



URBAN ART MUSEUM PUNTO

The Punto Urban Art Museum in Salem,
MA:
Latinx Representation in Community Art

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Background

- Punto Urban Art Museum is a project of the North Shore Community Development Coalition, a nonprofit affordable housing developer located in Salem, MA.
- Mission Statement: ***"A social justice art program focused on breaking down invisible socio-economic barriers."***
- The project features 75 large scale murals within a 3 block radius in the El Punto, The Point neighborhood located in Salem, featuring local and international artists.

Source: <http://puntourbanartmuseum.org/>

El Punto / The Point Neighborhood

- Immigrant community of workforce housing: French-Canadian, Italian, Irish until 1970s. Now majority Hispanic/Latinx population.
- Currently 23.6% of Point residents are foreign born; 63% non-white.
- 17.6% of Salem, MA residents are identified as Latino.
- Median income \$41,068 in 2016.
- Neighborhood experiences segregation and discriminatory attitudes, frequently disparaged among dominant groups in Salem.
- Concentrated area of affordable housing – nonprofit and state-run.
- Resident pride exists, isolation and safety fears also present.

Source:

<http://www.city-data.com/neighborhood/The-Point-Salem-MA.html>

<https://www.salem.com/sites/salemma/files/uploads/salemhousingneeds.pdf>

Anacaona

Ruben Ubiera-Minaya



Pride and culture.

This is me, my home, where
belong.



Anacaona
street view

Anacaona in Real Life



- Rosario Ubiera-Munaya, the artist's sister.
- Executive Director of Amplify Latinx.
- Founder of Conjuelos Productions, an arts programming business focused on Latinx and Afro-Latino representation in particular
- Salem resident, Dominican immigrant.

Queen of the Block

Mr. Cenz



Where I'm from is who
I am.

Queen of the
Block
street view





Katherine

Paola Delfin

I am a student. I am a girl.

My name, myself is between
two worlds.



Untitled

Belin

Confusion. I feel
disjointed, and torn
between worlds.

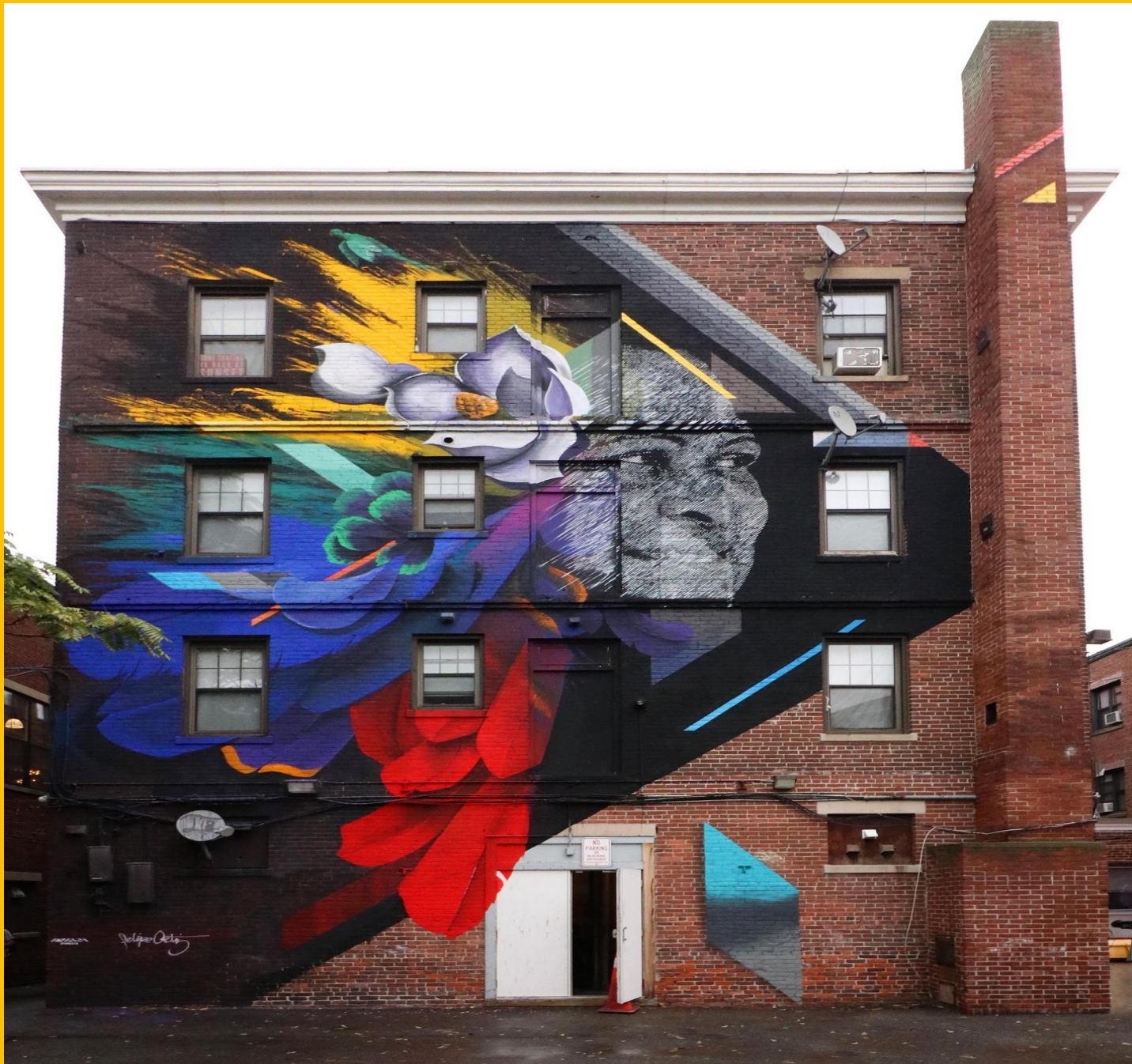


Communion with Us

GLEo

I believe in God's plan for me.

I am reverent.



Migrar

Felipe Ortiz & Ivan Salazar

I am hopeful and faithful.

I am bringing forward those
who follow, my family.

The Farmer

Ruben Ubiera

My home where the land was
my work.



Crieciendo Juntos

El Cekis

Walls and fences
separate us and keep
us apart.

I can grow no matter
where I am.



You Can't Untangle My Roots

Angela Gonzales



My ethnic roots blend into one another.
One growing into the next.

Love Child

Chor Boogie



You see only a part of me.

Love Child Street view

See the whole of me.



Conclusion

- Punto Urban Art Museum elevates Latinx culture through collectivist, familismo, and personalismo cultural depictions in El Punto/The Point.
- Attention is paid to the murals' mediums to evoke racial and ethnic pride by onlookers.
- “Representation Matters” The Punto Urban Art Museum reflects themes of migration, assimilation, and acculturation.