



FOR IMMEDIATE RELEASE

The South Bronx Culture Trail Festival: **CINEMUSICA CITY!** Brings to Life Historic Concert Halls and Movie Theaters in Hunts Point and Mott Haven October 17 & 18, 2014

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**Casita Maria Center for
Arts & Education**
928 Simpson Street,
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**South Bronx Culture Trail:
CINEMUSICA CITY!**
Friday, October 17 &
Saturday, October 18, 2014

SCHEDULE OF EVENTS

MOTT HAVEN
Friday, October 17, 2014
6:30–10:30 PM

PROJECTIONS AND PERFORMANCES

Site 1: **TEATRO PUERTO RICO**

Location: **Pare de Sufrir /
Universal Church**
490 East 138th Street, at the
corner of Brown Place, BX, NY
Time: 6:30–7:00 PM

Projection: **Latin Music Pioneers**
Live Performance at Site:
**SBK St. Mary's Youth Salsa
Dancers**

Site 2: **PEOPLE'S PARK**

Location: **Brook Avenue corner
of 141 Street, BX, NY 10454**
Time: 7:15–7:45 PM

Projection: **Hip Hop Pioneers**
Live Performance at Site:
**Circa '95's Rhyme Factory
Master Class**

MOTT HAVEN IN HOUSE FILMS & PERFORMANCE:

Location: **Betances Community
Center: 547 East 146th Street,
BX, NY 10455**

Time: 8:00–10:30 PM



Projection of archival footage of Machito onto Hunts Point Palace (now a Duane Reade).

Photo credit for Machito's image: "Machito, NYC.," (ca. July 1947) by William P. Gottlieb

Bronx, NY – Casita Maria, Dancing in the Streets and City Lore in partnership with **LISC, NYCHA, Banana Kelly and BronxWorks** are proud to present **The South Bronx Culture Trail Festival CINEMUSICA CITY!** on October 17 and 18 in the Mott Haven and Hunts Point areas of the Bronx, respectively.

CINEMUSICA CITY! is a two-night celebration of the cultural legacy of historic South Bronx concert halls and movie theaters. Along with reanimating long-forgotten sites with larger-than-life projections of vintage footage of pioneer Bronx artists, the festival culminates in a night at the movies with Latin Music and Hip Hop films and live performances by emerging Bronx teen artists.

At one time, concert venues and movie theaters were a common sight throughout the Bronx neighborhoods, now there is only a handful within the entire borough. This year, the South Bronx Culture Trail CINEMUSICA CITY! is celebrating these magical, yet forgotten, sites such as the **Hunts Point Palace** and **Teatro Puerto Rico** in Mott Haven. Many of these locales were part movie house and part concert halls that featured Pioneer Latin and Hip Hop artists such as Machito, Tito Puente, La Lupe, Grandmaster Flash, Afrika Bambaataa, Grandmaster Melle Mel and Grandmaster Caz as well as popular films and local vaudeville-esque performers.

These public spaces were once the main source of entertainment and culture for the community. Although the venues are now gone, the spirit of the brilliant artists who revolutionized the way we dance, sing, see and hear lives on in the memories of our elders and the continued legacy of our Bronx youth. While preserving this rich cultural history, The South Bronx Culture Trail also embraces our future. CINEMUSICA CITY! features a live performance at each site by one of the following artist groups: **P.R.O.D.I.G.Y. New York Betances Community Center Youth Hip Hop Dancers, Circa '95's Rhyme Factory Master Class, SBK St. Mary's Youth Salsa Dancers and The Fat Afro Latin Jazz Cats.** In addition to reviving the sounds and sights of the Bronx's diverse cultures throughout the

Presentation: **The Make Mott Haven team: Choice Neighborhoods Final Plan** updates and special remarks

Trailer: "**We The People: The Citizens of NYCHA in Photos + Words.**"

Special "Sneak Preview:"
Who Is NeNe Ali?

Performance and Q&A:
NeNe Ali

Film: **From Mambo to Hip Hop: A South Bronx Tale**

HUNTS POINT

Saturday, October 18, 2014
6:30–10:30 PM

MUNICIPAL ART SOCIETY TOUR: LATIN MUSIC OF THE SOUTH BRONX

Explore the South Bronx where many Latin music performers lived and worked with City Lore's Folklorist Elena Martínez.

