of IBA



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 space. "Every time we had to compromise something. It created limitations with the space." The space was being rented but because the limitations it was not self sufficient. -Mayra Negrón-Roche

This is a hypothetical massing proposal for the spatial organization of the future arts center using the South End Landmarks District Commission 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.



Best Practices

Lessons from a Community Arts Center

-Communication with the community

"We planned an event and no one from 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 Negrón-Roche

- Inclusion

Even though IBA is a mainly Puerto Rican community but they include their members 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 any race"

IBA celebrates annually the Chinese New Year and Black History Month, for example, 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 ticket 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 linguistic, 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 programming for low-income residents. 7,364 people participated" -2018 annual report