



DISTRITO
DE LAS ARTES

DISTRICT PAST

Don Pedro de Mendoza Avenue and Almirante Brown. Sixties.
Archivo General de la Nación



The Village Where **ART LIVES**

Journey, pilgrimage... those were some of the words used in the nineteenth century to describe a trip from downtown Buenos Aires to La Boca. If we take into account that the distance was less than four kilometers, it is quite surprising the hint of adventure that the journey to this area contained.

This sense of distance is seeded not in a geographic distance but in its topography [low terrain, easily flooded, proximity to a river that seemed to overflow constantly] and above all to the cultural identity that marked this neighborhood from the start, and set it apart from other areas of the city. It is more a symbolic distance, rather than a geographic one.

The best example of this is the attempt, in the late nineteen hundreds, to found here an independent republic.

The neighborhood, that had achieved its jurisdictional autonomy in the year 1870, developed quickly thanks to the constant immigration currents of the time. These formed a society where solidarity and social, political and religious conflicts abounded.

It was a village so full of contrast and contradictions: faith in progress based on hard work clashed against painful social problems, and celebration and tragedy used to occur often at the same time. The water, that took everything when the river overflowed, was also the origin of life and the center of the carnivals and celebrations. And the fire that caused a lot of destruction was also celebrated at different pagan celebrations such as the Day of San Juan.

The urban society that was formed in La Boca had people from all over the world, all of them inclined to rebellion and the celebration of madness that felt proud to be the reverse of the official culture. This drew in bohemians, artists and dreamers that found their home in this corner of the city.



View from the Ferry Bridge. Archivo General de la Nación

Miguel Carlos Victorica, one of the great names of Bocan art, is a great example of the sort of bohemian artist that fell in love with this part of the city. After a long time studying in Europe, he celebrated having found in La Boca his place in the world:

Here I have done the best of my work. The center doesn't give you time to accomplish your work. In this place life breathes at every corner and what is unnecessary is deeply despised. Instead of going to a bar downtown, I drink a glass of wine with thieves and it is a wonderful experience. La Boca is a school where there are no "isms", only reality, and beauty in lights and shadows.

A real and unadorned village, where nothing is unnecessary: this is the place where art is not a luxury item but an ever-present company that mollifies the hardship of everyday life. In this place, the painful uprooting of so many immigrants combined with a preexisting creole identity gave birth to a very richly shaded culture: full of different cultural heritages that were constantly reinventing themselves.

An undisputed icon of this dynamic is Benito Quinquela Martín, who transformed local traditions and generated amazing innovations in art.

Past this "golden age" that left us culture, progress and a faith in the future, the area, even in the midst of painful realities, always hoped for a recovery. That is why many of the historic institutions never left the neighborhood, and cultural and charity associations continued to work for La Boca. And the different generations of artists have given new form to the dreams of old.

This is why this place never ceased to be a "Republic" of some sorts, so close to the center of the city, and yet encased in a mythical distance. It will continue to be a land of contrast: magical, yet real; peaceful yet convulsed; deeply respectful of tradition and at the same time open to innovation and newcomers; always closer to the celebration of madness than the acceptance of the deviations of reason. What remains is the everlasting imprint of art, that transcendent mark that goes back to the beginnings and is an essential part of this society.

Truly, there isn't a better place in the world to found an "Art District".

Víctor G. Fernández

Benito Quinquela Martín Museum- Director

Bars in Necochea Street. Sixties.
Archivo General de la Nación





Year 1901. Olavarría street and Martín Rodríguez Street.
 Archivo General de la Nación

Carnival 1956. Suárez Street and Caboto Street.

The members of the "Nenes de Suárez y Caboto" troupe get ready for an outing.



Lamadrid 247. Sixties.

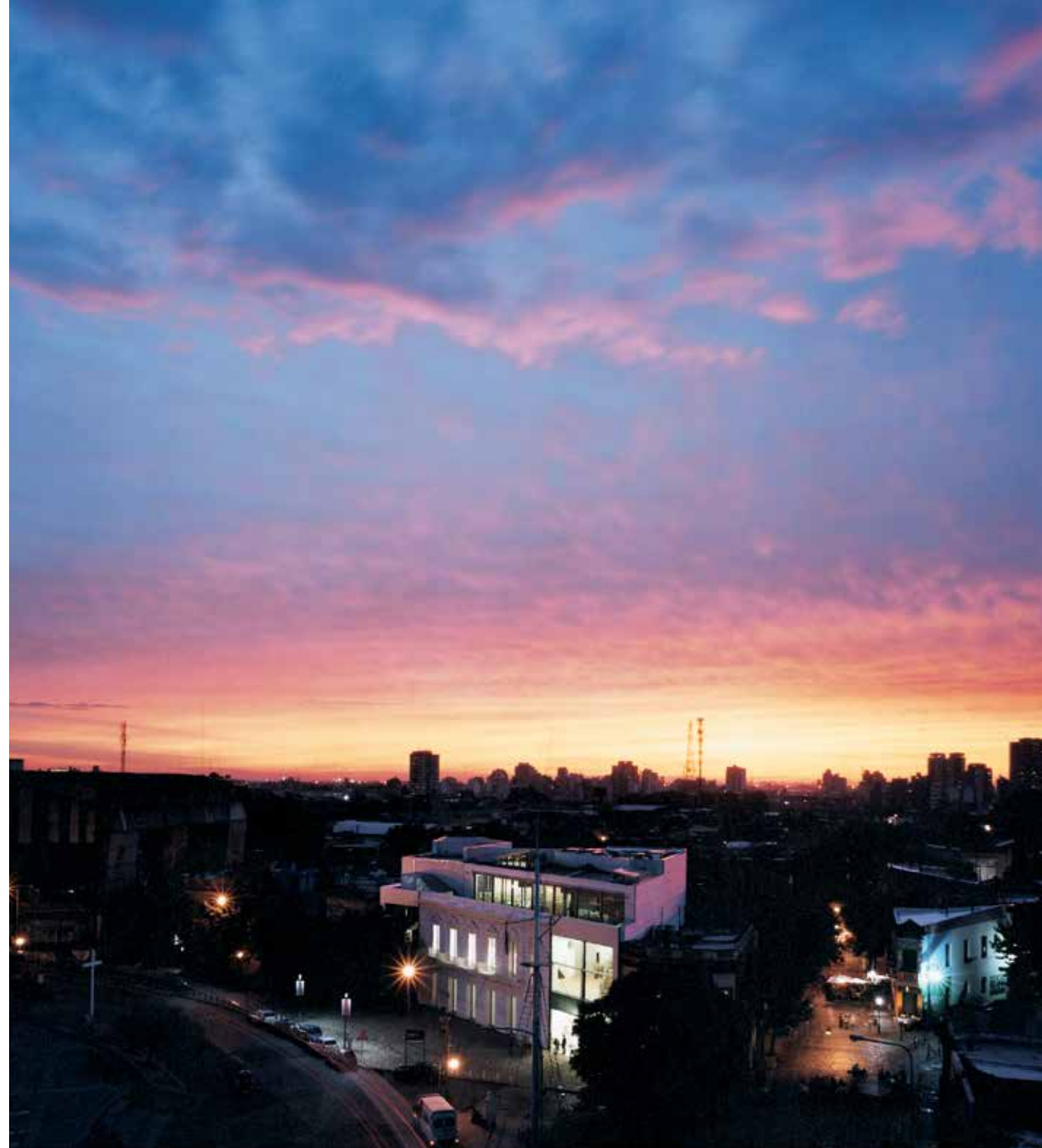
Flood. Giuseppe Galeppi and Luisa Galeppi in their backyard.



DISTRICT TODAY

"We are transforming the city. The Art District is becoming a common ground for artist's workshops, cultural centers, museums, theatres, bookshops and art galleries. Thanks to the newly inaugurated Art Factory, and the projects that are currently settling, the neighborhood is becoming an area of cultural and touristic appeal."

Mauricio Macri





"The Art District gives new life and color to the south of the city, it harnesses its cultural wealth, and seeks to revitalize the area through the creation of new cultural spaces so that artists can share their talent, create and disseminate their work."

Horacio Rodríguez Larreta





“The Art District enables the concentration of talent and generates new spaces for cultural creation, production and dissemination. It is a platform for the artistic promotion in Buenos Aires, both at a national and an international level.”

Francisco Cabrera



USINA DEL ARTE

Agustín Caffarena 1, La Boca
www.usinadelarte.org
info@usinadelarte.org

The opening of the Art Factory substantially enriched the cultural arena in Buenos Aires. Its two auditoriums, with their extraordinary acoustic have amply resolved the need the city had for a space tailored for music. In a way, it mirrors what the building of the Colón Theatre meant a century ago. This project focuses on acoustic excellence where multiple voices can be heard: contemporary local

1.000.000
 people visit every year.

music, the education and formation of national music creators and interpreters, and the presence of well-known international artists. The Art Factory has a varied, stimulating and provocative project that crosses every music genre and summons new audiences with its inclusive spirit.

500
 theatre, cinema, music,
 dance, multimedia and visual
 arts activities.





BARRO GALERÍA

Caboto 531, La Boca
Tel: [54 11] 4978 3759
www.barro.cc
galeria@barro.cc

Barrio is a gallery that works with contemporary art. It manages a large group of renowned Argentine artists.

This is an open cultural space that integrates different activities related to the production and dissemination of art.

A big space was selected in the Art District so as to be able to show important contemporary works and installations.



PRISMA KH

Wenceslao Villafañe 485, La Boca
Tel: [54 11] 4300 0802
www.prisma-kh.com
info@prisma-kh.com

PRISMA-KH is an art gallery founded and directed by Alberto Sendrós. He promotes and disseminates contemporary art throughout various disciplines.

He also seeks to generate a new stimulus for well-known artists and offer a chance of visibility and projection to younger artists. This gallery has three spaces: the entrance, the gallery and the yard. Each has its own calendar and offers a variety of works with high curatorial standards.

There is also an artists residence scholarship, given every two years to an artist whose work and personality match the project. The first artist to be chosen was Catalina León.



LA VERDI

Av. Almirante Brown 726, La Boca
Tel: [54 11] 4362 1321

The Contemporary Art Lab 2015 that takes place in La Verdi gives artists a studio where to develop their work and research in different disciplines related to contemporary art. These workspaces open to the public once a month and each artist invites and accompanies another artist to show their work that night.

Every month, the resident artist searches and selects an artist to collaborate with and show at the open night. Musicians, poets and other artists also joint them and show their work in these occasions.

The purpose of this is to turn this space into a laboratory or a rehearsal room where show the work in progress.

This space is a must-see in this area, given the fame of its creator: Ana Gallardo.

The terrain of doubt, the absence of certainty captivates us.

We invite friends to reveal, in one night, forsaken pieces, those that no longer qualify as work of art, or those that are almost failures: the rehearsals, the drafts, the experiments, the conflicts.

And we propose them to do something they have never done.

This is how artists from the world of image have sung, and others shall sing to.

It is a mixture of generations, of languages, of worlds and circuits. It is an attempt, and always ends up being a great celebration.

Ana Gallardo



CASA SUIZA

Agustín R. Caffarena y Villafañe, La Boca
facebook.com/casasuizadelaboca

The Swiss House in La Boca is a cultural project formed by a group of twenty-five Swiss cities that promote the cultural exchange between Swiss artists and their colleagues from around the world.

This emblematic two-story house, located very near the Art Factory, hosts three Swiss artists that work on their various disciplines for six months.

The location was chosen due to the strong cultural identity of the neighborhood and its proximity to various similar projects.



CAFFARENA 86

Agustín R. Caffarena 84/86, La Boca
www.caffarena86arte.wordpress.com
margaritaromeroireina@hotmail.com
facebook.com/caffarena86

This turn of the century house provides housing for local and international artists and offers them a place to develop and exhibit their creations.

This project promotes a constant exchange of artistic, human and social experiences between the artists and their environment: art centers, other workshops, and museums in the area.



RADIOBAR

Wenceslao Villafañe 65, La Boca
 Tel: [54 11] 4300 8341
www.radiobar.com.ar
info@radiobar.com.ar
facebook.com/RadioBarBuenosAires

Radio Bar Buenos Aires is located in the heart of the Art District and is the first theme bar dedicated entirely to the radio industry.

It has a unique collection of radios from all ages, repaired and restored, movie posters, microphones and other memorabilia from the local and international radio industry.

The space has been remodeled with the latest light, sound and video technology and has an exciting menu for people to visit and eat at this theme bar.



TEATRO CATALINAS

Benito Pérez Galdós 93, La Boca
 Tel: [54 11] 4307 1097
www.catalinasur.com.ar
grupodeteatro@catalinasur.com.ar

The shows at the Catalinas Theatre combine a high artistic and professional quality with the introduction of deep social and communal themes. This is what has earned them a great reputation in Buenos Aires, in Argentina, and in the world.

This space works with artistic activities as a means

of communication, participation and social transformation.

The big Catalinas Warehouse hosts great productions and has important guests from Argentina and from all over the world.



TEATRO DANTE

Av. Almirante Brown 1241, La Boca

This place was inaugurated on May 8th 1936 and was referred to by the newspapers as “the great Dante Theatre and Cinema, the pride of La Boca and of Buenos Aires”.

It showed the great movies of the time and also had live shows with music and a live orchestra.

At its moment of glory it presented great artists such as: Miguel Ángel Troilo, Juan Carlos Copes, Juan Carlos Dual, Enrique Dumas, Alberto Marino, Julia Sandoval and Tito Luisardo, among others.

Today, it has been recovered and remodeled to host film seasons and other cultural activities.



ESPACIO DE ARTE DEL BANCO CIUDAD

Caboto y Villafañe, La Boca

In order to continue its support of local art, the Banco Ciudad settles in the Art District with an annex to its Art Space of Esmeralda 660.

This new space will be a place to enjoy and acquire works of Argentine artists selected by the art appraisers of the bank.

It will work for the promotion of Argentine art by offering a wide variety of works by prominent artists and by young artists that stand out in the local art market.



MUSEO DEL CINE

Agustín R. Caffarena 51, La Boca

Tel: [54 11] 4300 4820

www.museodelcine.buenosaires.gob.ar

museodelcine@buenosaires.gob.ar

The Museum of Cinema Pablo Ducrós Hicken is the only one in this country dedicated to Argentine cinema. Its mission is to research, preserve and disseminate national filmography from its origins.

It is named after one of the first Argentine film researchers whose private collection started this museum.



ATENEO POPULAR DE LA BOCA

Benito Pérez Galdós 315, La Boca

Tel: [54 11] 4362 4337

ateneopopularlaboca.blogspot.com

ateneopoplaboca@gmail.com

In the year 1926, Antonio J. Bucich, a prestigious poet, journalist and historian, founded this space to promote Science, Art and Literature. Victorica, Cúnsolo and Quinquela Martín, Romero Brest and Payró are just a few of the prominent artist who worked in this place.

The Ateneo Popular de La Boca attempts to guide the new generation through the promotion of art and literature, by giving Art Prizes, and hosting exhibits and cultural events that connect La Boca with the rest of the country.



MARCO

Av. Almirante Brown 1037, La Boca

The Tres Pinos Foundation will open the Contemporary Art Museum to gather its different activities, and host, preserve and exhibit its own collections and other temporary exhibits. The Foundation will remodel a historic landmark, a house built in 1913 by French architect Alfred Masüe.

MARCO will have multiple use areas that will serve for temporary exhibits, and show the Art Collections. MARCO thereby intends to become a cultural icon in the city, by providing innovative content and by exhibition great national and international artists of the twentieth century.



UNA

Artes Multimediales / Don Pedro de Mendoza 679

Artes del Movimiento / Martín Rodríguez 444

Formación docente / Bolívar 1674

Laboratorio de Experimentación en Artes, Ciencia y Tecnología / Caffarena 76

The National Arts University was created to professionalize artistic education. Beyond the teaching of artists, UNA generates works of art and shows, while promoting research and artistic, scientific, and technological innovation.

UNA offers the following Careers:

Multimedia Arts: where IT and Art combine.

Movement Arts: where dance and movement research take place. This department also has a Dance Company and an experimentation group formed by students.



Teacher training in Artistic Education: it prepares teachers for all educational levels: primary school, secondary school and university.

Experimentation Lab (Arts, Science and Technology): it provides students, artists, researchers, scientists and teachers of the university with an academic space to implement and develop interdisciplinary experiences that explore the limits and boundaries of different fields of knowledge.



PUERTO PAMPA

Caboto 420, La Boca
www.puertopampa.com

Puerto Pampa is a huge development that will convert the old meatpacking depot into a compound with apartments, offices, hotels, shops and artists workshops.

The construction started on September 2013.



