

cuidARTE CHILE

IDENTITY AND SOCIAL PARTICIPATION

Fabian Muñoz
Director, CuidArte Chile

CuidArte is a movement for integration and training that seeks to preserve both tangible and intangible heritage and promote the diversity of cultural expressions.

The idea came up on October 17, 2011 at an artistic workshop held in the community of San José de Maipo, Cordillera province (Chile's Metropolitan Region). The artists participating in the event highlighted the need for the Cordillera province to have an artistic-cultural centre that fosters local talent, especially considering the high population density in the communities of Puente Alto (the most densely populated in Chile and one of the most densely populated in Latin America), San José de Maipo, and Pirque.

The objective of CuidArte is to boost social development in the Cordillera province through the implementation of activities and the holding of cultural and educational workshops where citizen participation is fundamental. Based on local identity, the movement promotes music, painting, theatre, sculpture, dance and entertainment, appreciating the heritage of Pirque, Puente Alto, and Cajón del Maipo.

A total of 425 active members and 132 honorary collaborators are involved in this project. It gathers together a number of multidisciplinary professionals who offer their technical, cultural, pedagogical and artistic skills to the community. They have gained all this knowledge through life experiences for further social development and well-being, with the participation of the population.

The project aims to raise social awareness and responsibility and face challenges by implementing sensitization actions and working directly with the population so as to have greater impact and social involvement for a more inclusive, humanistic and environmentally friendly society.

Its major actions include studying and working with specific collectives under social vulnerability or marginalization situations, and understanding their realities by conducting educational and artistic activities in a wide range of non-formal areas.



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Jorge Guerrero, Victor Elmes and Fabian Muñoz in the radio programme “Hablando de lo nuestro”



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Argentinian and Chilean artists in El Colorado, Cajón del Maipo, in environmental activities

CuidArte actions cover radio and television programmes, a magazine, a circus, a play, a documentary film, a travelling museum, and a great team.

The project is funded from private donations and contributions by regional and local companies, in exchange for the promotion of these entities in its radio programmes and magazine.

Disseminating our heritage

Intended for city halls, public and private entities, foundations, town councils and the general population, Hablando de lo nuestro, a local radio programme, seeks to disseminate and make both tangible and intangible heritage and cultural diversity visible in Cordillera province.

The programme, which reaches Pirque, Puente Alto, and San José de Maipo, gives local inhabitants the opportunity to participate and talk about their heritage. Musicians, street artists and craftsmen are also actively involved in it.

Freely distributed to schoolteachers, the magazine is designed for children and teenagers. The television

programme (channel 37 in Puente Alto) has been on the air since September.

Street, committed art

The movement promotes the creation of artistic murals by teenagers and young people in local streets to make public spaces more attractive and raise awareness about key social issues.

Painting and teamwork encourage the exchange of ideas and concerns over a wide range of subjects, namely the environment, human rights, equity and gender, responsible consumption, endogenous development, creativity and spiritual growth versus consumerism and individualism, intergenerational gaps and discrimination against older people, racial discrimination, immigration and equity versus stigmatization and marginalization, etc.

The project attaches utmost importance to the potential of art as a fundamental pillar for social sensitization and stimulation.

Cordillera Province Festival

CuidArte thanks very dearly the owner of Las Águilas Humanas circus for the donation of a 1,000-people travelling big top. It will be used for staging the play and performances by local musicians, housing the museum, and making any other artistic manifestation possible.

The highlight of this experience will be the Cordillera Province Festival, which will involve all forms of artistic and cultural expressions that have been taught to and/or have been created jointly with the population. The idea is for the Festival to have such an impact that it will be considered part and parcel of local identity.

CuidArte impact on local development

CuidArte contributes to local development in different areas, mainly individual human growth. For example, Art Therapy makes use of various creative processes for therapeutic, educational, preventive, rehabilitation and personal-development purposes. On the other hand, the project enables to identify and work with local artists at present and in the future.

Local economic development has led to increased access by artists to new economic opportunities and, therefore, to higher autonomy. The movement is being supported by provincial and local entrepreneurs whose contributions are thanked for in radio programmes, magazine advertisements and various items they supply for events organized or attended by CuidArte.

Its contribution to sustainable development involves linking art and recycling. This way, students and radio listeners of the three local stations learn about the process of recycling. The art education centre has trash cans by type of product. CuidArte works in close coordination with the Department of Hygiene, Upkeep and Landscaped Areas in the Illustrious Municipality of Puente Alto in the formulation of environmentally sustainable policies. Thanks to CuidArte efforts, a sculpture will be placed at the first recycling centre (Clean Site) in the community of Puente Alto. This work will be developed using only recycled material **C&D**

ITS CONTRIBUTION TO SUSTAINABLE DEVELOPMENT INVOLVES LINKING ART AND RECYCLING

Project members

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| • Jorge Guerrero <i>painter, sculptor</i> | • Antonio Guerrero <i>Painter, muralist, sculptor</i> | • Ernesto Rivero <i>student</i> |
| • Cristian Navarro <i>meeting planner</i> | • Gonzalo Braun <i>computer engineer</i> | • Batian Aguilar <i>student</i> |
| • Fabián Muñoz <i>Electrical engineer, musician</i> | • Isabel Elmes <i>English teacher</i> | • Trinska Guerrero <i>sales engineer</i> |
| • Gisel Angelotti <i>architect</i> | • Victor Elmes <i>builder, civil works</i> | Associated companies |
| • Rodrigo Rocha <i>journalist</i> | • Osvaldo Guerrero <i>builder, civil works</i> | • Hoyts movie theatre, Puente Alto |
| • Paloma Olivares <i>journalist</i> | • Loreto Muñoz <i>nurse</i> | • Language School, Pirque |
| • Nicolás Zegers <i>musician, composer</i> | • Patricio Arenas <i>head, Fire Department</i> | • El Manzano Elementary School |
| • Mia Leighton <i>musician, composer</i> | • Marcela Valenzuela <i>secretary</i> | • Fourth Fire Department, San José de Maipo |
| • Iver Guerrero <i>restorer</i> | • Isabel Guerrero <i>writer</i> | • Spa, Pirque |
| • Efraín Jamberta <i>muralist</i> | • Catalina Morales <i>student</i> | • El Trigal Bakery |
| | | • Evaristo Restaurant |
| | | • Casa Bosque |