

HISTORY AND PROGRAMMING

The original vision for Casa Azul of Greensboro (CA) was developed in 2010 by community leader Kathy Hinshaw and Mexican artist Mariana Rodríguez-Pardy. They gathered a group of Hispanic artists, professionals, and arts enthusiasts in Greensboro to share their ideas and to work together to promote Latin-American art and culture. Their vision unfolded in the mission of the organization: “to provide the environment and resources for creative expression of Latino culture in our community through projects and partnerships.”

The name Casa Azul was inspired by the home of Frida Kahlo and Diego Rivera in Mexico City, where they welcomed artists and intellectuals from all over the world, providing a space for the exchange of ideas and cultural expression. Casa Azul seeks to provide this “space” metaphorically to engender a similar atmosphere in the greater Greensboro area.

During the late summer of 2010, ArtsGreensboro, formerly the United Arts Council of Greater Greensboro (UAC), expressed interest in how to best support these efforts, which led to discussions about UAC serving in the capacity as fiscal sponsor for CA. In subsequent months, UAC proposed a fiscal sponsorship model and agreement. Monthly meetings through the winter of 2010 – 11 resulted in a “Fiscal Management and Sponsorship” agreement between UAC and CA, and on March 22, 2011, the first organizational meeting of CA’s Advisory Board, comprised of 11 Latino artists and professionals together with two advisors and ex-officio representation from UAC took place.

Casa Azul has received a grant from HIP Hispanic in Philanthropy since 2011 for capacity building and leadership development. Thanks to the financial support of HIP, the guidance of ArtsGreensboro, and all our partners and volunteers Casa Azul has become an established organization. In its short existence, the Casa Azul brand has become well-known in Greensboro and the Triad area.

In May, 2016 Casa Azul took the next step in becoming an independent organization as it filed its Articles of Incorporation and requested its tax-exempt status. Casa Azul of Greensboro received its tax-exempt status as a 501 (c) 3 organization on June 30th of 2016.

**MISSION:** To provide the environment and resources for creative expression of Latino culture in our local community through projects and partnerships.

**PROGRAMS:**

2021

* *My Roots, My Dreams. Art Exhinit.* Rosalia Torres-Weiner and Cornelio Campos Art Exhibition at the African American Atelier. May 7th to June 5th.
* *Round Table Discussion with Artists and Activist Rosalia Torres-*Weiner and Cornelio Campos. May 13th at the Van Dyke Performance Space
* *Film Screening of documentary:* *Forbidden: Undocumented and Queer in Rural America.* Followed by a Q&A with Moises Serrano. May 30th at the Van Dyke Performance Space.
* *A round Table Discussion with Local DACA students and DREAMERS.* June 5th at the African American Atelier.
* *Dia de Muertos-*Community Ofrenda at the Center for Visual Artists (CVA). November 1st to November 14th

2020

* Virtual Serenta with Fred Stanley. On April 29th
* *Día de los Muertos—Community Ofrenda*. At the Grow Space in the Greensboro Cultural Center. November 1st – 14th

2019

* *Ballet Folklórico: Fiestas y Bodas de México.* The Carolina Theater on April 7th. Casa Azul was proud to serve as fiscal sponsor of Ballet Folklorico de Julio Ruiz for this performance.
* *Dia de los Niños/Dia de los libros* with Greensboro Central Library on April, 27th. Book Give Away for children all ages.
* *Engraving Injustice: Taller de Gráfica Popular.* Art Exhibit at the African American Atelier. June 7th to September 12th
* Collector’s talk and Community Discussion. Talk by Dr. Robert Healy owner of the works in display at the Engraving Injustice art exhibit. June 21st at the African American Atelier.
* Print Making Workshop with Cuban artist Calos Montes de Oca. July 13th at the Greensboro Cultural Center.
* Using Art to Teach Workshop. At the African American Atelier and in Collaboration with Travis *Loughlin from Elsewhere. September 10th*
* *Dia de los muertos- Ofrenda Exhibition.* November 1st - 9th At Center for Visual Artist and the Van Dyke Performance Space.

Paper skulls and Piñata workshop. November 9th at *ArtQuest.*

2018

* *Dia de los Niños/Dia de los libros* with Greensboro Central Library on April, 28th. Book Give Away for children all ages.
* *Give Color to the Community Canvas*. Canvas created by Puerto Rican artist Sofía Alvarez-Tabío and painted by community members. (July 13th, 21st, 22nd) Currently in exhibit at the Center for Visual Artists (CVA)
* *International Folk Festival. Family Area.* Casa Azul led a workshop on the making of the leaves for a tree of life for children attending the International Folk Festival. September 7-9.
* *Noche de Salsa* with Orquesta Mayor at the VanDyke Performance Space on September 21st.
* Story Time at Scuppernong. Reading and craft activities for children. October 20th
* *Día de los Muertos Children Workshop*. At the Central Library on October 25th
* *Volunteer workshop on Dia de los muertos traditions*. October 29th
* *Día de los Muertos-Ofrenda Exhibition and Performance* Events on November 2nd Van Dyke Performance Space and CVA.
* *Dia de los muertos- Ofrenda Exhibition.* November 2nd - 16th At CVA.
* *Story Time at Scuppernong.* Reading and craft activities. November 16th
* Sugar Skulls workshop. At ArtQuest on November 10th
* *Tradition and Art of Dia de Muertos*. Talk by Dr. Healy at CVA on November 9th
* *Story Time at Scuppernong.* Reading and craft activities. December 15th

Most Casa Azul events are free and open to the public. Exceptions are the “Noche” events that have an entrance fee and the *Voces Latinas (2013).*

2017

* *Dia de los Ninos/Dia de los libros* with Greensboro Central Library on March 31st. Book Give Away for children all ages.
* *Exploring Latin American Rhythms*. A percussion performance held at LeBauer Park. This June event was the first of the In-Fusion series. A serie that explore cultural and individual identity through Latin Art in downtown Greensboro.
* *From Appalachia to the Andes: A Conversation About Art, Fusion, and Identity.* A Round-Table Discussion with artists to explore identity as expressed in their art. It was held at Scuppernong on July.
* *Appalachia Meets the Andes: A Latin Grass Musical Journey with Joe Troop and Che Apalache.* A concert held at Triad Stage on July.
* Máscaras [Masks] in the Americas Workshop. A talk and workshop led by Mexican artist Monica Weber that explored the cultural fusion found through the Americas today. Participants created their own masks. Held at Greensboro Cultural Center on August.
* *International Folk Festival. Family Area.* Casa Azul led a workshop on the making of maracas and zampoñas for children attending the International Folk Festival.
* *Día de los Muertos Children Workshop*. It will be held at the Central Library on October 26th.
* *Día de los Muertos-Ofrenda Exhibition and Performance* Events on November 3rd.

2016

* *An Evening with Don Quixote,* in celebration of the 400 years of *Don Quijote*, held at Scuppernog Books. This event was part of the Quixote Festival, a state wide festival celebrating the 400 years of *Don Quijote.*
* Round-Table Discussion with Latino Artists as part of the Pan-American art exhibit, Weatherspoon Art Museum, March 3rd. Artists included Monica Weber (Mexico), Victoria Morales (Chile) and Socorro Hernández-Hinek (México)
* *Día de los Niños/Día de los Libros* with the Greensboro Central Library
* *Día de los Muertos*

2015

* *Noche Andina*
* *Día de los muertos*

2014

* *Noche Caribeña* at Studio B
* Artist Talk and Book Signing with Noé Katz with Greenhill Art Gallery
* Presentation of the documentary *Tierra Brillante* with the Mexican Consulate in Raleigh
* *Día de los niños/Día de los libros* with the Greensboro Central Library
* *Día de los Muertos*

2013

* “*Noche[[1]](#footnote-1) de Arte y Tango”* featuring Argentinian artist Fernanda Piamoniti, The Lorena Guillen Tango Ensemble, and tango dancers to celebrate the Argentinian culture
* *Voces Latinas* at Artistika
* Lincoln Financial Group Art Exhibit for Hispanic Heritage Month
* Authors Event featuring Luis Urrea and Richard Blanco (with Greensboro Central Library).
* *Día de los Muertos*

2012

* Latin Roots Art Exhibit at Earthworks
* A performance by the Bronx Horns in partnership with the United Arts Council
* *Día de los Niños/ Día de los Libros* in partnership with the Central Library and featuring Mexican illustrator Marco Almada
* *Día de los Muertos*

2011

* Grand Opening Art Exhibit and Reception in Studio B, during the month of June
* *Día de los Muertos* held in November. This has become an annual signature event.

**Recognitions**:

In its short existence, the Casa Azul brand has become well-known in Greensboro and the Triad area. CA is recognized in the community and receives very positive reviews from the media and program participants alike.

2014 Casa Azul received the “Latino Diamante Award” in the Art and Culture category to recognize CA significant contributions to the Latino community in North Carolina. Awarded by Diamante, INC.

2015 Triad City Beat chose “Noche Caribeña” as the number 1 cultural event covered by the Triad City Beat in 2014.

2015 “Arts Awareness Contest” organized by WFDD. Casa Azul won 2nd place among 44 arts related organizations from around the world and received free advertisement for the complete year. The contest was based on the audience voting for their favorite art organization.

**COLLABORATORS AND PARTNERS:**

Greensboro Cultural Center

ArtsGreensboro

Hispanic in Philanthropy

Community Foundation of Greater Greensboro

The Weaver Foundation

Mexican Consulate of Raleigh

Que Pasa Noticias

La Fiesta, Restaurant

Pedro’s Taco Restaurant.

Greensboro Public Library

205 Collaborative

Greenhill Gallery

Artistika

Earthworks gallery

Weatherspoon Art Museum

Children’s Museum

Scuppernong Books

Triad Stage

Center for Visual Artists (CVA)

ArtQuest

The Van Dyke Performance Space.

**PRESS:**

CA events have been featured in the following media outlets:

GCTV

Greensboro Daily

Greensboro News and Records

La Noticia Newspaper

O' Henry Magazine

Que Pasa Newspaper

Time Warner Cable News

Triad City Beat

WFDD

WGHP News

Yes Weekly

Greensboro News and Records

1. “Noche” is Casa Azul’s 2nd signature event. A Noche highlights the art and culture of a specific region of Latin America. [↑](#footnote-ref-1)