

apropa  

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cultura



we open the  
doors to the  
inclusion



Apropa Cultura is made possible by all of us: institutions, cultural facilities, patrons, professionals in the social and education fields, users of community organisations and the team involved in the programme. Photo taken when filming the video for the 2018 Cultura Apropa Week, an image that acknowledges the importance of all the people involved in the project.

## Continue working to build a better world

Apropa Cultura began in 2006, offering tickets at reduced prices to groups of people at risk of social exclusion. It arose from a personal vocation I had as Marketing Manager at L'Auditori (from 2003) and which, I felt, was shared by other people.

Our endeavour is to ensure that the most vulnerable people also have access to culture. With this spirit, a project was born that has thrived over the years, thanks to the strong cooperation of professionals both in the social ambit and in cultural centres. The secret of our small success is implication. This implication unites two worlds with a bridge that makes cultural centres more social, and makes social organizations more cultural. We foster and renew our vocation every day.

Over these 12 years we have seen the tip of the iceberg of what we can and should achieve. Each one of us has the opportunity to build a better world. Access to culture requires involvement, regulation and commitment; a commitment to build cultural proposals that are participatory and adapted to those people at risk of social exclusion, and a commitment to make the arts part of the daily life of social organizations.

*Sonia Gainza,  
Director of Apropa Cultura*

# For social transformation through culture

We are committed to universal access to culture, promoting social inclusion and ensuring the dignity of all people.



## Why?

Because we believe that culture is a transforming experience for the individual and for society.

## Who are we?

We are an initiative dedicated to inclusive cultural leisure that extends the social programme of cultural centres to social organizations. We work with social organizations concerned with people with disabilities or at risk of social exclusion, both on a preventative level and through direct intervention. We put these organizations in touch with cultural centres that have a social commitment. We accompany them in the process of making culture a regular and significant event for even the most vulnerable people.

## How do we do it?

We connect social organizations with theatres, concert halls, museums and festivals throughout Catalonia. Cultural centres reserve 2% of their seasonal capacity at a price of 3€. Museums offer tours and adapted activities.

## What do we offer?

- Seasonal cultural programmes accessible to all (3 € per person).
- Participative activities and visits adapted to the needs of every group.
- Programme presentations in every area.
- Personal advice offered at every cultural centre.
- Artistic and educational training courses for including arts in the daily life of different social groups.
- Pedagogic resources for the application of the arts in daily life.

# To open a door is to open a world full of hope



**Manel Sahuquillo** Aged 54.  
Member of the Fundació Joia Social Club.  
A great fan of theatre, film soundtracks,  
classical music and science fiction novels.  
He also enjoys a good movie or a good  
comic.



**Mercedes Veyler** Aged 88.  
She attends the Residence and Day  
Centre of Les Corts. Crossword,  
cinema and gym enthusiast. She  
loves cultural outings, which she was  
unable to enjoy in her youth.

## An Apropa Cultura memory

**Manel:** “In the Gran Teatre del Liceu, the  
Homage to Granados by the National Dance  
Company in March 2016”.

**Mercedes:** “In the Palau de la Música Catalana,  
the show Jazz en viu... Swing!, in March 2016”.

## What you liked most

**Manel:** “Going in a group, and how kind the  
people of the Liceu were, helping us to find our  
seats.”

**Mercedes:** “The concert and the architecture of  
the building were fantastic. I loved sharing the  
concert with the children there.”

## A feeling

**Manel:** “Impressed and very satisfied.”

**Mercedes:** “Very excited, I was thrilled. I felt  
happy and delighted to be there. “

## A thought

**Manel:** “I didn’t think live performances could  
be so exciting, rewarding and motivating.”

**Mercedes:** “I thought I’d never be able to go to  
the Palau. I’d given up the idea. Who’d have  
said that at the age of 87 I’d get to see it! “

## A discovery

**Manel:** “I love the world of live entertainment.  
It’s so different.”

**Mercedes:** “I love all the cultural outings. I don’t  
want to miss a single one! “

# Other cultural experiences, in a phrase

*«I feel fulfilled, just like any other spectator. I hadn't been able to go to the theatre for years. I now know that it's possible.»*

Rafael, aged 44, CAMS (Addictions)

*“These activities help me get out of the house and involve myself in another environment.”*

Miguel, aged 40, *Fundació Joia Social Club* (Mental health)

*“It is a programme that makes us feel alive, when we participate in the city's cultural events.”*

Nuria, aged 84, *Centre Ocupacional Sínia* (Intellectual Disability)

*“Deciding to go out with other women makes me feel really good. It gives me independence.”*

Marta, aged 63, *Noestasola* (Women)

*“What I like most about the experience is the sense of reactivation I get as an individual, in all areas: psychological, social, human ...”*

Jesus, aged 58, *Club Social Fundació Joia* (Mental Health)



# The right to culture, a reality

## Cultural promoters of the Apropa Cultura network:



Thanks to the commitment of cultural programmers, institutions and patrons, vulnerable people can enjoy unique experiences.

