

ArteLatAm™

INSTITUTIONAL
ME
MO
RY
2022

ArteLatAm™

Institutional Memory 2021

New York
(30 páginas)

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ArteLatAm™

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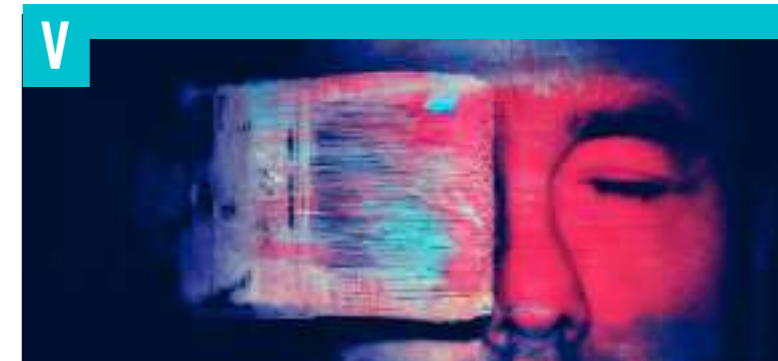


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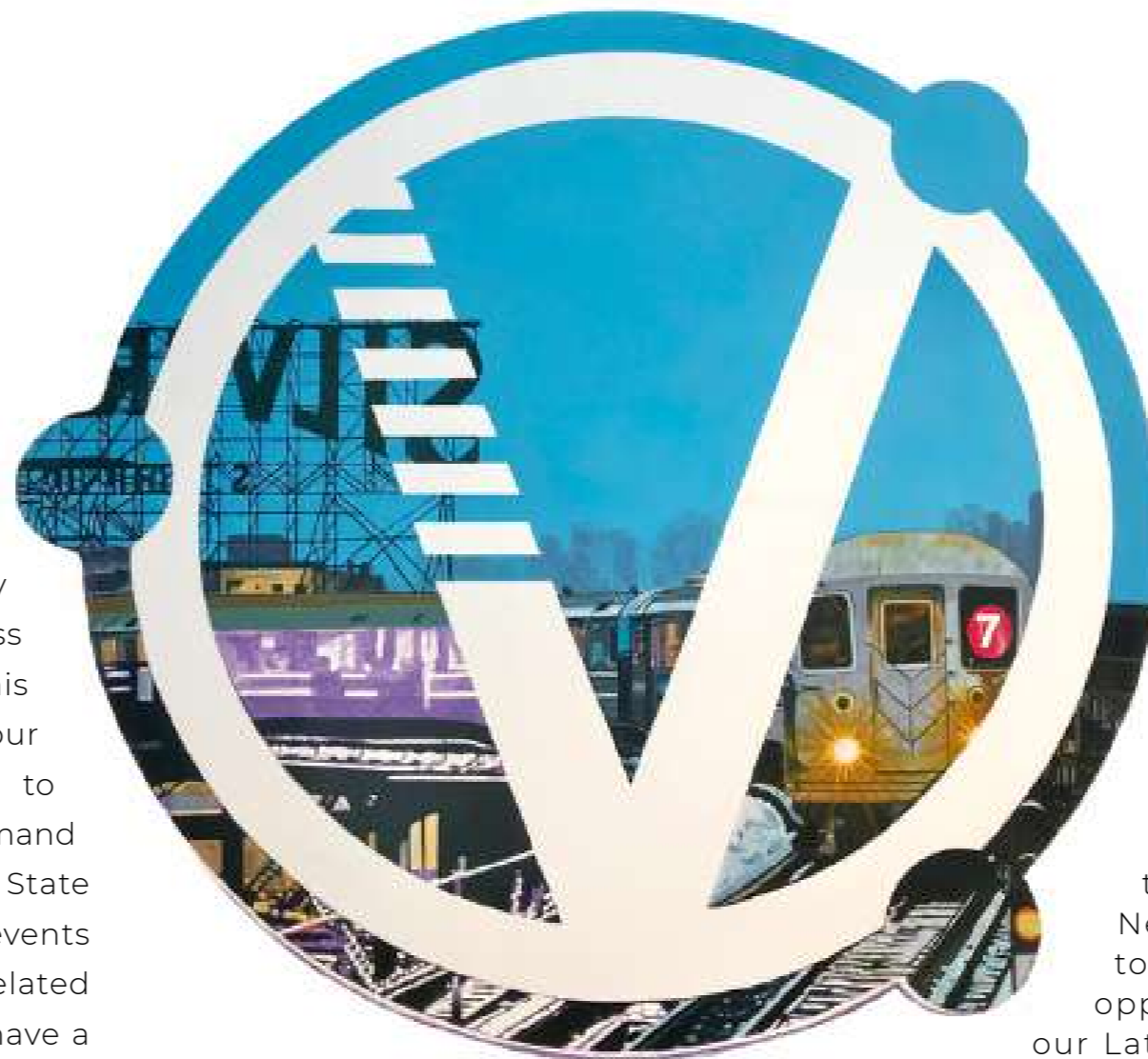
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e're thrilled to mark our seventh year in business by sharing our progress throughout 2022. This document outlines our transformation efforts to meet the increasing demand for art and education programs in New York State schools. Additionally, we'll cover significant events resulting from our agreements with related organizations that share our objectives and have a recognized trajectory in the USA and Ecuador.