Time: **11:00 AM**

Cost: **\$20**

Location: provided after ticket purchase. Tickets available online at www.mas.org/tours or (212) 935-2075, M-F from 9-5

PROJECTIONS AND PERFORMANCES

Site 1: **SPOONER THEATER**

Location: **(Children's Place) 961 Southern Boulevard, BX, NY 10459**

Time: **6:30–7:00 PM**

Projection: **Latin Music Pioneers**

Live Performance at Site:
The Fat Afro Latin Jazz Cats

Site 2: **HUNTS POINT PALACE**

Location: **(Duane Reade) 963 Southern Boulevard, BX, NY 10459**

Time: **7:15–7:45 PM**

Projection: **Hip Hop Pioneers**

Live Performance at Site:
P.R.O.D.I.G.Y. New York
Betances Community Center
Youth Hip Hop Dancers

HUNTS POINT IN HOUSE FILMS & PERFORMANCE:

Location: **Casita Maria Theater**
928 Simpson Street,
BX, NY 10459

Time: **8–10:30 PM**

streets and public spaces, CINEMUSICA CITY! invites the community back inside to enjoy movies together again. The way it was in the beginning; a time when going to the movies also included a cabaret-vaudeville-esque live performance by emerging, local artists.

On Friday, October 17 in Mott Haven at the **Betances Community Center**, poet **NeNe Ali** will perform and present a special "sneak preview" and Q & A of her autobiographical short, "**Who Is NeNe Ali?**" Bronx born and raised, at 12 she was the youngest recipient of The Wade World Foundation's "Village Keeper" award. Now, at 16, she is one of the most gifted and respected spoken word artists today. Following NeNe Ali, the feature documentary "**From Mambo to Hip Hop: A South Bronx Tale**," will be shown. Produced by **Elena Martínez** and **Steve Zeitlin** and directed by **Henry Chalfant**, the film chronicles the influences, evolution and birth of music and dance styles unique to the Bronx.

A special reception by **LISC** and **NYCHA** will also take place where residents will have the opportunity to learn about upcoming events for the "**Make Mott Haven...**" **Choice Neighborhoods Initiative Final Plan** presentation. This resident-driven plan includes millions of dollars' worth of landscape and program enhancements to benefit the Mott Haven Community.

On Saturday, October 18 in Hunts Point at the **Casita Maria Theater**, 16 year-old Carlos Almonte aka **BB Bronx**, will perform his hit song "**Bronx Whine**" and afterwards discuss his work during a Q & A. At 12 years old, he won his first freestyle battle and continues at 16 to gain recognition in the music industry for his original tracks and freestyles. BB Bronx's performance will be followed by a screening of "**La Clave**," directed and produced by **Mariella Sosa**. The film examines the underlying similarities in the genres of Salsa and Reggaeton and the links back to the genres' African origins.

From 11 AM–6 PM the exhibition "**On Your Mark, Get Set, VOTE! The South Bronx Culture Trail Historic Marker Award**" will open at Casita Maria Gallery. The designs for the South Bronx Culture Trail Site historic marker preservation project will be on view for community feedback and voting. Participating individual artists and design studios include: **Acconci Studio; John Ahearn; Beyer Blinder Belle; Cooper, Robertson and Partners; Linda Cunningham; Keith Godard / Studio Works; PhenomenArts, Inc.; Duke Riley and Chat Travieso.**

Also on Saturday, a special **Municipal Arts Society** tour co-presented with The South Bronx Culture Trail, "**Latin Music of the South Bronx**" will start at 11 AM. Led by **City Lore's** Folklorist **Elena Martínez**, the tour will explore the areas where many Latin music performers lived and worked including some of the dance halls, theaters and social clubs where the music flourished. The tour will also highlight the current community organizations, street life and public art that continues to make the South Bronx a vibrant, creative hub and will end at Casita Maria's Gallery exhibition "**On Your Mark, Get Set, VOTE! The South Bronx Culture Trail Historic Marker Award.**"

"CINEMUSICA CITY! represents an exciting year for the South Bronx Culture Trail in terms of both physical and virtual cultural preservation. We have extended the Trail to include Mott Haven with our new partners LISC, NYCHA, Banana Kelly and BronxWorks as well as completed the historic marker designs for community voting.

Also, along with celebrating our Bronx Pioneers and emerging, young artists, the multidisciplinary themes of film, music, song and dance allow for a larger, more inclusive narrative to be told. One in which the intersections between African American, Latino, Hispanic and Caribbean cultures reveal our shared citizenship in CINEMUSICA CITY! A place where all crossroads lead back to Africa."

– Christine Licata, Casita Maria's Director of Performing and Visual Arts.