## Cultural centres also included in the network

### Badalona

Teatre Zorrilla  
Teatre Blas Infante

### Balaguer

Teatre Municipal de Balaguer

### Barcelona

Teatre Romea  
Teatre Goya  
Teatre Condal  
la Villarroel  
Museu de la Música  
CaixaForum  
Cosmocaixa  
Anella Olímpica  
Zoo de Barcelona  
Park Güell  
Festival Grec de Barcelona  
El Born CCM  
Museu Etnològic i de les Cultures del Món  
Museu del Disseny  
Castell de Montjuïc  
Monestir de Pedralbes  
Museu Frederic Marés  
Museu d'Història de Barcelona (MUHBA)  
Festival Mas i Mas  
Sala Jamboree  
Sala Tarantos  
Festival Jardins de Pedralbes  
Festival Mil·leni  
Fundació Antoni Tàpies

### Castelldefels

Teatre Plaza Castelldefels  
Sala Margarida Xirgu

### Cervera

Gran Teatre de La Passió de Cervera  
Auditori Municipal de Cervera  
Paranimf de la Universitat de Cervera

### Girona i Salt

Temporada Alta  
Teatre Municipal de Girona  
CaixaForum  
Teatre de Salt

### Granollers

Llevant Teatre  
Casa de Cultura Sant Francesc  
Roca Umbert Fàbrica de les Arts  
Teatre Auditori Can Palots

### L'Hospitalet de Llobregat

Auditori Barradas  
Teatre Joventut

### Juneda

Teatre Foment de Juneda

### Lleida

Aud. Mpal. Enric Granados  
Teatre Mpal. de l'Escorxador  
Teatre Mpal. la Llotja de Lleida  
Centre d'Art la Panera CaixaForum

### Mataró

Teatre Monumental  
Can Gassol  
Centre de Creació d'Arts Escèniques

### Olot

Teatre Principal  
Sala el Torín

### Reus

Teatre Bartrina  
Teatre Fortuny

### Sabadell

Teatre Principal  
Teatre La Faràndula  
Teatre L'Estruch  
LaSala Miguel Hernández

### La Seu d'Urgell

Sala de Cultura Sant Domènec

### Solsona

Teatre Comarcal de Solsona

### Tarragona

CaixaForum

### Tàrrrega

Teatre Ateneu Tàrrrega  
Espai Mercat

### Terrassa

Teatre Alegria  
Teatre Principal  
Auditori Municipal de Terrassa

### Torroella de Montgrí

Espai Ter

### Valls

Teatre Principal  
Centre Cultural

### Vendrell

Audit. l'Escola Mpal. Música Pau Casals  
Auditori Pau Casals  
Teatre Àngel Guimerà

### Vilafranca del Penedès

Teatre Municipal Cal Bolet  
Auditori Municipal

### Vilanova i la Geltrú

Teatre Principal  
Auditori Eduard Toldrà



# 12 years opening doors

More than  
**2.100**

different **cultural proposals** in  
each season's schedule.

**1.986**

**registered social centres** that  
work with people at risk of social  
exclusion.



More than  
**100**

**Theatres, concert halls,  
festivals and museums**  
throughout Catalonia form  
part of the Apropa Cultura  
network.



## Participants by area since 2006

Intellectual disability	59.334
Mental health	46.526
Elderly people	28.686
Children and youth	22.769
Physical disability	10.409
Women	10.084
Drug addictions	9.790
Immigration	8.896
Poverty	6.265
Chronic illness	6.203
Homeless	3.887
Sensory disability	2.600
Justice	1.303



# Participants

## > Tickets

More than 132.500 cultural experiences since 2006:



**174.195 tickets**

to shows



**42.557 visits**

to museums and exhibitions

## > Training sessions



**4.168 participants**

in the “Educa amb l’Art” courses



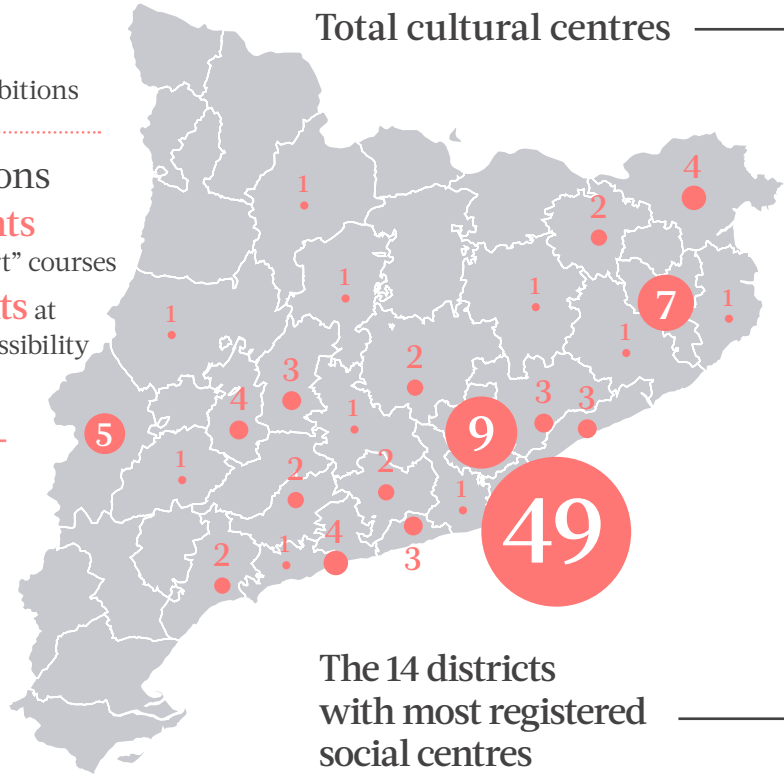
**1.002 participants** at

the “Seminars on accessibility and inclusion”

# Territory

Social centres and cultural centres per district

## Total cultural centres



## The 14 districts with most registered social centres

Barcelonès	960
Baix Llobregat	163
Vallès Occidental	159
Gironès	96
Maresme	81
Vallès Oriental	76
Segrià	67
Osona	45
Baix Camp	41
Bages	38
Garraf	31
Garrotxa	25
Alt Penedès	24
Tarragonès	21

\*Figures up to October wwww2018

## What the press says

«Accessible culture is possible» *El Periódico*

«With the programme, more people have the opportunity to experience culture, promoting a much needed source of happiness» *La Vanguardia*

«An initiative that seeks to eliminate the social and economic barriers from public access to culture» *Ara*



“Apropa Cultura is a vital programme.”

Àngels Margarit, *directora del Mercat de les Flors*

“We have to keep asking ourselves ‘are we all here?’”

Núria Guasch, *educadora social*



“Apropa Cultura has not just transformed us: it has made us all better.”

Pep Tugues, *director Teatre Auditori Sant Cugat*

“Apropa Cultura is consistency and belief: it’s fighting.”

Roger Fe, *educador social del Centre d’Acollida Assís*



# In first person



## Social visions with cultural values

*“Culture is part of the process of recuperating normality. These are moments to share, to be with other people, to have fun and to reflect.”* Maribel Guillamon, coordinator, *Noestasola* (Women)

*“Society should perceive culture as a necessity that we don’t want to renounce, a pleasure that moves us, a source of personal enrichment and something that belongs to everyone.”* Imma Bertran, psychologist, *Centre Ocupacional Sínia* (Intellectual disability)

*“In the dimness of the room, the established barriers and differences disappear.”* Ricardo Navarro, social educator, *Serveis Socials de l’Ajuntament de Viladecans* (Social exclusion)

*“I’d like the participants to become more convinced that they form part of this society as much as anybody else, each person with his or her diversity.”* Emili Grande, psychologist, *Fundació TEAS* (Intellectual disability)



## Cultural views with social values

*“Culture should be perceived as a tool for social transformation.”* Jaume Antich (Director of the Atrium Viladecans)

*“Together we do something that makes sense: we open doors to unknown worlds.”* Salvador Sunyer (Director of the Temporada Alta Festival)

*“We should make it known that these people are also part of culture.”* Pep Tugues (Director of the Teatre-Auditori Sant Cugat)

*“There are still many social organizations that don’t know about the great potential art can have in improving the quality of life of the people they care for. When the cultural and social welfare sectors work together, the benefits are immense.”* Roser Sanjuan (Manager of the Educational Service, Centre d’Art la Panera de Lleida)

# What can you do?

I am ...

## 1. A social organization

Participate in activities once you have registered on our website.

## 2. A cultural centre

Open the doors of your theatre, concert hall, museum or festival by reserving 2% of the season's seating capacity.

## 3. A professional in the social and educational sector

Find out about the 'Educa amb l'Art' training programmes and resources on the network. Check on the registration of your social centre.

## 4. A company

Contact us for information about sponsorship with social commitment

## 5. Media

Give us support and help us spread the word about the project.

## 6. A volunteer

Let people know about the project, and open the door to the inclusion of people attended in centres, residences, associations, etc.

### Contact us:

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## With the support of:



## And in collaboration with:

