



mARTadero is a comprehensive, social development project operating through art and culture



As a comprehensive project for the development of arts and culture towards social change, we work for social development through art and culture, doing so through **7 areas of artistic creation** and **7 social development programs**, both based on **7 principles**.

Each of the strategies we implement is in turn based on 3 pillars:

- **Space:** the architectural space of the former slaughterhouse: 3,000 m² built in 1924, with its clear patrimonial character and awaiting declaration as heritage, expresses the yearning for progress which is typical of turn of the century industrial architecture. A unique, flexible and well-defined space which is decentralized, socially and geographically strategic, and in keeping with the logic and the needs of emerging arts. It has been lent for use for 30 years to NADA for the self-managed development of the project.
- **Cultural management:** a multidisciplinary and open professional team with a deep command of intercultural promotion in the local, national and international sphere. An autonomous group working on an assembly basis; well-structured, focused on obtaining results that are clear and pertinent for society; capable of renewing itself and adjusting to contemporary standards; convinced of the advantages of staying connected, networking and reaching a consensus regarding the Culture of the Future.
- **The principles:** seven maxims founded upon the clear objectives of innovation, research, experimentation; proposing conceptual and formal stringency, integration, exchange and interculturality as the criteria to be applied to all the proposals that are generated, supported or organized by the project. These principles convey the project's core values and communicate our belief in the potential for creating a better future.

IDENTIFICATION - LOCATION - CONTACT



Place name	Proyecto mARTadero
Continent	South America
Country	Bolivia
Regional ensemble regional groupings, greater union	Cochabamba
Region administrative regions	Cochabamba
City/Town	Cochabamba
Address	Ex Matadero, 27 de agosto y Ollantay
Telephone	(+591) (4) 458 87 78
General Email	info@martadero.org
Web site	www.martadero.org
Management Project generated by	N.A.D.A.
and managed by	Fundación Imagen

**Status of the legal structure**

Non profit association

Legal statute type structure

Association

Creation date of the legal structure

2004

Current owner

N.A.D.A. (Nodo Asociativo para el Desarrollo de las Artes)

Nature of the current property

Leased to a not-for-profit association of the third sector for the purposes and accomplishment of the project.

Terms of occupation squat

Lease by the Public Administration to N.A.D.A.

Team – organization names, according to the usual presentation in our structure**Director**

Fernando García

Projects Coordinator

Neyda Campos

Space Administrator

Juan Malebrán

Artistic Activity Programmer

Claudia Michel

Communication Coordinator

Daniel Cotillas

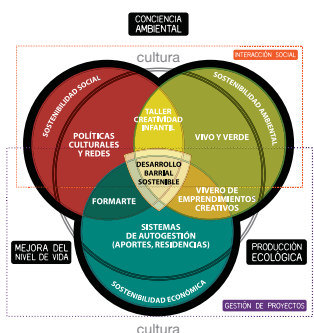
ARTISTIC AREAS



Visual arts and photography
Literature
Performing arts
Graphic design and architecture
Audiovisual
Music
Social interaction

Stacie Prado y Lucía Palenque
Juan Malebrán
Viola Vento
Eliana Ramírez
Bernard Marinovitch
Diego Arandia
Susana Obando

DEVELOPMENT PROGRAMS



formARTE
Free expression and environmental education children's workshop
Urban action
Cultural policies and networks
Artistic and cultural business incubator
Artist Residence Program Coordinator

Raisa Valda Ampuero
Pamela Díaz

Simone Rinaldi
René Antezana
Ekaterina Gómez
Sandra De Berduccy

Emails & contacts

Method of organization



N.A.D.A. creates a bi-annual assembly where the President of the association and the Director of mARTadero is chosen. The work of Proyecto mARTadero operates through an inter-institutional Fundación Imagen convention. The structure and the decision-making in Fundación Imagen, and therefore proyecto mARTadero, are multilateral and collaborative.

Evaluation project elementary devices to evaluate actions



Every two weeks there is a group meeting to evaluate the work which has been done and the work that is yet to be done. Also, every year we create a brochure in which all of the actions and projects of Proyecto mARTadero are mentioned and evaluated.

PROCESS & IDENTITY

Statement of the current project

Art and culture for social change.