VFE 584

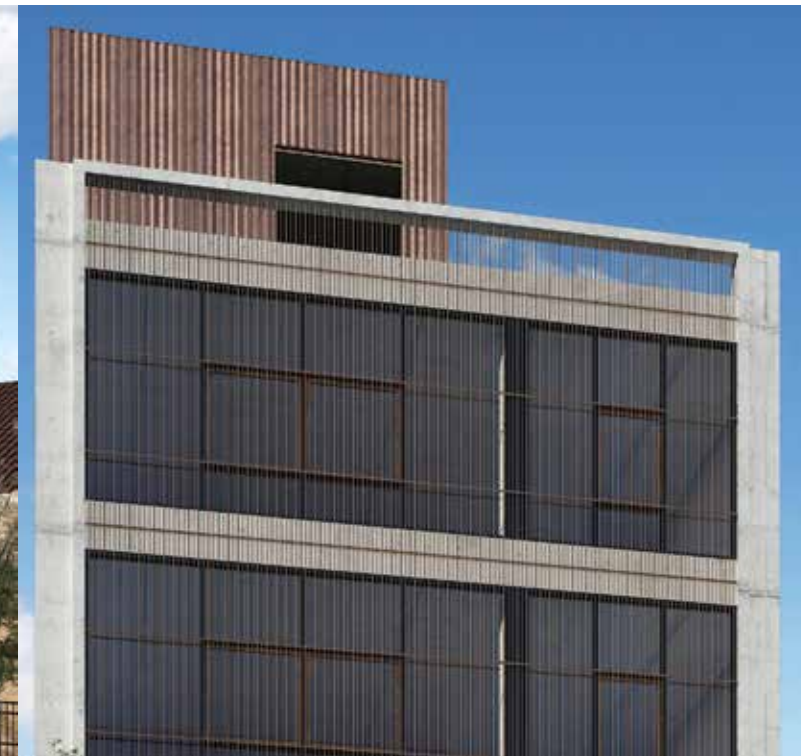
Wenceslao Villafañe 584
 La Boca

Villafañe 584 is a project designed to host an intense artistic activity.

The project will have the Alberto Sendrós Gallery in the ground floor and ten artists lofts in the upper floors.

This place was thought out to promote the interaction of artists and an environment of critique and educational exchange.

Moreover, it will periodically host the “Open Space” Day to encourage the public to visit the Art Gallery and the workshops.



ARTISTS WORKSHOPS



Daniel Slafer

Irala 325



Leonardo Gotleyb

Pinzón 459



María Martha Pichel

Benito Pérez Galdós 313



Nora Seilicovich

Arzobispo Espinosa 371



Pablo Bernabá

Pinzón 630

PUBLIC ART

CABOTO AND VILLAFañE

Participating artists:

Cabaio • Tekak • Corona + Fio Silva • eMePeCe • Ice
• Georgina Ciotti • Stencil land Julián Manzelli [CHU]
• Victoria Edelsztein • Lucas Lasnier • Parbo
• Andrea Lamas • Carlos Campos • Karen Bendek
• Martínez Machado • Darío Suárez [MALATESTA]



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• Martínez Machado • Darío Suárez [MALATESTA]



MUSEO DE ARTE MODERNO

Av. San Juan 350, San Telmo
www.museodeartemoderno.buenosaires.gob.ar
mambapress@buenosaires.gob.ar

The Buenos Aires Museum of Modern Art aims to become a beacon of modern Argentine art to Argentina and the world. It strives to be the cut in edge institution that actively delves in the past and future of art with a firm belief in the power of art, images and imagination.

To that end, the Museum has fully renovated its image and has increased its activities; it has hosted

retrospective exhibitions on emerging Argentine artists such as Graciela Hasper, ABTE, Sebastián Gordin, Fabio Kacero and Marín De Caro, it has hosted panoramic exhibitions on renowned artists such as Eduardo Costa and León Ferrari, and it has offered artists of all generations many opportunities to work on their artistic projects.

The efforts of the Museum are also focused in running a diagnosis on the prestigious collection that contains over 11.000 works of art. To that end, the Museum has created a new structure of professional work that adds the departments of Curatorship, Design and Production of Exhibitions, Temporary Exhibitions, Education, Communication,

and Fundraising, to the already existing Director, Patrimony Department, Library and Administration. The result is the creation of the first professional and plural museum of Argentina.

Through its exhibitions, its public programs and its rich editorial publications, the Museum strives to offer the public an overview of the production of the strong Argentine artistic community.

Victoria Noorthoorn





MACBA

Av San Juan 328, San Telmo
Tel: [54 11] 5299 2010
www.macba.com.ar
facebook.com/macba.buenosaires

The MACBA Collection is a profound construction and research on art, abstraction and geometry that contemplate both its modern and the contemporary aspects.

MACBA acts in the Argentine and international art stage. It reaches the community through exhibitions of optic and kinetic art that are related to geometric abstraction and to the MACBA collection.

It also organizes travelling exhibits to the rest of the country and it publishes its own catalogues through MACBA EDITIONS.



TACUARÍ TANGO

Tacuari 1557, La Boca
 Tel: [54 11] 4362 7077
www.eltacuari.com
eltacuari@gmail.com

Tacuari Tango is a cultural space dedicated to the dance and the playing of Argentine Tango. Tango lessons can be taken every day and the traditional Milongas are open every Saturday. This cultural space has twenty tango professional dancers and musicians that are well known in Argentina and the world. It offers the following activities:

- Tango, waltz and milonga lessons.
- Seminars and workshops.
- Practical lessons and milongas.
- Live music.
- Visual Arts shows.



EL MIRADOR ESPACIO

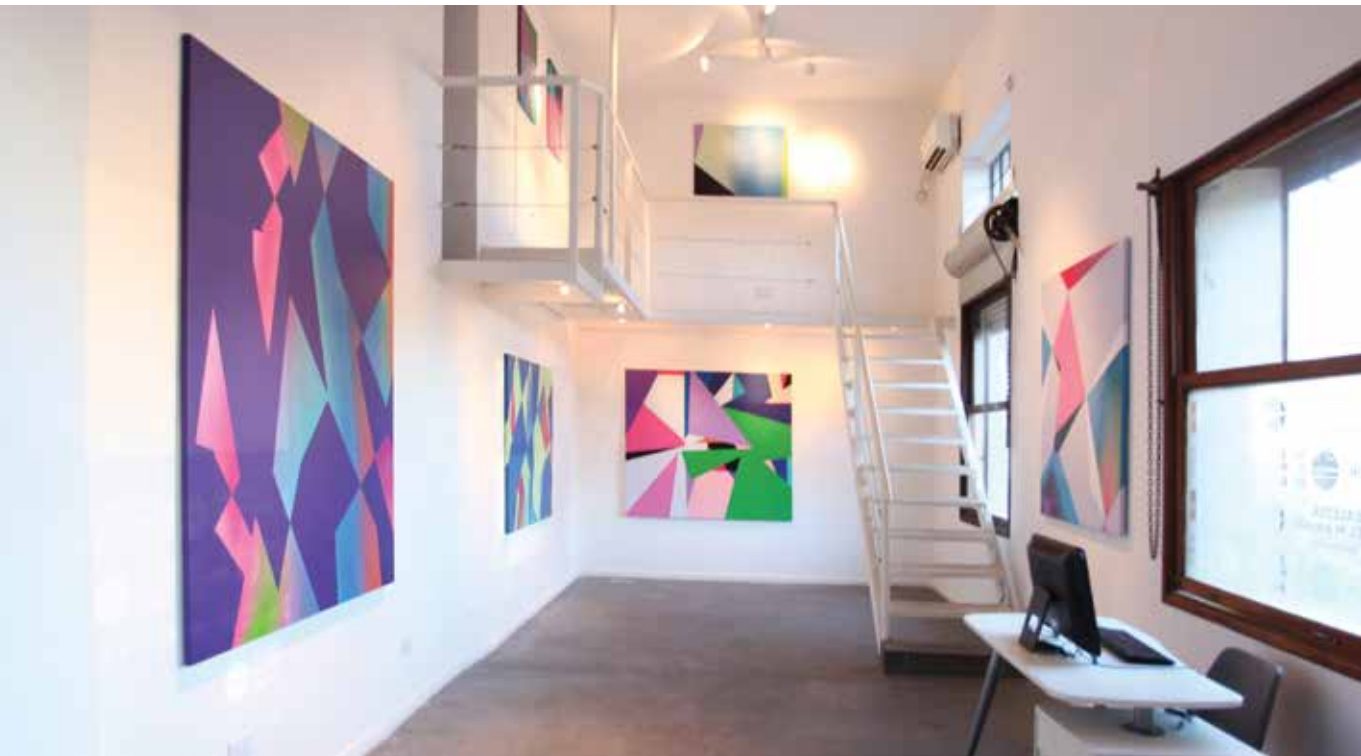
Avenida Brasil 301, La Boca.
 Tel: [54 11] 4361 0711
www.elmiradorespacio.com
info@elmiradorespacio.com
facebook.com/miradorespacio

It opened its doors in March 2012 and it has worked since then in an independent and self sustained fashion for the communication between different communities through exhibitions, workshops, conferences, and artist's residences and by participating in national and international art fairs.

This space is an audiovisual experimentation lab

that highly promotes the search of new artistic languages.

It is a place of creation, where renowned and emerging artists coexist and generate new means of production, expansion and dissemination of contemporary Latin-American art, through creation and research.



SPUTNIK GALERÍA

Enrique Finochietto 545, San Telmo

Tel: [54 11] 4307 8914

www.sputnikgaleria.com

sputnikgaleria@gmail.com

facebook.com/sputnik.galeria

Sputnik is a talent incubator and its purpose is to disseminate the work of emerging visual artists from Argentina and the rest of the world.

These artists set their work without regard for commercial imperatives and the conventionalities of "young art". Since October 2012, more than 25

artists from eight different countries have had their exhibits here.

Since it is a closed Art Gallery, Sputnik offers a warmer and more shielded environment than a traditional gallery. Sputnik is a member of JUNTA, an Association of Self sustained contemporary art galleries of Argentina



EL MÁS ACÁ CLUB CULTURAL

Avenida Caseros 514, San Telmo

elmasaclub@gmail.com

facebook.com/elmasaclub

This Association intends to inaugurate a meeting point for people interested in cultural and artistic activities, specially in the south area of the city. It will be a place to find each other, watch, participate and learn.

The Civil Association "El Más Acá Club Cultural" will

be set in the newly restored petit hotel in Caseros Avenue. This building was designed by the prestigious Italian architect Alfredo Olivarri and will now become an Cultural center for all of the Arts.



FUNDACIÓN ARGENTINA CONTEMPORÁNEA

Av. San Juan 432, San Telmo

The building is an original design by sculptor Raúl Farco, presented in the Fin del Mundo Art and Architecture Biennale, 2011 in Ushuaia.

This architectural proposal intends to become a cultural production machine, with a strong sculptural and iconic imprint, that will foster such kinds of architectural creations.

This place will be the home for the “Argentine Contemporary Foundation”. This institution will be dedicated to an exchange –between Buenos Aires and other cities- of visual arts, theatre, music and contemporary dance shows.



TORCUATO TASSO

Defensa 1575, San Telmo

Tel. [54 11] 4307 6506

www.torquatotasso.com.ar

info@torquatotasso.com.ar

This Center is celebrating its twentieth anniversary this year and it now has a new gourmet proposal and a renewed décor, along with a great program for the entire year.

Without neglecting its true Tango spirit, it will also embrace new local and foreign musical genres.

Prestigious musicians, singers, song writers, authors

and composers appear in this mythic club to show their artistic abilities live on stage.



FUNDACIÓN SANTANDER

Av. Juan de Garay 125, San Telmo

Santander Río will build one of its new corporate buildings in the Arts District.

The project includes the construction of a sustainable building that supports the blossoming business in the neighborhood and promotes culture.

The Santander Río Foundation will also be created to support, disseminate and promote all kinds of artistic, intellectual and cultural activities, research and studies that share the value of environmental protection.



GALERÍA DEL ASOMBRO

Defensa 1295, San Telmo

Tel. [54 11] 4300 5719

www.galeriadelasombro.com

info@galeriadelasombro.com

This space presents the Gerberstein universe: a unique sculptural exhibit of international level full of alien life, zombies, monsters, special effects, and optical illusions. Surrounded by a fabulous atmosphere, visitors will plunge into the unknown.

Gerberstein, artist and creator of Metamorfosis X, Visual Arts and Fantastic Creations Academy, and creator of Zombie Walk Argentina, created this art show.



PULPERÍA QUILAPÁN

Defensa 1344, San Telmo
Tel. [54 11] 4307 6288
www.pulperiaquilapan.com
info@pulperiaquilapan.com

Pulpería Quilapán is set in one of the oldest houses of the historical center. This place is a living museum of Argentine culture, a journey through its traditions in a very warm and welcoming environment: the house is full of paper cutouts, antique photographs, engravings, and furniture that have a piece of history to share.

In the kitchen, Argentine food is prepared: locro, empanadas, along with other dishes that have long ago been forgotten. In this Pulpería the visitor encounters deep roots of the gastronomic Argentine heritage.



ARTISTS WORKSHOPS



Alicia Díaz Rinaldi

Martín García 415



Claudia Aranovich

Chacabuco 1444



Jorge Miño

Cochabamba 742



María Luz Durán

Cochabamba 699



Marina Penhos

Cochabamba 424



Matilde Marín

Chacabuco 1449

BAR ON CASEROS AV.

Av. Caseros entre Defensa y Perú





MUSEO QUINQUELA MARTIN

Av. Pedro de Mendoza 1843, La Boca

Tel: (54 11) 43011080

museoquinquelamartin@buenosaires.gov.ar

facebook.com/museoquinquela

The Museum of Beaux Arts of La Boca is one of the first great donations of Benito Quinquela Martín to the neighborhood. It opened its doors in 1938 and has since become a landmark of Argentine art and cultural identity.

The collection has over a thousand works of art: drawings, paintings, engravings, sculptures, and even figureheads of the most eminent Argentine figurative artists since the nineteenth century until the present day.

The museum also offers daily many cultural and educational activities that aim to honor the legacy of the great artist that made the museum possible. For he taught us that art is a celebration and everyone is invited.





FUNDACIÓN PROA

Av. Pedro de Mendoza 1929, La Boca
Tel: [54 11] 4104 1000
www.proa.org
info@proa.org
facebook.com/FundacionProa

Proa Foundation is a necessary landmark of the arts in Buenos Aires. Its annual programming includes temporary exhibits, seminars, courses, conferences and concerts.

All of these activities revolve around the dissemination of the great artistic movements of the twentieth century and it includes a great variety of modern proposals such as photography, video,

design, and electronic music, among others.

Proa also develops educational programs that promote the exchange with other prestigious cultural institutions.

Ten years after its opening in 1996, Proa Foundation underwent a profound renovation that ended with the inauguration of its current location. The new building has four exhibit rooms, a multimedia auditorium, a specialized bookshop, a restaurant and a terrace. It has a glass façade that is intended to share experiences from the interior to the rest of the neighborhood.

Since its early beginnings, the Proa Foundation has set its eyes on the future and leads its programming, its content and its exhibits in that direction.





"Our institution stands out through its building, that is the result of deep thought so as to achieve an architectural proposal that converses with our own theoretical framework and course of action."

The Proa Foundation is a place where the old chats with new technologies, where artists are offered new elements to experiment with, and they are taught and they are invited to reflect upon their fields of work.

We aim to create a place for artists, specialists and producers, that at the same time appeals to different audiences."

Adriana Rosenberg



TEATRO CAMINITO

Funciones:

Miércoles, viernes y domingos, 19h.

Entrada libre y gratuita.

Capacidad limitada. Se suspende por lluvia.

After 41 years, The Caminito Theatre returns, directed by Martín Bauer, who intends to turn this theatre into a cultural beacon of the city of Buenos Aires. It is an outdoor cultural space that will offer

an intense musical and theatrical agenda during the summer months.

The first play that was put on was “Los veraneantes [The Vacationers]” by Máximo Gorki and it was directed and adapted by Lautaro Vilo.

The reopening of the Caminito Theatre is a new project of the Buenos Aires Theatre Complex, in collaboration with the Proa Foundation.



TEATRO DE LA RIBERA

Av. Don Pedro de Mendoza 1875, La Boca

Tel: [54 11] 4301 5160

The Ribera Theatre opened first on October 27th 1971, with the show “Over there, in the Boca of then”. The building was donated to the National Education Council by one of the most important Argentine artists: Benito Quinquela Martín.

The theatre can host 643 spectators and it offers a main floor and an orchestra section, and impressive stage [11 meters wide and 14 meters deep].

In the foyer, it contains eight murals by Benito Quinquela Martín himself. These murals depict the everyday life of the people who lived in the port area.

The main hall has a photographic display, dedicated to national and international photographic exhibitions, curated by photographer Juan Travnik.

