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Executive Summary
Project Parameters

thesis statement

History can feel impersonal and unrelatable as it focuses on the logic of culture rather than the people within them.

Through immersive technologies, community memory can be collected and expressed within a new form of archiving.

This allows for an experience where visitors understand the nuances of memory.

big idea

Salsa is a joyful expression of culture born from oppressive times. This exhibition seeks to show that Salsa was a form of resistance. Salsa is two things at once: it is brutal, in your face, honest, street. But it is also fanfantasy, an escape.
Project Parameters cont’d

goals

Educational
- To establish that Latinos have a history of resistance.
- To establish that Salsa was a form of civil disobedience.
- Teach visitors what Salsa music sounds like, what it’s made of.
- Show visitors what Salsa dance looks like.
- Introduce visitors to the important events at this time.
- Demonstrate what was happening in Latin countries to impact the Bronx.
- And determine what was happening in the Bronx to impact Latinos.

Project
- To reveal the forgotten history of the 70’s Latino Bronx.
- To commemorate the history and experiences of community members.
- To allow community members to share their memories.
- To focus on Latino joy and pride.

Experience
- Visitors will dance to Salsa rhythms.
- They will hear stories about the South Bronx.
- Residents will express issues in their neighborhood.
- They can provide their own story.
- Visitors will see the history of Salsa within historical context.

interpretive approach

Rubén Blades’ Plástico

This exhibition uses the song Plástico to tell the narrative of the Latino experience within the history of Salsa. It is important to use the music to tell the story of what was happening in the 70’s. Without the music driving the experience, there is no authenticity. The exhibition is a linear telling of the history of Salsa using the lyrics to divide the information into sections.
Mission Statement: Latino Public Broadcasting is the leader of the development, production, acquisition and distribution of non-commercial educational and cultural media that is representative of Latino people, or addresses issues of particular interest to Latino Americans. These programs are produced for dissemination to the public broadcasting stations and other public telecommunication entities. LPB provides a voice to the diverse Latino community on public media throughout the United States.

Mission Statement: The BxArts Factory endeavors to become a preeminent Arts Institution in the Bronx, committed to supporting local artists and art projects focused on making art accessible to communities in the Bronx and using art to address social and economic inequities in the Bronx.

Mission Statement: Kaufman Music Center stimulates appreciation of and participation in music through music performance and education in ways that awaken creativity, advance innovation and create a sense of wonder among performers, students, teachers and the public at large.

Primary
2nd/3rd generation Latinos in the South Bronx
Secondary
Residents of the South Bronx
Tertiary
Residents of NYC outside of the Bronx
BXArts Factory will be maintaining the space and facilitating the participatory aspects of the exhibition. The graffiti wall project and the visitor generated content wall would fall under that category. They will also service the centerpiece of the exhibition if need be.

The centerpiece will be permanently installed by the Kaufman Music Center. The floor graphics illustrate the 2-3 Son Clave rhythm in Salsa music. The instrument can stand outside of the context of the exhibition as it teaches about the amount of people needed to create music together. It is a piece that belongs to the community.
Site

- NYC
- The I
- Rec Center Employee Parking Lot
- Beekman Avenue Entrance
- Proposed Trees
- 12’x12’ Market Stall
- Phase II Boundary
- Existing Park
Neighborhood

- Club Tropicana
- Casa Amadeo
- Caravana Club
- Teatro Puerto Rico
- Club Tropicoro
- St. Mary's Park
Wayfinding
The phonebooths are placed throughout the neighborhood where there is most metro access. This allows for the subway marketing to draw in visitors and utilize the street graphics and phonebooth to direct visitors on where to go.
Wayfinding
Simplified Plan
Site Axon
Introduction
See
Magnetic plaques with important historical events from the 70’s.

Do
Rearrange the events in the order that visitors think they happened based on the context clues.

Learn
The historical significance of Salsa and what else shaped it during the 70’s.
See
Several walls with graffiti from local residents.

Do
Work with BXArts to graffiti over what is there and add personal style or art to the wall.

Learn
Who lives in this neighborhood and what they choose to express themselves with.
Kaufman Exterior

See
A large musical instrument with graphics and hanging pipes.

Do
Walk under the pipes and set off the sounds to make music with other visitors while seeing footsteps on the ground.

Learn
What a son clave rhythm is as well as how Salsa is a communal music that is made from many different people.
See
Large curved walls with phonebooths inside of them.

Do
Listen to stories over the phone of people who lived in the neighborhood during the 70’s.

Learn
The context of Salsa music and how the political and global climate contributed to its formation.
World Radio

See
A world map with a radio in it.

Do
Change the dial to different radio stations with correlating countries.

Learn
The different genres that make up Salsa and how global immigration contributed to it.
See
Large album covers in greyscale.

Do
Walk around and view the graphic treatment overlayed on the album art.

Learn
The end of Salsa Music came when the greed of record companies got too great.
See
A wall of handwritten responses with a question asking “what needs to change in the neighborhood and who can help?”

Do
Answer the question and provide their own resources for others in the community.

Learn
The neighborhood has a say in what happens and is capable of recognizing problems within itself.
Schedules and Lists
Symbols List

N \n\n\nNorth Arrow

\n\nCall out

1 Drawing Title

Drawing Title

Section Cut

EX 2.01
# Material Schedule

<table>
<thead>
<tr>
<th>Material</th>
<th>Code</th>
<th>Description</th>
<th>Finish</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabric</td>
<td>FB.01</td>
<td>Stretch fabric with aluminum frame, sunshade</td>
<td>Opaque, direct print</td>
<td>Throughout exhibit</td>
</tr>
<tr>
<td>Fabric</td>
<td>FB.02</td>
<td>Stretch fabric with aluminum frame, sunshade</td>
<td>Transluscent, direct print</td>
<td>Throughout exhibit</td>
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<td>PVC</td>
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<td>PV.02</td>
<td>Plastic overlay for graphics</td>
<td>Transluscent various colors</td>
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<tr>
<td>Aluminum</td>
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<td>Aluminum tubes, 4''</td>
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<td>ST.01</td>
<td>Steel support, 1'</td>
<td>Powder coat black</td>
<td>Section 04A interior</td>
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<tr>
<td>Steel</td>
<td>ST.02</td>
<td>Steel support for pipes, 4''</td>
<td>Powder coat black</td>
<td>Section 04A interior</td>
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<tr>
<td>Brass</td>
<td>BR.01</td>
<td>4'' brass pipe</td>
<td>Natural finish</td>
<td>Section 04A interior</td>
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<td>BZ.01</td>
<td>4'' bronze pipe</td>
<td>Natural finish</td>
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<td>BZ.02</td>
<td>4'' bronze hammer to strike pipes</td>
<td>Natural finish</td>
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<tr>
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<td>VI.02</td>
<td>Vinyl exterior finish</td>
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# Graphic Schedule

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<td>Main introduction direct print on sunshade</td>
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<tr>
<td><strong>Section 03A</strong></td>
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<td></td>
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<tr>
<td>03A.01.GR01</td>
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<td>Area introduction direct print on PVC panel</td>
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<tr>
<td>03A.01.GR01</td>
<td>B</td>
<td>Area introduction direct print on PVC panel</td>
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<td>Activity directive direct print on PVC panel</td>
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<td>B</td>
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<td>03A.03.GR01</td>
<td>C</td>
<td>Canvas for graffiti activity</td>
</tr>
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<td>Canvas for graffiti activity</td>
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<tr>
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<td><strong>Section 06A</strong></td>
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<td>Content graphic direct print on sunshade</td>
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<td>Content graphic direct print on sunshade</td>
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<td><strong>Section 07A</strong></td>
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<td>Activity directive direct print on sunshade</td>
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# Graphic Schedule

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<td>07A.02.GR01</td>
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St. Mary's Park  
South Bronx, NY  
Drawings for design intent ONLY

Fashion Institute of Technology  
School of Graduate Studies  
272 West 27th St  
New York, NY 10011

EX 2.03
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<td>A</td>
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</tr>
<tr>
<td>B</td>
<td>Direct print on PVC panel with UV topcoat</td>
</tr>
<tr>
<td>C</td>
<td>Stretch canvas for painting</td>
</tr>
<tr>
<td>D</td>
<td>Vinyl print</td>
</tr>
</tbody>
</table>
Plans, Sections, & Elevations
Simplified Plan
Dimension Plan

185'

184'

N

EX 3.03
Graphic Location Plan

directional
immersive
content graphics
exhibit intro
area intro

St. Mary's Park
South Bronx, NY

Drawings for design intent ONLY

Fashion Institute of Technology
School of Graduate Studies
272 West 27th St
New York, NY 10011
Overall Section 1/8" = 1'

St. Mary's Park
South Bronx, NY

Fashion Institute of Technology
School of Graduate Studies
272 West 27th St
New York, NY 10011

Drawings for design intent ONLY

EX 3.06

EX 3.06
Overall Section 1/4" = 1'
Graphics
Color Palette

Pantone 7732C  Pantone 485C

Pantone 7688C  Pantone 7455C

Pantone 395C
Reference
Visual ID System

Waldo Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

logo font

Korolev Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

body font
PLÁSTICO

RUBÉN BLADES

se ven las caras

as featured in

ROARING ELEPHANTS

Collateral
Floor Graphics
1. Intro Elevation (Front)
2. Intro Elevation (Back)
Project

St. Mary's Park
South Bronx, NY

Drawings for design intent ONLY

Fashion Institute of Technology
School of Graduate Studies
272 West 27th St
New York, NY 10011

Flattened Intro Graphic

1 EX 5.03

Flattened Intro Graphic

2 EX 5.04
La sala es un género compuesto por varios otros géneros. ¡Identiza la razón para escuchar qué países contribuyeron en el inicio de Salsa!

Express yourself in collaboration with our local sponsors, EX Arts, you can tap up the walls to make your mark to show us who you are.
Kaufman Spec 1

Section 1/4" = 1'
Kaufman Spec 4

Exploded Axon

Axon

1 EX 5.09

1 EX 5.10

Client

St. Mary's Park
South Bronx, NY

Drawings for design intent ONLY

Fashion Institute of Technology
School of Graduate Studies
272 West 27th St
New York, NY 10011

Drawn By Sarah Felter

EX 5.09

Scale

EX 5.10

Date 12-09-2022

Location Centerpiece, section 04A

Drawing No. EX 5.09

EX 5.10
Kaufman Spec 5

Pipe Details

1 12’ 4’ 4”

EX 5.11
Interactive Functional Description 1

Timeline Storyboard
Interactive Functional Description 2

Graffiti Wall
Interactive Functional Description 3

Kaufman Storyboard
Interactive Functional Description 4

Map/Radio Storyboard