History



The architectural space of the former slaughterhouse: 3,000 m² built in 1924, with its striking traditional character- and which currently awaits official designation as a local heritage site- expresses the yearning for progress which is typical of the turn of the century's industrial architecture. It was a slaughterhouse until 1992 and since then it has had many different uses- as a school, and as sport facility, for example- before it was finally abandoned. In 2004, with the emergence of N.A.D.A. and the initiation of project mARTadero, this site has become a unique, flexible and well-defined space; one which is decentralized, & socially and geographically strategic, in keeping with the logic and the needs of emerging art forms. It has been lent for use for 30 years to NADA for the self-managed development of the project.

Disciplines principal activity, major artistic Disciplines, principal practices

As a comprehensive project for the development of arts and culture towards social change, we work for social development through art and culture, doing so through **7 areas of artistic creation** and **7 social development programs**, both based on **7 principles**.

The 7 artistic creation areas: visual arts and photography, literature, performing arts (such as theatre and dance), graphic design and architecture, media, music, social interaction.

The 7 social development programs: Free expression and environmental education children's workshop, formARTE, Urban action (art square and art walk), Alive and green, Prana Art Residencies, Cultural policies and networks, Artistic and cultural business incubator.

The 7 principles: seven maxims founded upon the clear objectives of innovation, research, experimentation, whilst promoting conceptual and formal stringency, integration, exchange and interculturality as the criteria to be applied to all the proposals that are generated, supported or organized by the project. These principles convey the project's core values and communicate our belief in the potential for creating a better future.



Cultural actions of territory, co-production with populations

The spectrum of cultural activity at Proyecto mARTadero is very broad. We have close contact with the people and associations of the neighbourhood Villa Coronilla in which we are situated, and we also have good relationships with schools, universities, national and international projects and other such diverse networks.

Artists & / or teams associated

One of our Development Projects is prAna Art Residences (prana@martadero.org). We make sure the artists are well taken care of accompany them as they encounter Bolivian culture.

Short & medium duration residences



PRANA (Program of Artistic Residencies of NADA) is a program based on the rooms built in our space, proposed by Fundación Imagen and with the collaboration of the Embassy of the Netherlands. Resident artists and cultural managers have one to four weeks (in the case of national artists) and four to eight weeks (international artists) to produce a work. The proposal –either physical or process-based- must contribute to the neighbourhood of Villa Coronilla or the city of Cochabamba, generating social interaction between citizens and the artist's work. The idea is to conceive of artistic projects pertinent to the place, which can be carried out during the stay and that incorporate local elements, allowing interaction with it. The hosting centre, through foundations, will take care of raising the funds for the material and the equipment necessary for producing the work.

- There is a maximum capacity of 8 persons (4 in each room) in PRANA-North and 6 in PRANA-South, which makes a total of 14.
- Artists and managers who come with residency programs will have priority over other guests.
- Artists interested in staying as independents, outside of residency programs, will also have the possibility of participating.

Managed by

Fundación Imagen
email: prana@martadero.org

PARTNERS

Partners that currently offer support:

Hivos (2012-2013):

- Organisational enforcement of the operating team
- Breeding place of artistic-creative plans
- A variety of cultural activities

AOS (2012):

- Social interaction

Eje Central-AECID (2012):

- Strategies for inclusion through urban activity



Partners that helped us in the past:

The Embassy of the Netherlands (2010-2011):

- Arrangement of the artistic residencies
- Renovation & water-proofing of open-air room for performing arts
- Also, support in enforcing the operating team

AVINA (2011):

- Support of the person in charge of the Political Cultures program during 6 months

AECID (2011-C.A.P.):

- Replacement of the roof tiles of the administrative building
- Arrangement of the workshop-rooms
- Technical equipment for formation workshops

The Embassy of Canada (2008-2009-FCCIL):

- Arrangement of the workshop for children's creativity, the ecological garden and educational materials

Lucía Grossberger (2008-2009):

- Donation of computers for the Digital Lab

MCIC (2008):

- Arrangement of the supervision zone and 4 computers

The Embassy of Germany (2006-2007):

- Heritage

Partners that help us vitalize the space we work in:

- Residencias en Red
 - Redesearte Paz
 - Bice Bugatti
 - Viva América

Partners that bring us volunteers:

- Universidad de Valladolid
- AIESEC



proyecto
mARTadero
2.0 inter-media-acción



**ART & CULTURE
FOR SOCIAL CHANGE**



MEETING PLACE



OVERALL EDUCATION



CHILDREN'S CREATIVITY



EXPERIMENTATION



CONNECTIVITY



OPEN DIALOGUE



INTERCULTURALITY



OVERALL DEVELOPMENT



EXPRESSION



CULTURAL ACTION



EXCHANGE



INNOVATION



KNOWLEDGE