



SALASUR



SALASUR
Annual Report
2015

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Editorial

Salasur: a three year perspective...

We created this annual report because of the need to reflect on the road that we began three years ago with the SALASUR project. There is so much that has taken place and so quickly, that it is necessary to pause in order to begin the process of documenting and looking towards the future.

When three years ago we saw the possibility of building a cultural space in the ex cinema house of La Floresta (a small coastal town in Canelones, Uruguay), we knew that the project was going to be a big challenge given its geographic location. This is a region that historically and to this day continues to lack spaces for creative expression and development. It seemed out of place to host cultural activities in this context, but we assumed the challenge.

We started off with a run-down building and a skeptical surrounding community, but we pulled up our sleeves and began to work thanks to the support of a cooperative and also the perspective and advice of our advisors. We restored the building to its original beautiful form. We recovered a space filled with light and harmony because of the architectonic golden ratio with which the building was built, where every doorframe and window has a special proportion. Windows were brought back to the screening rooms, and other renovations

were set in place to make the space up to date. We then began implementing diverse activities in order to reach out to the public of La Floresta and nearby communities.

Through observation, reflection and trial and error, we learned about the needs and desires of communities within our reach. This was how Hana, who arrived to Uruguay with a masters in Adult Education and Community Development, saw that in order build a space that would lead to develop-

It is necessary to pause in order to begin the process of documenting and looking towards the future.

ment in the area, it was important to understand the profile of the community and find the strengths of our team, a team that has significant experience working with children and youth, our target population.



400 children and youth received art and music education.

We invite you to come get to know our journey.

For Miriam, a Uruguayan, it was a different kind of challenge to return to this community, and she knew that it would not be an easy task - in fact it would be an enormous challenge. How to operate not as a business (because people are used to for-profit spaces and not non-profit ones); how to create a project that is unique, innovative and deconstructive in a conservative community with very few inhabitants; and how to communicate the priorities of quality over quantity, equity over profit, and at the same time generate a project that allows us to build a committed team of people who are happy with what they are creating.

The “Mariela Celentano” Music School began with the initiation of SALASUR. A year later, the Integral Art School program for local students, in particular the students of the La Floresta public elementary school, started implementing its first workshops in our installations. We walked through the process together of explaining to the School Department, parents and neighbors that we did not want to take time away from the core curriculum in the very short school day, but rather complement and expand on the academic opportunities for local children.

At this point we realized that as a new and innovative project, as much as one tries to insert oneself in a community, it would take time to build a team that was aware of the challenges and able to create the necessary strategies to overcome obstacles. SALASUR is operated by Alternativa Coop, made up by a majority of women from

Canelones. SALASUR also works with other artist cooperatives and professionals from nearby communities. Building a multidisciplinary, committed, conscious and consolidated team of people takes time and effort. It is for this reason that while we were operating, we also carried out the Growing Together program with Alternativa Coop in order to help us strengthen our different departments in SALASUR. This capacity building program was our third school program, but this time targeted towards our own team.

It has been three years of hard work, but we have the satisfaction of having built something big together. The result is that by the end of this year in SALASUR, 400 children and youth received art and music education in a small coastal town in a region that has never had a similar project. More children and youth have passed through SALASUR in these three years than the total amount of inhabitants of La Floresta. Another important result is that we have a strong team of women and allies who haven taken leadership in this immense project of co-creation.

There is not enough room here to share everything that has happened in SALASUR, but we invite you to look at this annual report and our webpage in order to have a better idea of our trajectory.

Currently we are trying to put the organic (the life of the project) back into our organogram, since organizations are not cold structures but rather changing forms that are made up of people. Recognizing the organic is an attempt to constantly improve, not only with our day-to-day activities, but also to share a larger experience where we are united by a collective strategy. The project has turned into a type of ecosystem of many things happening at once with a unifying life force of being present in this moment and creating something together. In other words, an orchestra of people.

As in any ecosystem, we are vulnerable to the problems of the world, especially as women attempting to make a footprint in the field of culture. But we are learning to adapt and grow with a few key ingredients: love, respect and responsibility for what we are

making, reaffirming why we are here and where we want to go, and walking forward with the model of reflection /action / reflection. This report is part of that reflection.

Group and community processes are very challenging because of their complex nature, but there are always many moments that jump out where we appreciate how wonderful it is when we can come together and build community. It's as simple and complex as that!

Thank you to everyone who has supported us over these last three years. Thank you to the members of our sponsorship program, the members of our team who gave their best but are now on another life path, the music and art teachers, the elementary school teachers and principals who supported us, the Canelones Regional Government for believing in the project, the Ministry of Education and Culture, the FONAM fund for music, and the businesses that made donations with the Culture Incentive Fund.

There is still a long way to go for this project to become sustainable. This project will be sustainable if it has widespread commitment and support. If this is not possible, we do not see how we can continue moving forward. Like everything that is organic, it depends on how we nourish it.

We invite you to come get to know our journey.

By Miriam Morales & Hana Tauber | Project Founders

Tamara Melgar_ 1986 | Bs. As., Argentina.

Tamara began her theater education when she was 14.

She was trained as a school teacher for two years, which gave her pedagogical tools, and she continued her theater studies in Maldonado and Montevideo and in specific workshops in Paraguay.

She has researched diverse clown techniques through workshop training and performances.

She also studied body expression, contemporary and African dance.

Her first project as a theater teacher was an after-school program with a group called "Guidaí Puppets", which brought different shows to schools in the city of Canelones in Uruguay.

Tamara arrived to SALSUR through María Pelayo, desiring to work with a women's collective.

In the future she imagines that the Integral Art School will reach more children in the region, and why not, reach children from even farther away as well.

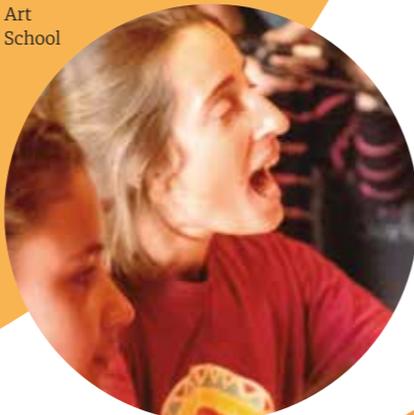
María de la Paz Pelayo_ 35 years old | Argentina.

I have lived in La Floresta for four years, and I have taught yoga for six.

I feel motivated by a space that comes together to prioritize cultural offerings within a framework of being socially committed. That is what brought me to SALASUR. We have built a working team with other women. Venturing, creative and daring, we are searching for a change in society through a collective construction of culture and integration.

We are developing the Integral Art School for children. I am a co-creator of this program and am a workshop teacher in storytelling and assist with other workshops too. I hope that the project reaches and includes school children from all around the area.

Art School



Tamara

María de la Paz



Art School & Team SALASUR

Team SALASUR



Anaclara

Marcos



Music School

Anaclara Laviña_ 1996 | Montevideo, Uruguay.

Anaclara is finishing her degree in Business Administration.

She joined SALASUR because she believes in working as a cooperative and in the positive outcomes that come with helping local at-risk women and children who arrive to the programs of SALASUR. Through Alternativa Joven (the youth program of Alternativa Coop), Anaclara promotes events for youth. She believes that this project has all of the necessary tools in order to keep advancing and reaching people in need.

Marcos_ 1976 | Montevideo, Uruguay.

Son of Leticia Moreira (actress and singer) and José Abromovich (writer, poet and journalist).

My first contact with music was in my mother's womb. One of the things that she participated in was the 1975 "Canciones para no dormir la siesta (Songs for not taking a nap)", a musical show for children. In 1986 when I was ten, I was part of one of the shows for children in Argentina. I learned percussion from Cacho Tejera, Pedro Gularte and Jimmy Santos, among others.

I have been a part of the bands Palacatún, the Cursi group, and Cesitar "Ambiente familiar." I started the band Frutas Planetas, which is a show for the whole family, where we perform our own song compositions and have recorded two albums.

We have developed and co-coordinated among musicians, teachers and the team of SALASUR, complementing our experiences and teaching methods. We hope to strengthen the enthusiasm and the joy of learning of our students. I am very happy with the fruits of what we have done and to be able to share everything that is happening here!