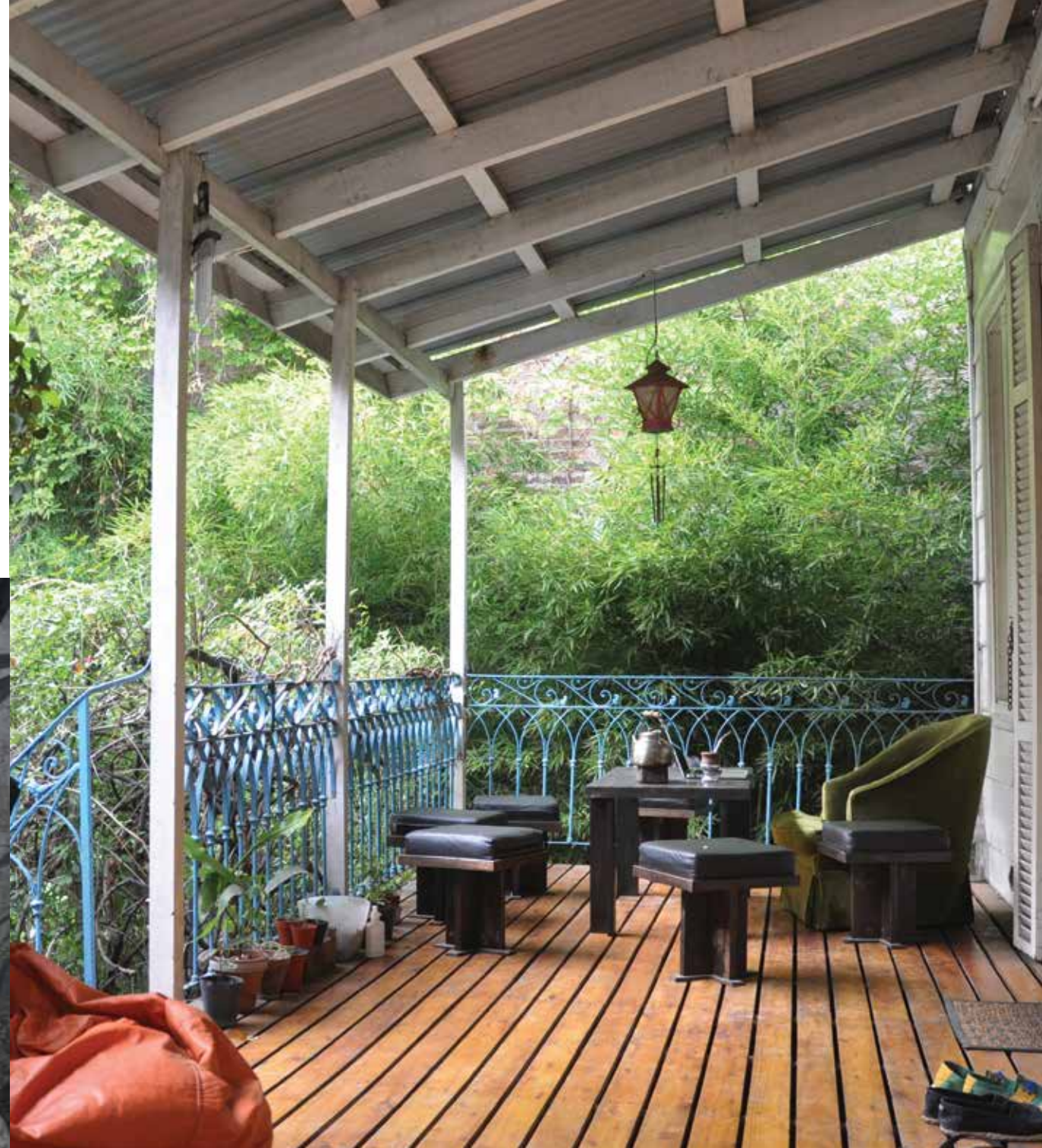


ESPACIO UTAKI

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www.espacioutaki.com
espacio.utaki@gmail.com

Magy Ganiko, an Argentine-French-Japanese dancer, choreographer and director created Utaki Space in the year 2013. This place is dedicated to the development, research and creation on the role of the body in art and science, and its possibilities as a generator of diverse realities.

This place also promotes artists and researchers to work together on this topic, thus generation a ripe environment for innovative theatrical creations through the mixture of dance, theatre, poetry, visual arts, and performances.



P.O.P.A.

Gral. Gregorio Aráoz de Lamadrid 882, La Boca
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popa.arte@gmail.com

Marcelo Bosco and Jo Johannes created this unique place of Art in the early nineties. In fact, this endeavor is as atypical as their careers.

They called it "The Silver Warehouse of La Boca" and it was situated on Lamadrid street, where P.O.P.A Gallery is now situated, and very much in the Wharholian Factory style it received many artists

such as Judy Werthein, Florencia Braga Menéndez, Fabiana Barreda, Gabriel Grippo, and Febe de Felipe, among others.

This playful place gave way to the creation of a Gallery that equally ignores rules and regulations, where the work of art is considered not a passive subject but a lively component of the Gallery.



AL ESCENARIO

Gral. Arazo de Lamadrid 1001, La Boca
www.alescenario.com.ar
alescenario@gmail.com

Al Escenario was created in the year 2009. It followed the tradition of migration and art that La Boca harbors and it was placed in a recycled old warehouse. This space was renewed and it hosts various performances, artistic creations, music shows, plays, and a very stylish bar that serves great drinks.

Al Escenario is much more than a Concert Hall, a Jazz Club or a bar. It is an unexpected and dazzling place in La Boca that fills its visitors with the magic of theatre.



FUNDACIÓN ANDREANI

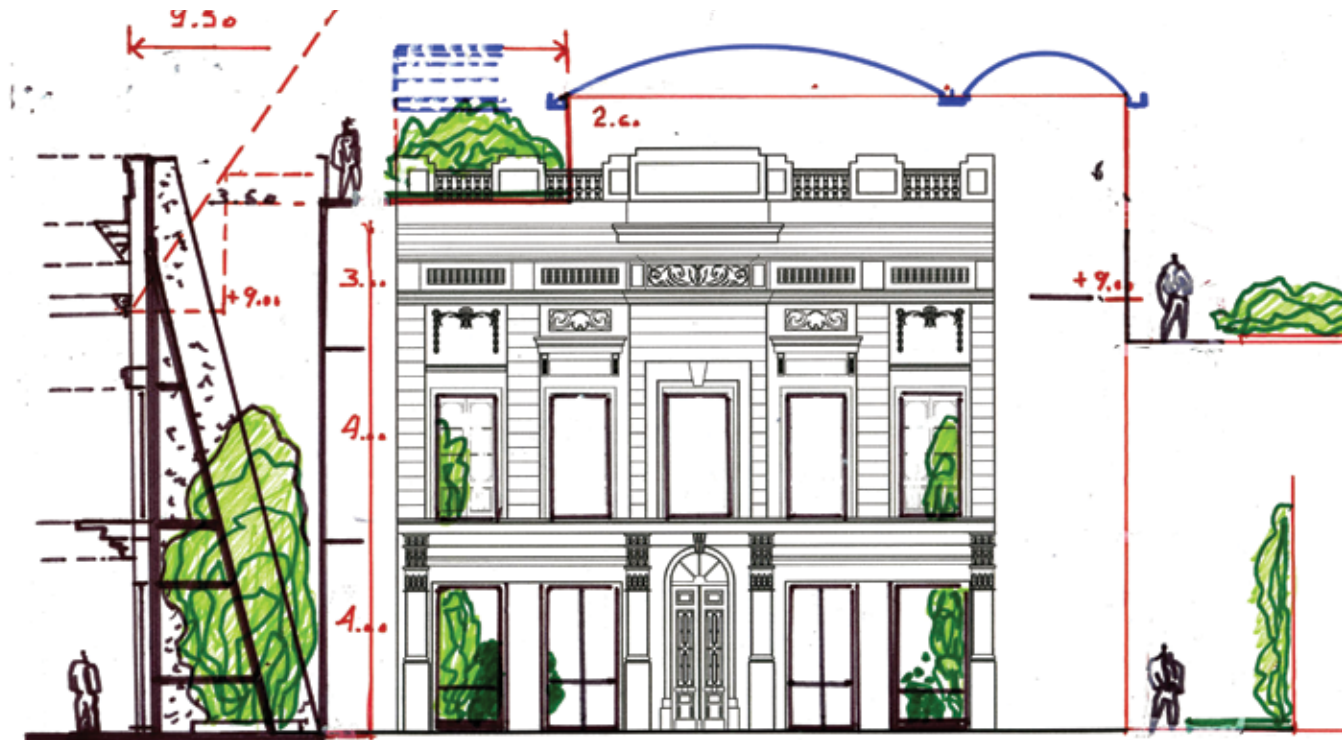
Av. Don Pedro de Mendoza 1987, La Boca

The Andreani Foundation has a Cultural Development Program that seeks to promote Argentine artists by curating exhibitions of their work in museums throughout the country. It also wishes to have a place for the development and exhibition of works of art in the Art District.

To this means, it is working, since 2009, on the renovation of a building to hold its permanent

collection and to host its multiple cultural and educational activities.