We highly value the inclusion of new executives into our administrative team for project development. Additionally, we recognize and acknowledge the contributions of artists and creatives in our local work team, as well as the ones that joined our global network with over 1,000 experienced art professionals. Our programs, which are implemented with the Department of Education (DOE) in New York, have been made possible thanks to all of you. We are able to generate job opportunities locally and provide benefits to our Latin American Artists globally, all because of your support in achieving our goals. ▶▶

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ArteLatAm brings Latin American Art and Culture to New York Schools

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In 2022 our organization focused on bringing art to children and youth in New York State schools through new proposals. We began with an innovative project that has now become one of our "Signature Programs" where participants' experiences and interventions were used to create a mural. The basic ideas of art played a primary and important role in the creation of the mural. Our initial program with PS 3K Public School in Bedford in 2021 showcased the outstanding work achieved between students and artists from ArteLatAm collaborators. We have now replicated this experience in several participating schools among the 1,859 New York City Public Schools, with 1,050,649 students participating in 2022.

We partnered with the Association of Photographers of Ecuador (AFE), which promotes and defends the interests of Ecuadorian and foreign photographers residing in Ecuador. We further reinforced our existing strategic partnership with Fashion Designers for Latin America (FDLA) by taking part in the Art Basel Miami 2022 art and fashion week for the second year in a row. Our visual artists, Mariela Martin from Argentina and Bairo Martinez from Colombia, showcased their outstanding artwork during the event. (Photos will be shared with Heidi and Nancy). You can also view photos of the event on AFE's social media, where Carlos Rojas represented ArteLatAm. ▶

SYLVIA MATA & CARLOS TORRES MACHADO
FOUNDERS

ArteLatAm™

Founded in 2016, ArteLatAm is a New York City and State certified (M/WBE) and art service provider partner for the NYC-DOE- New York City Department of Education.

Our mission is to provide art services for public and private entities while supporting and promoting Latino artists and creatives.

From our New York headquarters, our reach and popularity have expanded throughout the U.S., Latin America and the Iberian Peninsula. We have experienced art curators and cultural managers in Miami, Mexico, the Dominican Republic, Colombia, Ecuador, and Portugal. ▶

OUR ACHIEVEMENTS

▶ Over 1,800 students from 5 boroughs of New York City were served by Art programs such as Murals, Classes, Workshops, and Artists in Art Residency for preschool and high school children and youth.

▶ We accessed the offerings of the State Agencies that manage the Arts and Culture Sector in NYC, such as Summer-Rising, City Artists Corps, Office of Arts and Special Projects, Students with Disabilities (SWD), and ARPA Funding.

MISSION

To be a reference for Contemporary Latin American Art in the United States, through visibility and employment generation for our Latino artists and creatives with art services for public and private entities.

VISION

To become the best art services company in the United States while supporting and promoting the talent of Latino artists and creatives.

VALUES

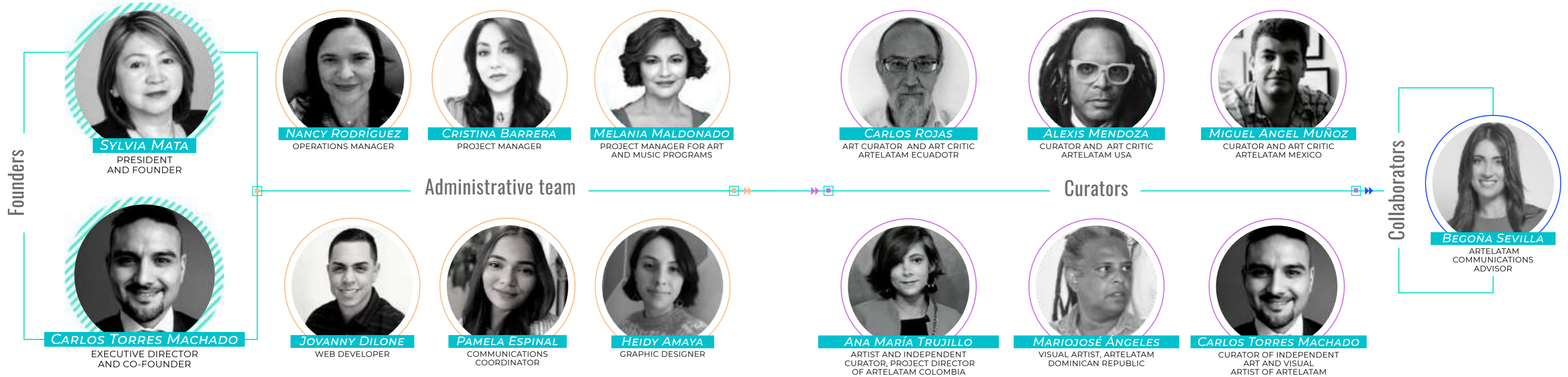
INTEGRITY

INCLUSION

RESPONSIBILITY

INNOVATION

WORK TEAM





SCHOOL PROJECTS

We are committed to providing a high quality arts education that transforms the lives of students in New York.

Descripción
Foto

M.S. 577 SCHOOL

📍 Brooklyn, New York

🕒 April, May and June 2022

SERVICE REQUESTED

ArteLatAm's Signature Program of Art Classes & Hand painted mural.

STUDENTS WE WORK WITH

Middle School Students

NUMBER OF STUDENTS WE SERVED **300**



P.S. 138 SAMUEL RANDALL SCHOOL

📍 Bronx, New York

🕒 April, May and June 2022

SERVICE REQUESTED
Art classes

STUDENTS WE WORK WITH
Elementary School Students

NUMBER OF STUDENTS WE SERVED **300**



THOMAS A. EDISON

📍 Queens, New York

🕒 June 2022

STUDENTS WE WORK WITH
High School Students

SERVICE REQUESTED
Art workshop for special students

NUMBER OF STUDENTS WE SERVED **40**



VALENCE COLLEGE



📍 Queens, New York

🕒 May and June 2022

STUDENTS WE WORK WITH
Middle school students

SERVICE REQUESTED
ArteLatAm's signature program of art classes & hand painted mural.

NUMBER OF STUDENTS WE SERVED **50**



P.S. 376 FELISA RINCON DE GAUTIER

Brooklyn, New York

July and August 2022

SERVICE REQUESTED
Art classes

STUDENTS WE WORK WITH
Elementary School Students

NUMBER OF STUDENTS WE SERVED **300**



P.S. 329NQ EAST ELMHURST COMMUNITY SCHOOL

Queens, New York

July and August 2022

SERVICE REQUESTED
Art classes

STUDENTS WE WORK WITH
Elementary School Students

NUMBER OF STUDENTS WE SERVED **170**





Art Basel Miami 2022 with FDLA- Federation of Fashion Designers of Latin America presenting a creative blend between art and fashion. This event opened a call to our Community of Artists ArteLatAm being represented by **Mariela Martin** (Argentina) and **Bairo Martinez** (Colombia).



BURNISH, Mariela Martin



MINING, Bairo Martínez

AFE EVENT

Our agreement with the Association of Ecuadorian Photographers (AFE) highlights the legitimate and authentic representation of the highest interests that characterize the Ecuadorian photographic activity locally and internationally. To this end, ArteLatAm has incorporated several outstanding AFE photographers. ▶

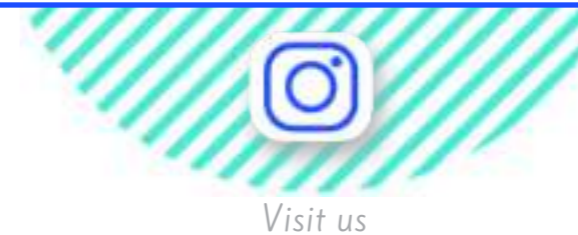


The Ecuadorian Photographers Association (AFE) and ArteLatAm have strengthened ties in favor of Latin photographers





In 2022, we invited new members to join our community of artists and showcased their journey through our social media and program CHARLANDO DE ARTE. ▶



PROJECTIONS & GOALS » FOR 2023 »

- 1 **Continue expanding** our services to more creative areas that generate more employment for our artists and creatives.
- 2 **Double** the number of students participating in Art Programs.
- 3 **Broaden** our portfolio to include music, dance and theater programs.
- 4 **Participate** in the distinguished Art Fair: Art of Paper New York.
- 5 **Attend** in networking and branding events with the Department of Education (DOE-NY).
- 6 **Welcoming** new members to the ArteLatAm Artists Community.
- 7 **Developing** contract expansion programs for various services in New York City (Airports, transportation and others) with new certifications that will allow us to access other services.



Contact us



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2022