Agustina_ 1982 | Musician | Piano and Violin Teacher of the “Mariela Celentano” Music School.

Where are you from?

I am from Paraná, Argentina. I lived there for thirty years until I was an adult.

How did you come to love music?

When I was growing up, I wanted to be a veterinarian. I later understood that my true passion was music, so I studied to be a music and composition teacher in Santa Fe, Argentina.

Who are your musical influences?

Juan Quintero, Carlos Aguirre, Juan Falú, Luna Monti, Jorge Fondermole & Quique Sinesi, among others. But more than feeling influenced by a particular composer, what most interests me is music with folkloric roots.

How brought you to SALASUR?

I participate in a cultural space called “Toque Café”, and I am connected musically and also in friendship with Silvina Gómez who brought me to SALASUR, where I am cur-

rently a piano and violin teacher.

I would like to continue teaching, and I am looking for ways to incorporate the violin in unconventional contexts. I think that SALASUR will continue to grow and reach more people and develop more activities.

What do you like most about being a part of SALASUR?

What most stimulates me is being able to reach children directly through music, not by using a rigid educational model, but rather by working pedagogically in a way that is more humane and fun.

Music School



Agustina
Virginia



Team SALASUR

Music School



Javier

Virginia Rey_ 1974 | Soriano Cardona, Uruguay | Nurse | Administrator of the SALASUR project.

What brought you to this project and what do you bring?

My commitment to cooperativism and my work with friends and children. Together we are searching for the personal growth of women, understanding that this will help improve the situation of their children. I try to carry out well my responsibilities, where I strive for our

activities to take place in an environment that inspires growth towards a better world.

What do you think is the challenge of this project?

For it to be accepted and understood by the larger community, and for it to be part of the government agenda as a way of improving community relationships and lowering incidences of violence in elementary and high schools. On a personal level, our challenge is to grow alongside SALASUR.

Anything that you would like to add?

I am happy working with everyone who is a part of SALASUR.

Javier “Sopra” Viera | 33 years old | Montevideo, Uruguay.

Javier lived in Chuí, Uruguay until he was fifteen years old when he moved to Solymar, Uruguay where he was first exposed through Candombe to the world of music, which transformed into a vital part of his life.

He is a member of percussion workshops and the drumming group Kalungaganga. His main musical influences are Roberto Pereira (singer songwriter), Nelson de Morales (drummer and singer), and Silvina Gómez, (musician, composer and interpreter). It was through Silvina that he reached SALASUR, which is a dream come true of being part of a music school that is accessible to everyone.

Javier is a percussion teacher in SALASUR.

Professionally, Javier tries to research and adapt to new music styles.

He imagines SALASUR as a place of permanent cultural exchanges. What most stimulates him in the project is for it to fulfill its primary function of facilitating cultural access in dignified conditions for childhood development.

Silvina Gómez _ Paraná, Argentina| Director, “Mariela Celentano” Music School.

Silvina was trained as a musician in Buenos Aires. She lives now in Costa Azul, Uruguay and is a teacher, composer and interpreter. Highlights of her musical career are composing “Fabúlas del Monte” (an album for children) and producing the album “Bello Horizonte”, which is an homage to Beto Satragni.

Elsa Marin_ La Floresta, Uruguay.

Musician, innate artist and one of the creators of the Integral Art School in SALASUR. Elsa has been a part of SALASUR from the very beginning and is a member of the core team and is also a member of Alternativa Coop.

Luán Antúnez Marín _ 1998 | Montevideo, Uruguay | Luan currently lives in La Floresta, Canelones, Uruguay.

He graduated high school with an arts degree, and this year he will begin studying Cinematography in college.

For more than two years he has worked in SALASUR and recently he has joined Alternativa Coop.

He is a movie operator for the shorts and feature films that arrive to SALASUR. He also assists the sound technician during concerts and activities.

He is a young filmmaker who made a spot for the Integral Art School in SALASUR. He also takes photos of our events and workshops. We value his opinions on how to visualize the work that we would like to do with youth.

What he most likes about SALASUR is that it is intergenerational, and also for the opportunity to improve himself as a person as well.