This building was one of the last designs by architect Clorindo Testa and it will harbor permanent and temporary exhibitions, a library, a bar, and a shop. It will also have a beautiful terrace overlooking the riverbank.



LA BOCA 783

Benito Quinquela Martín 783, La Boca

Laboca 783 is a workshop located just steps from the Riachuelo, on Benito Quinquela Martín Street. Celina Jure and Martín Mele first thought of this place in 2014, as a workshop for Mr. Mele and a place to share on cultural activities.

There is a large room for lectures, exhibitions, readings, a large patio and a kitchen and a bathroom. It also has a bedroom/workshop as an annex.

The building is a light construction, a simple metal structure covered by mainly recycled materials, such as wood from pallets, glass, plaster, zinc plates [for the façade] that makes it blend with the movement of the street.



ARTISTS WORKSHOPS



Abel Trybiarz

Av. Don Pedro de Mendoza 2269



Erik van der Grijn

B. Quinquela Martín 734 / 738



Beatriz Grosso

Del Valle Iberlucea 974



Carlos Affranchino

Av. Don Pedro de Mendoza 2269



Daniel Vidal

Rocha 1061



Leo Vinci

Alfredo Palacios 1250



Mariano Ferrante

Olavarría 691



Marina Dogliotti

Alfredo Palacios 1250

CONVENTILLO VERDE

Magallanes 890, La Boca
Tel: [54 11] 4301 0666
www.conventilloverde.blogspot.com.ar
elconventilloverde@gmail.com

The Green Conventillo [Tenement House] is a house made of metal plates and wood. It was first built in 1863 and it is a historic landmark of the city of Buenos Aires.

In 2001, it was renovated and set up as an art gallery and workshop. It promotes the contact and exchange between local, regional and international artists.



CINE TEATRO BROWN

Av. Almirante Brown 1375, La Boca

In 1883, the Italian community opened the first theatre of La Boca, the “Dante Alighieri”.

In the early nineteen hundreds the theatre was demolished and the Brown Theatre and Cinema was built in its place. It was a cultural model in the neighborhood until the twenties, when it closed down.

Eighty years later, thanks to the financing by the Metropolitan Art and Science Fund, The Brown Theatre returns with movies, plays, music and dance recitals, and other events and shows.



IMPULSO DE LA BOCA

Lamadrid 355, La Boca

Tel. (5411) 4302 7003

www.impulsodelaboca.blogspot.com.ar

facebook.com/Impulso.ArteyLetras

In 1940, at the heart of La Boca, the greatest artist of the time created the Impulse Art and Literature Group, a true school that revolutionized local art.

Many of the greatest Argentine artists emerged from this school and had their first exhibitions there. Some of them were: Benito Quinquela Martín, Fortunato Lacámara, Eugenio Daneri, Miguel Carlos Victorica,

Alfredo Lazzari, Orlando Stagnaro, Raúl Soldi, Lucio Fontana, Lino Enea Spilimbergo, and Emilio Petorutti, among others. In the literary field, Jorge Luis Borges, Rafael Alberti, Manuel Mujica Lainez, Ernesto Sabato, Conrado Nalé Roxlo, and Ezequiel Martínez Estrada had a lot of activities and have lectures in this place.

Nowadays, this Group still has many artistic and cultural activities that include: exhibitions, workshops, conferences, book publishing, musical and theatrical shows, and many more.



MUSEO DE LA PASIÓN BOQUENSE

Brandsen 805, La Boca

Tel: [54 11] 4362 1100

www.museoboquense.com

Boca Juniors is one of the symbols of passion, celebration, and fun in Argentina. The Museum takes the visitors through the rich history of the Club that is over a hundred years old. It enables them to relive the most important moments of its past through multimedia exhibitions, databanks, and the display of several of the most admired trophies.

This Museum is a tribute to the “Bombonera” Stadium and its players that became legends on its lawn, and it offers its visitors a unique experience.