THE SOUTH BRONX CULTURE TRAIL is a community arts and education development initiative started in 2011 by Casita Maria Center for Arts & Education and Dancing in the Streets that celebrates and captures key moments in the cultural history of the South Bronx. www.casitamaría.org/southbronxculturetrail

CASITA MARIA CENTER FOR ARTS & EDUCATION is an 80-year old South Bronx-based community arts and educational organization that presents diverse, contemporary visual and performing arts and education programming for all ages. www.casitamaría.org

Performance and Q&A:

BB Bronx

Film: **La Clave**

Exhibition:

On Your Mark, Get Set, VOTE!

The South Bronx Culture Trail
Historic Marker Award

Dates: **October 18 – January 7,
2015**

Opening Date:

**Saturday, October 18, 2014 from
11 AM–6 PM**

Location: **Casita Maria Gallery,
928 Simpson Street, 6 Floor
BX, NY 10459**

Participants: **Acconci Studio;
John Ahearn; Beyer Blinder
Belle; Cooper, Robertson and
Partners; Linda Cunningham;
Keith Godard / Studio Works;
PhenomenArts, Inc.; Duke Riley
and Chat Travieso**

**ALL SOUTH BRONX CULTURE
TRAIL EVENTS ARE FREE
AND OPEN TO THE PUBLIC**

Visit **www.casitamaria.org**
for more information.

DANCING IN THE STREETS has a 30-year legacy as a producer of innovative dance, interdisciplinary, and specific performances in unexpected public locations throughout New York City. **www.dancinginthestreets.org**

CITY LORE documents, presents, and advocates for grassroots cultures to ensure their living legacy in stories, histories, places, and traditions. **www.citylore.org**

THE LOCAL INITIATIVES SUPPORT CORPORATION (LISC) is dedicated to helping community residents transform distressed neighborhoods into healthy and sustainable communities of choice and opportunity. **www.lisc.org**

NEW YORK CITY HOUSING AUTHORITY (NYCHA)'s mission is to increase opportunities for low- and moderate-income New Yorkers by providing safe, affordable housing and facilitating access to social and community services. **www.nyc.gov/html/nycha**

BANANA KELLY COMMUNITY IMPROVEMENT ASSOCIATION INC.'s mission is to contribute to a revitalized, safe and economically vibrant South Bronx through the development and management of affordable housing and provision of targeted human services. **www.bkcianyc.org**

BRONXWORKS helps individuals and families improve their economic and social well-being. From toddlers to seniors, BronxWorks feeds, shelters, teaches and support our neighbors to build a stronger community. **www.bronxworks.org**

SOUTH BRONX CULTURE TRAIL ADVISORY COUNCIL

MEMBERS: Bill Aguado, Alex Aponte*, Arthur Aviles, BG183* (Tats Cru), Benny Bonilla*, Richie Bonilla*, Américo Casiano*, Alvan Colón Lespier, Robert Crespo*, Jason Dunchin, Elizabeth Figueroa, Ricky Flores*, Eric Goldfischer, Adam Green, Ariana Hellerman, Rolando Infante, Yianna Justo, Michael Kamber, Melissa Libran, John MacElwee, Elena Martínez, Kerry McLean, Kathi Pavlik, Hatuey Ramos-Fermin, Marta Rivera, José Rodríguez, Rosalba Rolón, Rafael Salamanca, Jr., Bobby Sanabria, Lisa A. Sorin, Eric Soto, GrandWizzard Theodore* and Jeffrey Velasquez.

HONORARY LIFETIME MEMBERS: Antonio Sergio Bessa, Nancy Biberman, Marcos A. Crespo, Rubén Díaz, Sr., Jorge Popmaster Fabel, Al Quiñones, Tina Ramirez*, Angel Rodriguez*, Robert Sancho* and Dave Valentin*. *Casita Maria Alumni

The South Bronx Culture Trail: CINEMUSICA CITY is presented by Casita Maria Center for Arts & Education, Dancing in the Streets, City Lore, LISC, NYCHA, Banana Kelly and Bronx Works. The South Bronx Culture Trail is supported by Con Edison, The Ford Foundation, Lily Auchincloss Foundation, The New York Community Trust and public funding from New York City Department of Cultural Affairs. Initial start-up support provided by The Rockefeller Foundation. Special thanks to The Bronx Documentary Center and The Bronx Historical Society for curatorial research support and to City Lore's POEMobile for projections.



BRONX DOCUMENTARY CENTER



80 YEARS: EMPOWERING MINDS. IGNITING CREATIVITY.
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