Music School



Silvina
Elsa



Art School & Team SALASUR

Music School



Gabriela
Luán



Audio Visual & Team SALASUR

Gabriela Mayo _ Canelones, Uruguay.

Where are you from?

I am from La Paz, Canelones, Uruguay and I moved to Las Toscas, Uruguay when I was 16 and joined my first band “Como la lleva.” I began studying piano in the Conservatory, and I got my degree as a music teacher. To this day I am a music teacher in kindergarten, elementary and high schools.

What brought you to SALASUR?

Silvina invited me, and then I couldn't leave because I fell in love with the project and the feeling of teaching music in a space with such a friendly group of people filled with dialogue, constant interaction, common ideas and a lot of caring.

What do you like about our Music School?

What I most like about the Music School is what it means for the area, and it's a lifetime opportunity for the kids. It is a dream space for any artist, which is reflected in everything, and everyone is so nice.

Last thoughts...

Thankful for the opportunity to participate in this great project where I feel extremely at ease.



The “Mariela Celentano” Music School started in 2014 thanks to an agreement between SALASUR, the Canelones Government with its governor at the time Marcos Carámbula, and the artist Silvina Gómez. Its objective is to bring culture to the Golden Coast of Canelones, through extracurricular educational activities that prioritize group learning.

The school is targeted towards children and youth and makes sure that it is accessible for anyone who wants to join. During its first year, more than 60 students participated, a large portion of whom received scholarships thanks to our sponsorship program.

In 2015 we broadened our program by adding on another day of classes where we assured transportation and a meal for children who came from economically disadvantaged homes. We also hosted more classes and were able to identify different musical production skill levels in groups.

In 2015 we received more than 100 students! Half of them received music scholarships.

Thanks to the FONAM fund for music and the Cultural Incentive Fund, we duplicated the amount of instruments in SALASUR so that every student could play their own instrument during class.

“Opening yourself up to artistic expression means developing sensitivity, perception and also a critical spirit. At the same time it helps build a socio-cultural identity.

However, there is still this belief that art belongs to an elite minority, which makes it distant from everyday lives in the community.

This space offers the opportunity for students to get in touch with music in a way that is experiential in order to change this conception through participation.”

By **Silvina Gomez** | Artistic Director of “Mariela Celentano” Music School.

Teachers

Marcos Abramovich: guitar, musical language, orchestra | **Silvina Gómez:** singing, musical language, orchestra | **Marcos Mateuda:** bass and orchestra | **Gabriela Mayo:** piano & percussion | **Facundo Montero:** piano & percussion | **Agustina Schreider:** piano & violin | **Javier Viera Olivera:** percussion.

Director and Coordinator: **Silvina Gómez**
Co-coordinator: **Agustina Schreider** (2015), **Gabriela Mayo** (2016).



The Integral Art School emerged from a strategy created by SALASUR to offer support outside of the school day to children of the surrounding community. The lack of cultural activities in the area motivated us to search for a complementary space to schools. Once we began our fieldwork, we realized that we would have to adapt our project and incorporate ourselves within the school day by having public school students arrive in fieldtrips to our program. We still aspire to the ideal of being a complementary program to the formal educational system in order to improve the quality of life of children.

The Integral Art School offers multidisciplinary workshops for school children in the area so that they can be exposed to different artistic fields. During 2015 more than 500 children participated in the program through field trips with their elementary schools.

The La Floresta Public Elementary School had 100% of their students participate. In the weeks they participated in the program, they were exposed to theater, dance, film, ceramics, painting, music and relaxation.

Comments by teachers and Director Susana, Elementary School of La Floresta.

“I love the workshops that were offered. I thought that they were very valuable because of the feelings and emotions that were woken up in the children. It’s a point of departure for us to continue working on in the classroom... I highlight the teacher’s good energy and preparation... I hope that we can continue next year...”

“The workshops allowed for the children to interact in different spaces through body movement, expression and communication, which led them to develop skills and abilities...”

All of the workshops and teachers were very good... The children would arrive and be excited about making masks or instruments. Others were excited about playing the drum, or some would talk excitedly about playing the piano and then would sing me a song that they learned in SALASUR.”

“There is evidence of favorable changes in the self-esteem of some students, changes in attitude regarding expression and creativity, and in relating to peers. It was excellent coordinating with the SALASUR team and our school teachers, who took the initiatives and continued them in the classroom...”



Music & Theater

Cycle of women songwriters: Berta Pereira & Silvina Gómez | Carlos Negro Aguirre | Aguante de Reyes children's festival | Alejandro Balbis | Ivanhoe Abraham García Islas from México | Asuntos de Familia, director Ruben Coletto | Violin & piano concert | La Madonnita, by theater practice lab Cadrilátero Kartun.

Workshops & Other Activities

Between March and December we hosted a series of capacity building workshops with a program called Growing Together for the members of Alternativa Coop. The workshops were about improving the management of SALASUR and also about personal and collective growth.

Literary Café Cycle proposed by Florencia Lena: Every Friday in October we had a group of avid readers who shared books and experiences. The Café received special guests such as writer Valeria Tanco.

3rd Youth Art Festival: A project that values cultural production by youth who live on the Golden Coast of Canelones, Uruguay. Emerging bands and new filmmakers shared their creations.



Cinema

Anina | Zanahoria | La Matinee | Cachila | A 60 km | Tus padres Volverán | Selkirk | El viaje hacia el mar | Mr. Kaplan | Caídos del mapa | Rincón de Darwin | Cometas sobre los muros | Nunchaku | Atlántidoc | National Cinema Week.

Our coordinates on the educational and cultural map of Uruguay

White Night | Museum Night | National Heritage Day | Painting Sidewalks program - Ministry of Education and Culture Centers | Costarte - End of year gathering of art in public schools | National Cinema Week.





15 Movie Screenings

5 Music Concerts

More than 15 movie screenings, 5 music concerts, theater, Uruguayan artist expos, activities for children, Youth Art Festival, Literary Cafés...

400 School Children

31 Fieldtrips to SALASUR

The Integral Art School received more than 400 school children in a total of 31 fieldtrips that were entirely free.



100 Students

50% Scholarships

The Music School had almost 100 students enrolled of whom 50% received scholarships.

Gabriel Vuljevas | Jaime Roos | Alejandro Balbis | Walter Tournier | Carlos Negro Aguirre | Pollo Piriz & Berta Pereira | Ruben Coletto | Valeria Tanco | Enrique Mechoso | Enrique Buchichio | Ivanhoe Abraham García Islas | Silvina Gómez | Damian Sansone, Kartun | Bands from the Youth Art Festival ...

Artists that visited us

Sponsorship

In July we launched a Sponsorship campaign. We came together with renowned Uruguayan musician Jaime Roos in our concert hall filled with neighbors, and we gave a presentation of our Sponsorship program that allows for dozens of children and youth to benefit from educational scholarships in SALASUR.

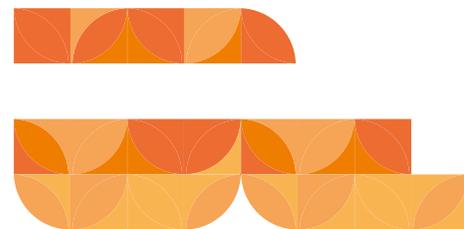
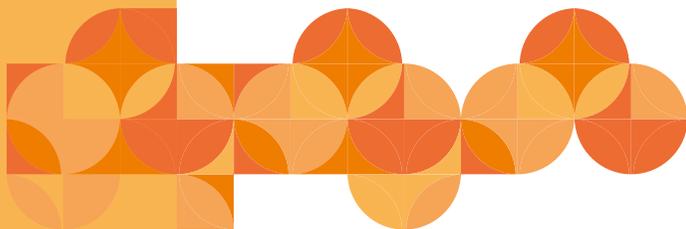
Even though the program had very good reception by the public, our objective for 2016 is for the program to grow in the La Floresta community and in neighboring coastal towns so that local children can be the main beneficiaries of this support. We also would like to reach out to the international community and invite you to become a sponsor to help support our programs.

Our Sponsorship program allows for dozens of children and youth to benefit from educational scholarships in SALASUR.

Through the Cultural Incentive Fund, Uruguayan businesses now have the opportunity to support programs in SALASUR and can receive in exchange significant fiscal benefits.

Photo: **Jaime Roos**





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