FIREMEN OF LA BOCA

Brandsen 567, La Boca



BAR ROMA

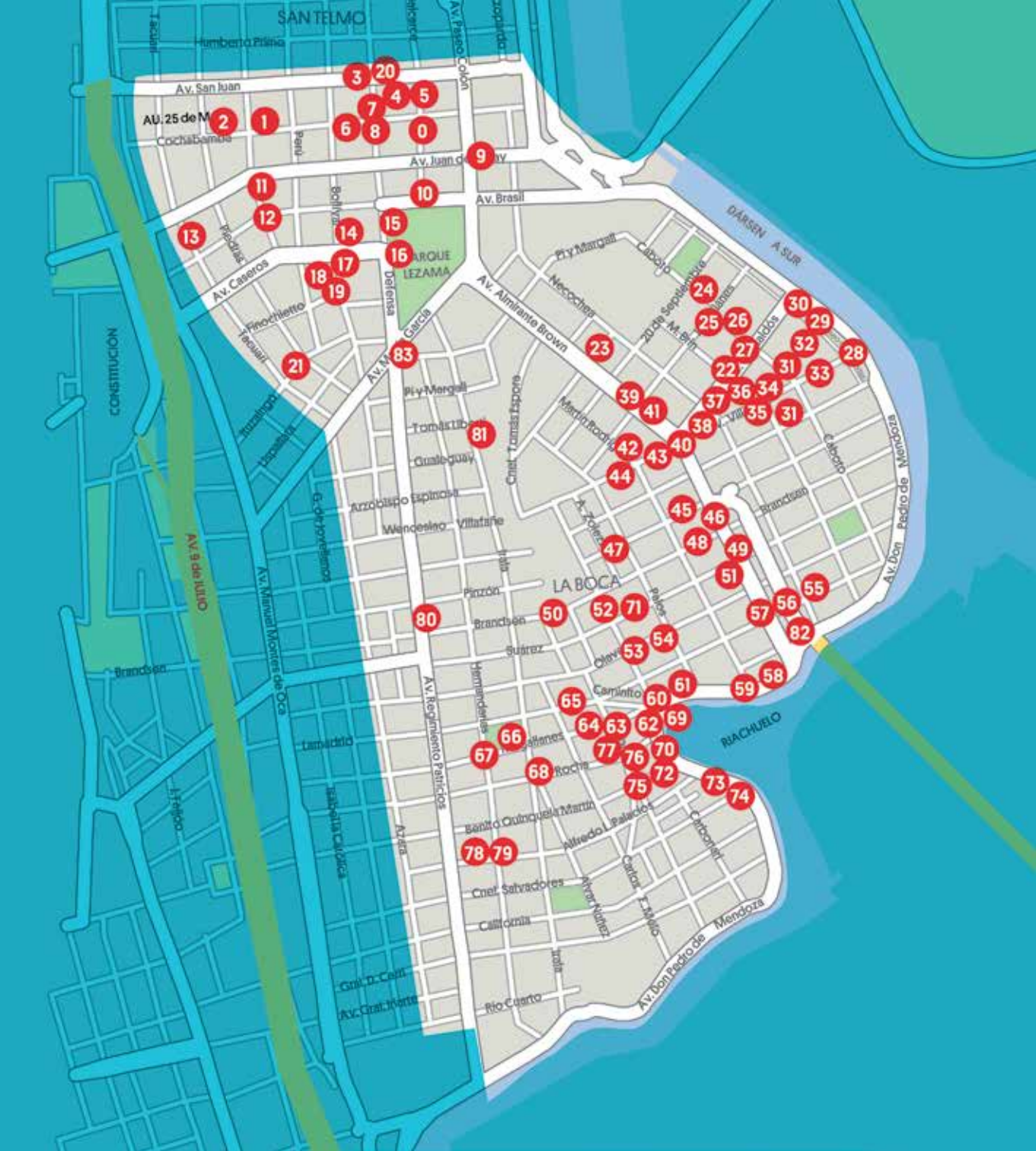
Av. Almirante Brown y Olavarría



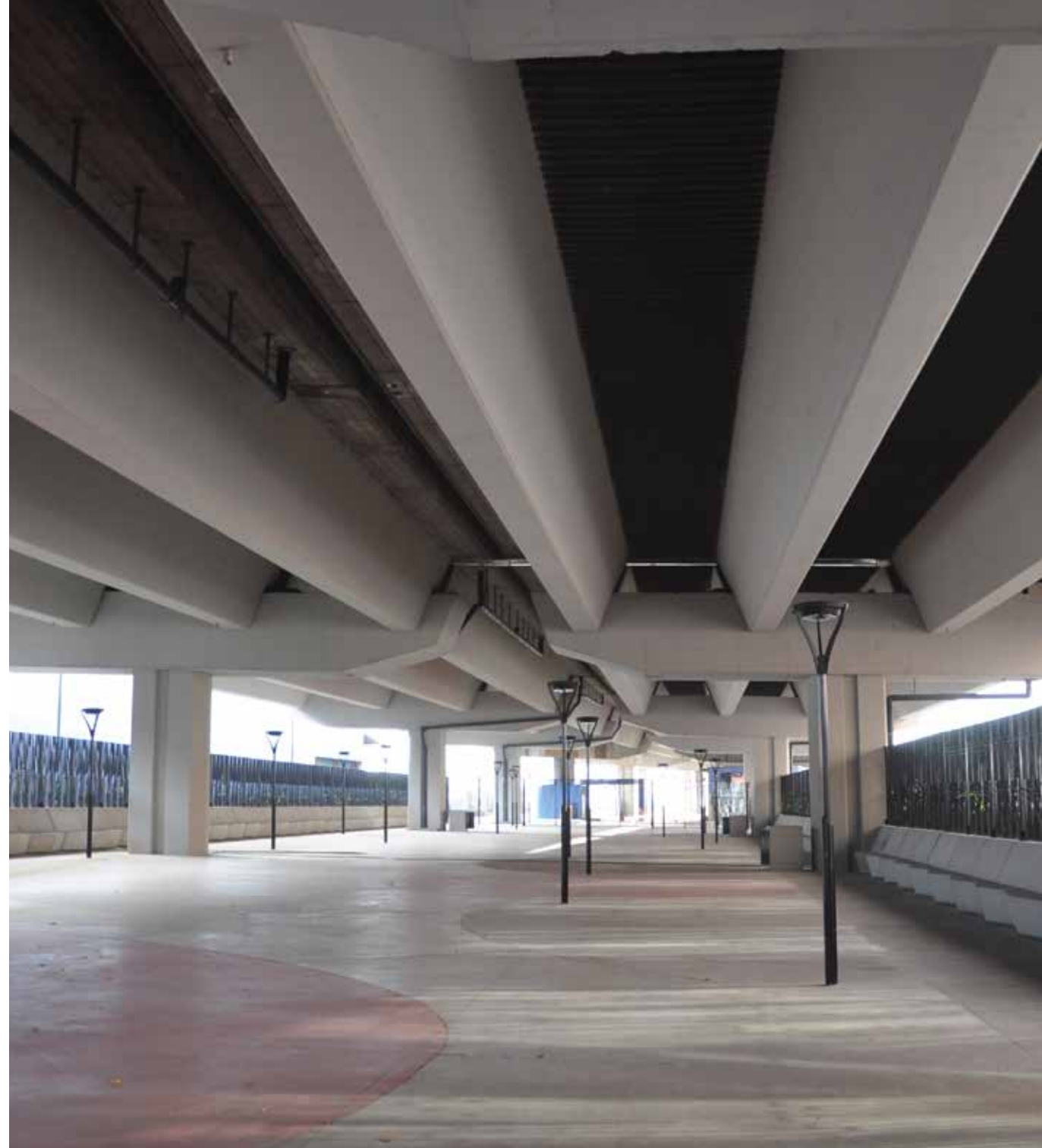
ART MAP

- 0 KBB. Balcarce 1461
- 1 Taller María Luz Durán • Cochabamba 699
- 2 Taller Jorge Miño • Cochabamba 742
- 3 Fundación Argentina Contemporánea • Av. San Juan 432
- 4 Museo de Arte Moderno de Buenos Aires • Av. San Juan 350
- 5 MACBA • Av. San Juan 328
- 6 Taller Marina Penhos • Cochabamba 424
- 7 Galería del Asombro • Defensa 1295
- 8 Pulpería Quilapán • Defensa 1344
- 9 Fundación Santander • Av. Juan de Garay 125
- 10 El Mirador • Av. Brasil 301
- 11 Taller Matilde Marín • Chacabuco 1449
- 12 Taller Claudia Aranovich • Chacabuco 1444
- 13 Tacuarí Tango • Tacuarí 1557
- 14 El Más Acá Club Cultural • Av. Caseros 514
- 15 Centro Cultural Torcuato Tasso • Defensa 1575
- 16 Taller Jorge Caterbetti • Defensa 1597
- 17 UNA [Formación docente] • Bolívar 1674
- 18 Galería Sputnik • Dr. Enrique Finochietto 545
- 19 Estudio de Tango Gisel Durán • Dr. Enrique Finochietto 558
- 20 Eureka Records • Defensa 1281
- 21 Plasma Club de Cultura • Piedras 1856
- 22 Bar Boca a Boca • Benito Pérez Galdós 207
- 23 Taller Nora Seilicovich • Arzobispo Espinosa 371
- 24 Puerto Pampa • Caboto 420
- 25 Galería Cero • JM Blanes y Caboto
- 26 Barro • Caboto 531
- 27 Teatro Catalinas • Benito Pérez Galdós 93
- 28 UNA [Artes Multimediales] • Av. Don Pedro de Mendoza 679
- 29 Usina del Arte • Agustín R. Caffarena 1
- 30 Museo del Cine • Agustín R. Caffarena 51
- 31 Caffarena 86 • Agustín R. Caffarena 86
- 32 El Obrero • Agustín R. Caffarena 64
- 33 Radio Bar • Wenceslao Villafañe 65
- 34 UNA [Lab. de Exp. en Artes, Ciencia y Tecnología] • Caffarena 76
- 35 Casa Cultural Suiza • Agustín Caffarena y Villafañe
- 36 Espacio de Arte Banco Ciudad • Caboto y Villafañe
- 37 Taller María Martha Pichel • Benito Pérez Galdós 313
- 38 Ateneo Popular de La Boca • Benito Pérez Galdós 315
- 39 La Verdi • Av. Almirante Brown 726
- 40 Imán de La Boca • Benito Pérez Galdós 384
- 41 Teatro Verdi • Av. Almirante Brown 726

- 42 UNA [Artes del Movimiento] • Martín Rodríguez 444
- 43 PRISMA KH • Wenceslao Villafañe 485
- 44 VFE584 • Wenceslao Villafañe 584
- 45 Taller Leonardo Gotleyb • Pinzón 459
- 46 Museo de Arte Contemporáneo • Av. Almirante Brown 1037
- 47 Taller Pablo Bernabá • Pinzón 630
- 48 Bomberos de La Boca • Brandsen 567
- 49 Teatro Dante • Av. Almirante Brown 1239
- 50 Museo de la Pasión Boquense • Brandsen 805
- 51 Cine Teatro Brown • Av. Almirante Brown 1375
- 52 Taller Beatriz Grosso • Del Valle Iberlucea 974
- 53 Taller Mariano Ferrante • Olavarría 691
- 54 Unión de La Boca • Olavarría 636
- 55 Agrupación Impulso de Artes y Letras • Lamadrid 355
- 56 Taller Omar Gasparini • Av. Almirante Brown y Lamadrid
- 57 Taller Toro Musis • Av. Almirante Brown y Lamadrid
- 58 Taller Carlo Pelella • Av. Don Pedro de Mendoza 1667
- 59 Taller Fabiana Valgiusti • Av. Don Pedro de Mendoza 1671
- 60 Museo B. Quinquela Martín • Av. Don Pedro de Mendoza 1835
- 61 Teatro de la Ribera • Av. Don Pedro de Mendoza 1875
- 62 Fundación Proa • Av. Don Pedro de Mendoza 1929
- 63 El Conventillo Verde • Magallanes 890
- 64 Taller Guillermo Alio • Magallanes 859
- 65 Galería de Arte Popa • Gral. Aráoz de Lamadrid 882
- 66 Al Escenario • Gral. Aráoz de Lamadrid 1001
- 67 Taller Dora Bianchi • Magallanes 1217
- 68 Taller Daniel Vidal • Rocha 1061
- 69 Del Riachuelo Espacio de Arte • Av. Don Pedro de Mendoza 1887
- 70 Fundación Andreani • Av. Don Pedro de Mendoza 1987
- 71 Jannello Editora • Suárez 663
- 72 Asoc. Amigos de Erik Van Der Grijn • B. Quinquela Martín 734
- 73 Taller Carlos Affranchino • Av. Don Pedro de Mendoza 2269
- 74 Taller Abel Trybiaz • Av. Don Pedro de Mendoza 2269
- 75 La Boca 783 • B. Quinquela Martín 783
- 76 Espacio Utaki • Garibaldi 1675
- 77 El Malevaje • Garibaldi 1670
- 78 Taller de Leo Vinci • Alfredo Palacios 1250
- 79 Taller de Marina Dogliotti • Alfredo Palacios 1250
- 80 UNA [Artes Visuales] • Av. Regimiento de Patricios 740
- 81 Taller Daniel Slafer • Irala 325
- 82 Isla Flotante • Av. Don Pedro de Mendoza 1550
- 83 Taller Alicia Díaz Rinaldi • Martín García 415



TRANSFORMING THE DISTRICT



The plan for the restoration of public spaces has its main focus on the heart and soul of the District: the Art Factory, situated in Caffarena Street and Don Pedro de Mendoza Avenue. Many art galleries, artists studios, cultural projects are settling in its vicinity.

This plan seeks to grant a better access to the district by organizing and leveling the terraces [that are a feature of the neighborhood], it also aims to provide safety to the area by the settling a new Metropolitan Police Station in the district, and installing better lighting in the streets. Lastly, it is renovating the streets to facilitate cultural and touristic activities in the area.

This plan also developed the project “Dock Zero” that renovates the area below the highway through public funding and private investments.

The private enterprises in the area are:

- **The Arts Walk:** this project renovates some lots that are adjacent to the mouth of the river [Caffarena Street and Don Pedro de Mendoza Avenue] by building there new restaurants, shops and art galleries.

- **Colonia Express:** this project involves the renovation of the company’s main terminal that is situated in this area, where the ships to Uruguay depart. They will build a new stopping area for taxis, a parking lot, a park, and a bar.



- **NEC:** this enterprise will build parking lots in the area along Don Pedro de Mendoza Avenue between 20 de Septiembre y Blanes Street.

The public investment plan also includes, with the support of shopkeepers and the Friends of Necochea Street Association, the renovation of Necochea Street. This will enable the neighbors and tourists to circulate the area more freely and go easily from the Art Factory to Caminito.

Also, as the Metrobus reaches Paseo Colón Avenue, in a 2.5 km long itinerary from Plaza de Mayo to Benito Pérez Galdós Street, it will connect the area to the rest of the city, as it will be smoother and faster to get to and from the Art District.

Lastly, five city Ministries will settle in the District [in the famous Canale Factory building] therefore bringing new life, work and activity to the area.



GACHI HASPER PROJECT

The “Rectangles” Project will be situated in Dock Zero, across the street from the Art Factory. It will be a light feature that will play with movement, and it will take the shape and length of the highway.

“Rectangles” is an Art Installation that consists in lighting artifacts aligned on the concrete beams and columns of the highway. These artifacts will have LED lighting and they will interconnect to create a great

three-dimensional screen under the highway. On this screen the colors will play to the rhythm of music. This will light up the area and assimilate this abandoned area to the rest of the district.



MAPA DE OBRAS

1 Lezama Park

- Cameras
- Renovation of all sidewalks.
- Refurnishing of the park: new benches, waste bins and signs.
- Restoration of the monuments and works of art within the park.
- New courtyard, playground, and an area for old people.
- New lighting system: low and high.
- These renovations will be ready by June 2015

2 Art Factory Area

- Leveling and restoration of sidewalks.
- Installation of a new LED lighting system.
- Botanical restorations.

3 Dock Zero

- Remodeling of Don Pedro de Mendoza Avenue [from Brazil Avenue to Aristóbulo del Valle Street].
- Renovations of the area bellow the highway: construction of two parks on Don Pedro de Mendoza Avenue.
- Restoration of streets in the area to link main traffic arteries.
- Restoration of all sidewalks.
- New lighting system and new urban furnishing.

4 Necochea Street

- Renovation of Necochea Street from Don Pedro de Mendoza Avenue to Brandsen Steet.
- Restoration of the sidewalks.
- Botanical restorations.
- Leveling of the terraces.
- New LED lighting system.

5 Metrobus

- Eighteen bus lines will travel from Plaza de Mayo to La Boca.
- This project will start in 2015

6 New Metropolitan Police Station

- This will be the Police Station for the 4th Commune and it will be located on Don Pedro de Mendoza Avenue, between Ministro Brin and Necochea. 150 police officers will be working there to provide safety to the area and to meet the needs of the inhabitants of La Boca. Construction will start on July 2015.

7y8 Ministry Offices for the City Government

- Canale Building: Av. Martín García al 300.
Finochietto Building: Finochietto 435.
- Five ministries will be relocated in the area
 - 2800 public workers will work here
 - The moving will start on August 2015.



LA BOCA DAY

On August 23rd, 1870 La Boca is created, with its own jurisdiction and autonomy, thanks to the work of Sebastián Casares.

Since then, each year the inhabitants celebrate the anniversary of their district's own creation, and each year they find new reasons to keep celebrating. All the different communities celebrate the birth of the neighborhood that welcomed them when they first arrived in this country.

On December 2012, the city's Legislative Body voted the law 944 that establishes August 23rd as La Boca Neighborhood Day. In 2013, the Art District organized, alongside the neighbors, a great celebration that joined all the separate festivities that took place all over the district.

More than eighty neighborhood organizations work with the Art District team to give a new life and reach to the celebrations.

On this day, all the shops, museums, galleries, and other organizations open their doors to the public and this promotes the bonds between the different agents of the area.

La Boca Day generates:

- Publicity for the artistic productions and activities of the different organizations.
- Bonds between the different organizations.
- Cooperation between neighbors and the Art District team.
- Touristic and cultural development for the area.



NIGHT OF SAN JUAN

Until the mid nineteen hundreds, the Night of San Juan brought together the neighbors of La Boca around the traditional bonfires. This was a symbol of the traditions of the neighborhood that took to streets as an extension of their domestic spaces.

The Night of San Juan is a feast that can be traced all the way back to the ancient agricultural rites of the Northern hemisphere, that celebrated on that day the summer solstice.

The Ministry of Economic Development, together with the Quinquela Martín Museum, picked up this tradition and puts together every year an Art Festival that helps disseminate the artistic productions from the District.

During this event, all the artists are encouraged to create enormous dolls that are later burned in front of all the visitors. Many neighborhood organizations participate by organizing workshops for children of all ages, where they can build their own dolls. Before the bonfire is lit, there are plays and musical shows on the streets.

The Night of San Juan:

- Stimulates the economic and cultural development of La Boca and other neighborhoods that integrate the Art District.
- Encourages the links between artistic productions and social initiatives in the Art District.
- Enables the exchange and contact between different cultural organizations and new cultural agents within the Art District.



NECOTCHEA STREET

From Pedro de Mendoza Avenue
to Brandsen Street



before

Important dining
area full of
beautiful and
symbolic cantines.

A must-see area for
tourists.

A place for **meeting
and popular
festivities** iconic
of the twentieth
century

project

SOCIAL AND ARTISTIC ACTIVITIES
THAT WORK WITH URBAN SPACE,
ENVIRONMENT AND HISTORY.

- to use art as a tool for **social inclusion**,
- **promote** the participation of all neighbors,
- to achieve an urban and social **integration** of the population,
- **encourage** the economic development,
- **tend** to the main needs of the area.

FISCAL BENEFITS FOR INVESTORS



Those who perform
cultural activities in

THE ART
DISTRICT

ARE FREE
OF ANY
MUNICIPAL
TAXES:

gross income taxes,
property taxes,
and construction fees.

FOR 10 YEARS

Those who finance

CULTURAL
PROJECTS
THROUGH THE
PATRONAGE
LAW

can increase
their gross income
tax reduction to

UP TO
15%

those who invest in
art urban infrastructure

in the District benefit
from an advance
payment of their
future gross income
tax reductions of

25%
OF THE AMOUNT INVESTED

Those who also renovate any
building with cultural value can
extend this benefit to

35%
OF THE AMOUNT
INVESTED

Those who perform
cultural activities

CAN APPLY FOR
LOANS IN THE
BANCO CIUDAD
FOR
THE FINANCING OF
THESE ACTIVITIES

for the purchase,
construction, and
renovation
of buildings

for relocation
expenses and
equipment

PATRONAGE LAW

- A way to finance cultural activities.
- A fiscal incentive for those who patron these activities.

Cultural Promotion System

- Those who pay gross income tax can save some of this money if they use it to support cultural activities.
- Those tax payers that are in the Simplified Gross Income Tax System can use 100% of this year's payments to fund cultural activities. The rest can use 10% of last year's Gross Income tax payments.
- Those who fund projects in the Art District extend their Gross Income tax reduction from 10% to 12.5% or 15%.
- The funding is done by directly depositing the funds in the bank account of the leader of the Cultural project.



Contact details:

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832, Roque Sáenz Peña Avenue 4th floor
Tel: [54 11] 4131 5900

The Investor's Assistance Centre [CAI] has a team of advisors that help with the settlement of new projects in the Art District. This way, investors will find it easier, faster, and customized to their own needs.



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