

aprop
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

Audt. 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

Tàrrega

Teatre Ateneu Tàrrega
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

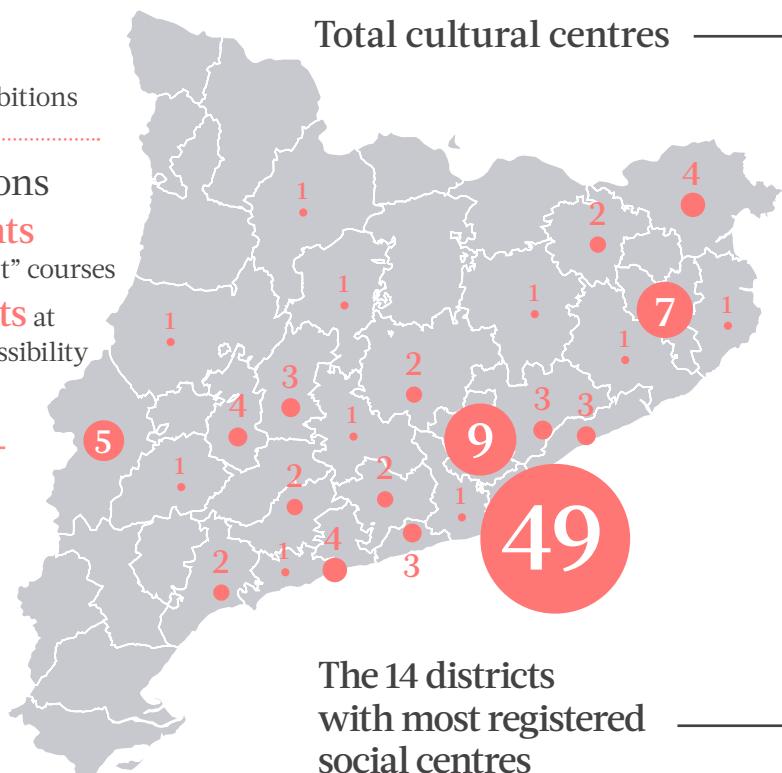
4.168 participants

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

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*

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 www.2018



**“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*

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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:

