



# ArteLatAm™

2024 Programming for  
HEALTHCARE SECTOR

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# ABOUT US

- ArteLatAm is a **Women's Minority Business Enterprise (M/WBE)** certified by the City & the State of NY. We are a qualified vendor for **NYC-DOE Arts Programming, Nassau BOCES, MTA, Port Authority and NYC+ Hospitals.**
- **Our mission** aims to provide a diverse range of art services to public & private organizations while supporting the talent of artists & creatives.
- We prioritize public involvement and specialize in various art disciplines, including **visual art classes, community hand-painted murals, and multicultural dance/ zumba.** All infused with a creative twist!
- For the past three years, we have supported over **4,000 people in all five boroughs of New York** and managed multidisciplinary groups.
- We are a **Bilingual Arts Company** with a team of 22 professionals specialized in the arts. We bring a long-standing commitment to equity & inclusion.
- Our global **network boasts 1122 seasoned artists,** qualified and trained to teach to big groups of people. We **customize our programs to fit the specific needs** of our clients.
- Our insurance covers up to \$2 Million.



# OVERVIEW OF OUR PROGRAMS

*“The Art programs created for the Healthcare sector offer a unique way to communicate, educate, and connect people. It can humanize the health care experience, foster empathy, and inspire healing.”*

- The relationship between art & health is powerful. It can improve the mood of patients, visitors, health workers, and the general public of NYC Health + Hospitals.
- Implementing our Art Programs into healthcare will create inclusive, therapeutic, and stimulating environments for all involved; participants can greatly benefit from this initiative.!

## OBJECTIVE

- Our Art Programs are designed to utilize art as a therapeutic & expressive tool to enhance physical, mental, and emotional well-being. It could increase the health service market presence of NYC Health+Hospitals/Elmhurst.



# WHAT CAN WE OFFER TO YOU?

## 1. Art Classes:

Drawing, Painting, Printmaking,  
Sculpture, and Crafts.

- Therapeutic Art Workshops
- Virtual Art Therapy
- Art Programs for Children
- Art Therapy for Medical Staff
- Paint & Sip

## 2. Community Art Murals (Indoors/Outdoors)

## 3. Hand-Painted Art Murals (Indoors/Outdoors)

## 4. Multicultural Dance & Zumba







# ART CLASSES

Drawing, Painting, Printmaking,  
Sculpture, and Crafts.

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Therapeutic Art Workshops • Art Exhibitions  
Virtual Art Therapy • Art Programs for Children  
Art Therapy for Medical Staff • Paint & Sip

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# COMMUNITY ART MURALS

(Indoors/Outdoors)

Our team of highly skilled muralists will create a unique art mural that reflects NYC Health +Hospitals values, embodying the needs of the communities you serve. The mural will be developed in collaboration with a selected number of community representatives.

Our program engages participants of all ages in art workshops and involves them in co-creating the mural alongside the mural artists.

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# HAND-PAINTED ART MURALS

(Indoors/Outdoors)

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A professional team of muralists will create and develop an art mural. Artists will work closely with the organization's leaders to create a distinctive concept that aligns with NYC Health +Hospitals health's values or a specific theme proposed by the client/partner.

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# MULTICULTURAL DANCE & ZUMBA

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The program is based on multicultural dance and Zumba classes, which includes developing thought and creativity, movement combinations, and sequencing skills.

Apart from improving physical fitness and mental health, dance has a holistic impact on health and healing, enhancing physical, emotional, and social well-being.

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# PRIOR CLIENTS

- X550 High School of World Cultures. Bronx, NY
- PS76 The Bennington School. Bronx, NY
- PS81Q Jean Paul Richter. Elementary School. Brooklyn, NY
- X342 International Middle & High School for Liberal Arts. Bronx, NY
- M449 Vanguard High School. New York, NY
- X439 Bronx High School for Law & Community Service. NY
- M544 Independence High School. New York, NY
- X243 West Bronx Academy for the Future, Middle & High School. NY
- M375 Mosaic Prep. Elementary Academy. New York, NY
- Q362 Wave Prep. Elementary School. Queens, NY
- PS376 Felisa Rincon De Gautier, Elementary School. Brooklyn, NY
- PS329 East Elmhurst Community School. Queens, NY
- Q620 Thomas Edison Career & Technical High School. Queens, NY
- Q387 Valence College Prep. Middle Charter School. Queens, NY
- PS138 Samuel Randall, Elementary School. Bronx, NY
- MS577 Conselyea Middle School. Brooklyn, NY
- PS3 The Bedford Village Elementary School. Brooklyn, NY



# ArteLatAm Team

FOUNDERS



**Sylvia Mata**  
PRESIDENT & CO-FOUNDER



**Carlos Torres**  
CEO & CO-FOUNDER



**Nancy Rodriguez**  
COO



**Cristina Barrera**  
PROJECTS MANAGER



**Melania Maldonado**  
PERFORMING ARTS  
MANAGER



**Pedro Vintimilla**  
ART PROGRAMS  
DEVELOPER



**Dayanara Reyes**  
COMMUNICATIONS  
MANAGER



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ART FAIRS MANAGER



**Pamela Espinal**  
DIGITAL MARKETING



**Jovanny Dilone**  
WEB DEVELOPER



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PROJECTS ASSISTANT



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**Carlos Rojas**  
ART CURATOR & CRITIC  
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**Alexis Mendoza**  
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**Mario José Ángeles**  
ART CURATOR & CRITIC  
DOMINICAN REP.

ART CURATORS

# CLIENTS & PARTNERS

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## LOCATIONS

Office: 23-17 Broadway,  
Queens NY 11106

Gallery: 215 Moore St,  
Brooklyn NY 11206

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