



CREATIVE

2025

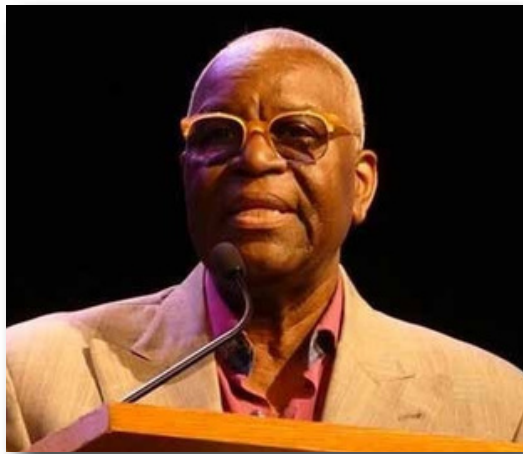
ARTISTIC

EXPRESSION



OUR MISSION IS TO PROMOTE HARLEM AS A PREMIER
ARTS & CULTURE DESTINATION AND TO DRIVE
ECONOMIC PATHWAYS
**FOR CREATIVE COMMUNITIES, LOCAL
BUSINESSES, AND RESIDENTS.**

THE TEAM:



1 Voza Rivers
Executive Producer



2 Miranda Barry
Executive Producer



3 Catrina Prioleau
Executive Producer
Managing Director



4 Marco Shalma
Executive Producer
Marketing Director



ABOUT

HARLEM HERITAGE NOW is a multimedia marketing campaign that promotes a powerful collaboration of Harlem's arts and cultural institutions and celebrates Harlem's history, culture, and excellence in the arts. It is designed to promote Harlem as a premier destination for visitors from around the world in order to benefit Harlem's arts, hospitality, and small business economy, and provide its residents with job opportunities, recognition, and cultural enrichment. HARLEM HERITAGE NOW will promote new events and exciting venues in the arts in Harlem – including theater productions, museum openings, festivals, and exciting luxury & boutique hotels.

The MASC Hospitality group and social media team design promotional assets across multiple channels with key distribution points. Over time, the brand will become a signature of Harlem, regularly attracting tourists from the Tri-state area, across the US and internationally.

HARLEM HERITAGE NOW





HARLEM

**WHERE ARTISTIC EXPRESSION AND SOCIAL
ACTIVISM INTERTWINE, HAS LONG BEEN A
BREEDING GROUND FOR GROUNDBREAKING
MOVEMENTS AND CREATIVE REVOLUTIONARIES.**

ARTIVISM

HOTELS & STAYS

Harlem Heritage Now invites you to experience the vibrant soul of Harlem, where history, culture, and art converge. Immerse yourself in the neighborhood's rich legacy while enjoying the comfort and style of its distinctive hotels. From chic boutiques to luxurious havens, Harlem's accommodations offer a unique blend of modern amenities and classic charm. Discover the Renaissance Hotel, or ALoft as the perfect home base for exploring Harlem's iconic landmarks, world-class museums, and electrifying entertainment venues. Each stay is not just a respite, but a chance to support local businesses and contribute to the cultural renaissance of this legendary neighborhood.





HARLEM WORSHIP EXPERIENCES

Over the years, Harlem's choirs, sermons and architecture has become a major attraction of NYC visitors interested in authentic cultural experiences.

Connect to authentic Harlem Worship experiences across the hundreds of churches in Harlem spanning multiple denominations representing the diversity of God.

First Corinthians Baptist Church

**This is where
art ignites
change...**






DANCE
THEATRE OF
HARLEM

2025 NEW YORK SEASON

HARLEM BOMB SHELTER

The legacy of Langston Hughes and the Harlem Writers Guild lives on in Harlem's vibrant poetry scene, where words paint vivid portraits of struggle, resilience, and hope.

VISIT





*Ice
Theatre
of New York*®

CELEBRATING THE JOY
OF DANCING ON ICE



THIS

harlem is...

Drop into the heart of Harlem, explore those hidden gems, and uncover the stories that make this place iconic. Get ready to soak up the vibes, capture the essence, and rep Harlem like a true insider.

Explore the captivating "Harlem Is" exhibit at Harlem Hospital, a powerful showcase of community stories and artistic expression. This impactful project was created through a dynamic partnership between Community Works and the New Heritage Theatre Group

theatre

Celebrating 60 years as a cultural cornerstone in Harlem, The New Heritage Theatre Group is the oldest not for profit Black owned theater company in New York State.

HARLEM HOSPITAL CENTER
506 LENOX AVENUE, NEW YORK, NY

VISIT US ONLINE



MUSEUM OF THE CITY OF NEW YORK



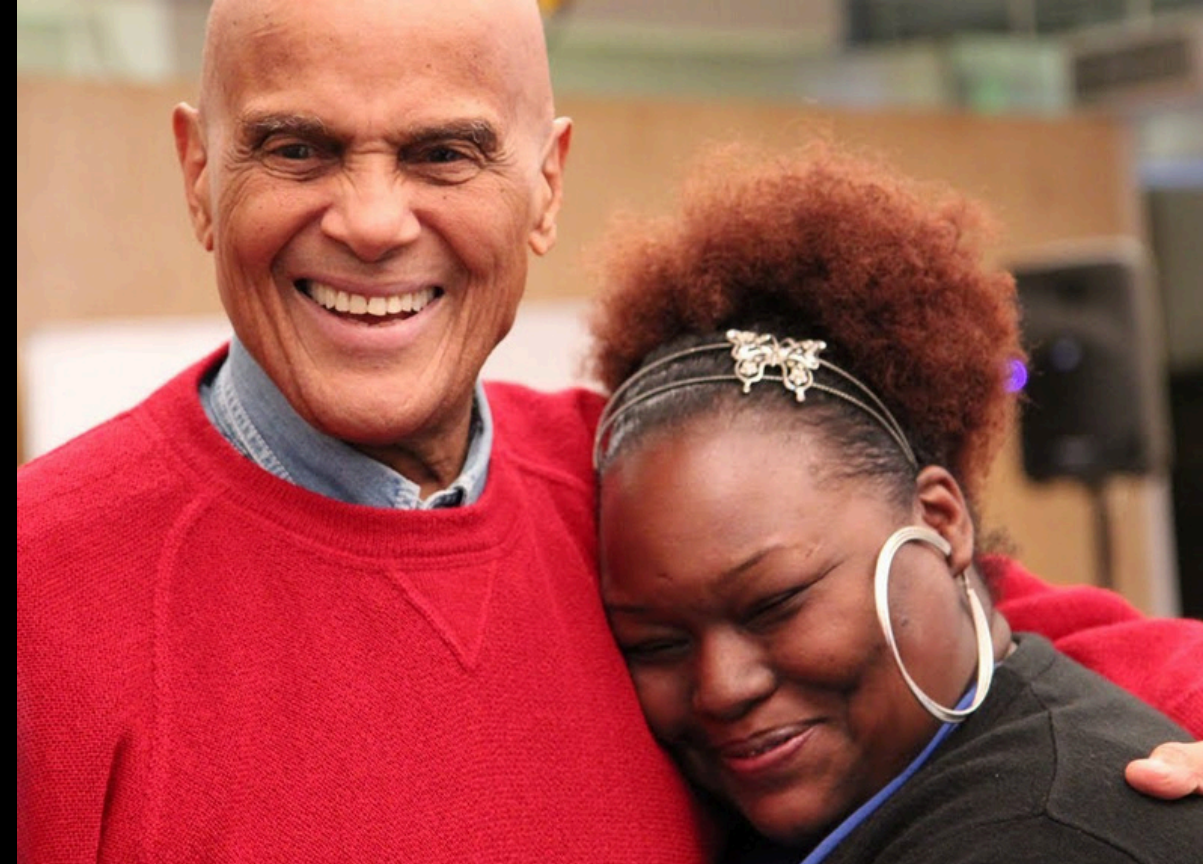
**The Museum of the City of New York:
where the past, present, and future of this
iconic metropolis converge, inspiring
discovery and sparking conversation.
Explore the stories that shaped New York,
from its earliest days to the vibrant city it is
today, at the Museum of the City of New
York.**

VISIT



NEW HERITAGE FILMS

New Heritage Films, an integral part of the legendary New Heritage Theatre Group, has produced over 50 documentaries that serve as powerful vehicles for storytelling and social impact. These films, showcased at the Harlemwood Film Festival often exploring themes of Black history, culture, and social justice, have garnered critical acclaim and touched countless lives. Through their lens, New Heritage Films captures the essence of the human experience, giving voice to the voiceless and inspiring audiences to embrace the transformative power of art.



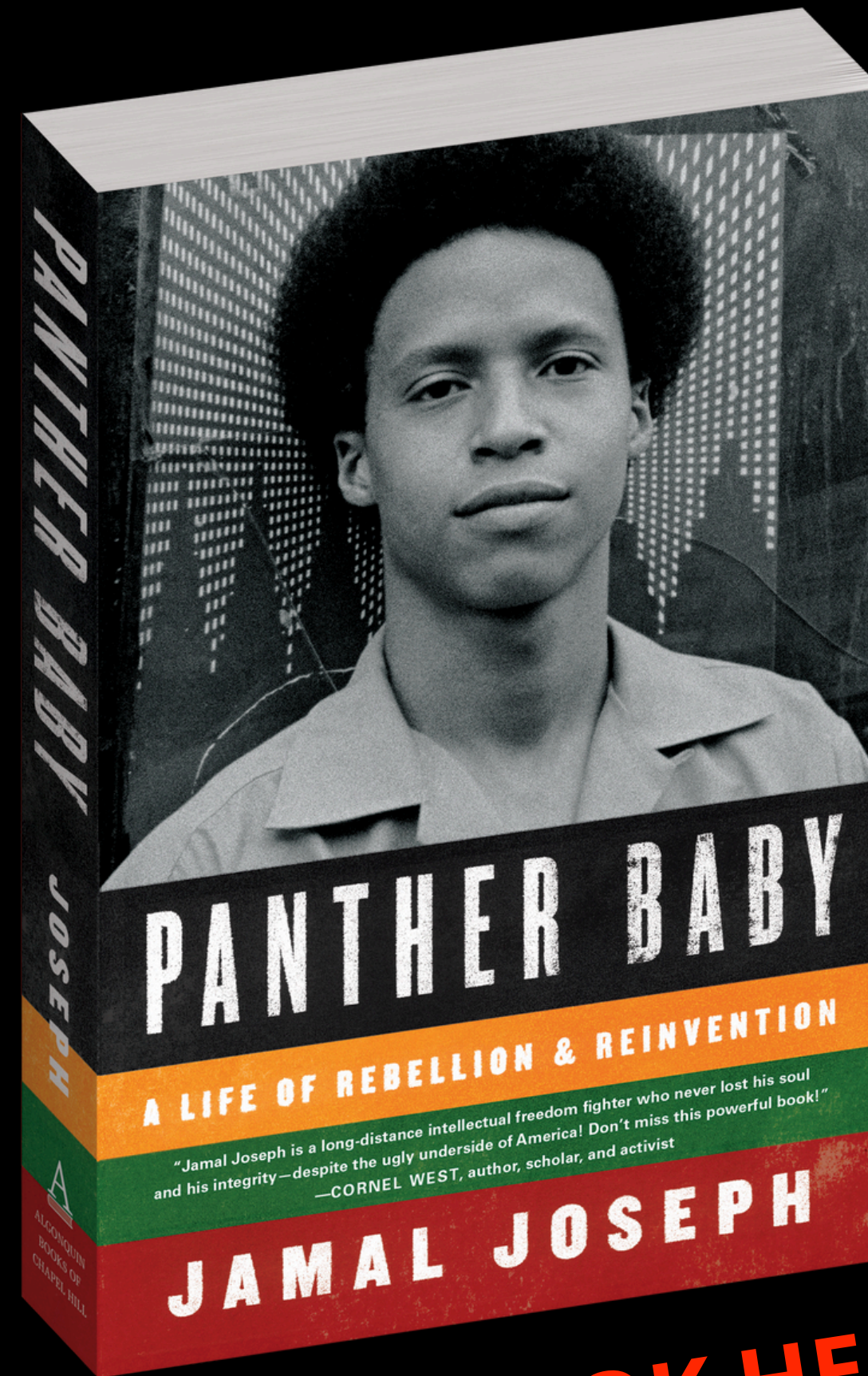
HARLEMWOOD

JAMAL JOSEPH

An inspiring exploration of the powerful synergy between art and justice. This thought-provoking workshop delves into the transformative potential of creativity as a catalyst for social change and advocacy.

Discover how art serves as a dynamic platform for expressing and addressing social inequalities, driving meaningful conversations, and inspiring progress.

Engage in an enlightening experience as we examine the profound impact of art in steering conversations about justice and shaping a more equitable world.



ORDER BOOK HERE

Jamal Joseph:

U.S. Writer,
Director,
Producer,
Orphan,
Filmmaker,
Father, Poet,
Youth Advocate,
Oscar Nominee,
Emmy and
Grammy
nominated for
"Dear
Mama." Activist
and Professor of
Professional
Practice at
Columbia
University School
of the Arts in the
Film Department.



Grace Beyond Measure, Dr. Thomas Elias Lockhart III
HFAS17 Featured Artist

HFAS17

HARLEM FINE ARTS SHOW

**17th Year
of the Largest
Art Exhibit
of the
African Diaspora**

THE GLASSHOUSE

660 12th Ave, New York, NY 10019
(Between 48th & 49th Street)

February 21-23, 2025

A LANDMARK
THAT HOLDS A
SPECIAL PLACE
IN HARLEM'S
HEART

VISIT

HARLEM
OPERA
THEATER



Atsushi TOYA Tokuya
**Composer, Arranger,
Producer, Director,
Pianist/Keyboardist**

**Born in Tokyo, Japan,
TOYA became a
professional musician
at the young age of
eleven.**

JAPAN & HARLEM



THIS

Step into the captivating world of "Edges of Ailey" at the Whitney Museum, a groundbreaking exhibition celebrating the visionary choreographer Alvin Ailey. More than just a retrospective, this immersive experience invites you to explore the profound impact of Ailey's artistry on dance, music, visual art, and Black cultural identity. Discover the people, places, and powerful themes that shaped his choreography, from the soulful rhythms of the American South to the vibrant energy of the Harlem Renaissance. Through rare archival footage, stunning photography, and dynamic installations, "Edges of Ailey" offers a unique and unforgettable glimpse into the heart and soul of a dance legend.



Aleathia
Brown



Aleathia Brown

TURNING 15 ON THE ROAD TO FREEDOM

A NEW MUSICAL BASED ON THE 1965 VOTING RIGHTS MARCH



"This is so moving, so impressive, so stirring and informative—this is something that can make people realize their power"

—Linda Armstrong, Amsterdam News

Photo: Keith A. Truax

Miranda Barry • Lynda Blackmon Lowery • Amy Sprecher

CONGRATULATE CO-PRODUCER

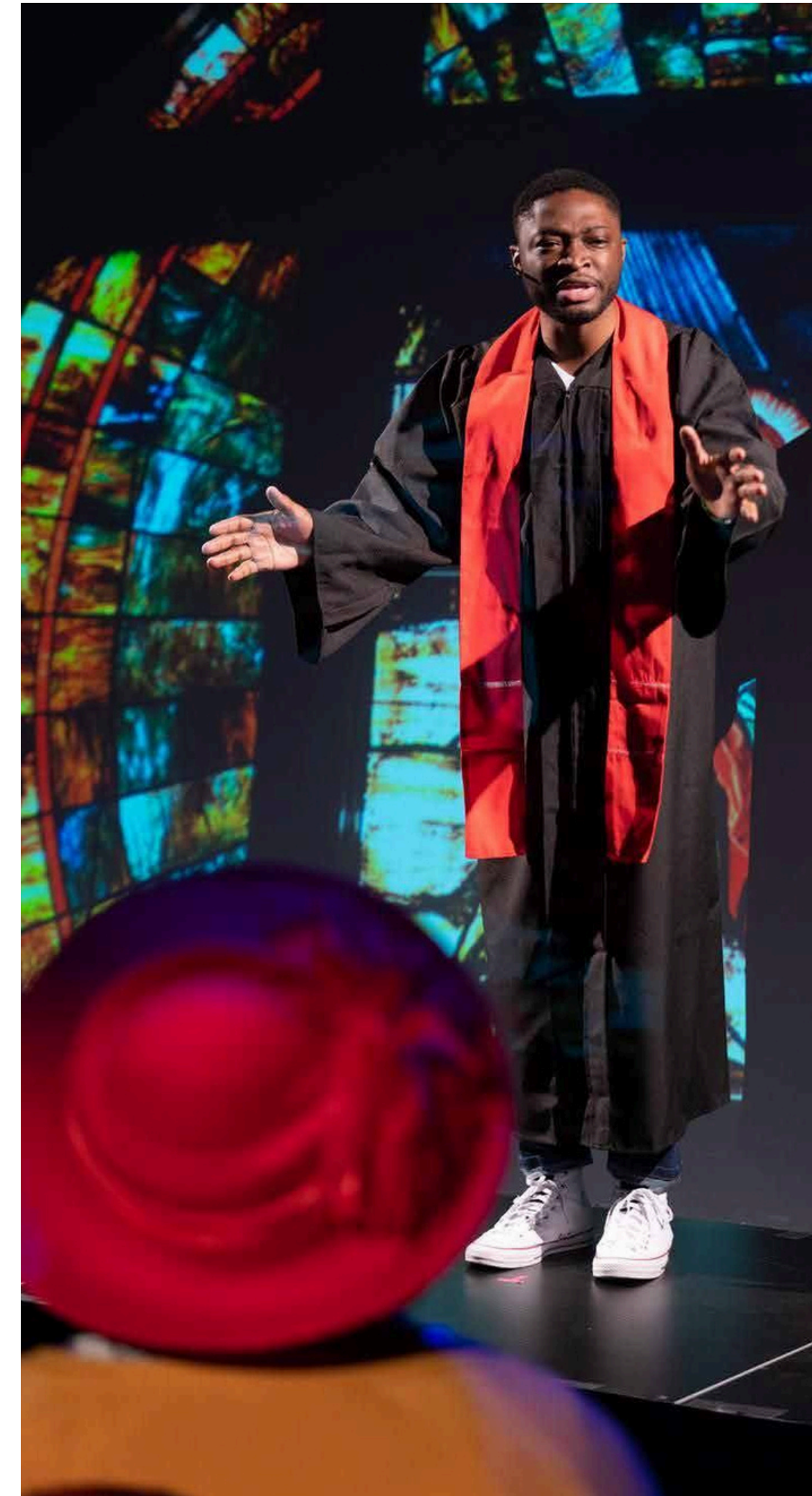
**VOZA RIVERS
&**

NEW HERITAGE THEATRE GROUP

ON 60 YEARS!

www.turning15ontheroad.com

The **Loire Valley Theater Festival, Inc** is co-present- ing partner with New Heritage Theatre Group in HARLEM HERITAGE NOW. Loire Valley is producer of TURNING 15 ON THE ROAD TO FREEDOM, the true story of Lynda Blackmon, a Black 14 year-old who went to jail 9 times, endured a brutal beating along with John Lewis while crossing the Edmund Pettus Bridge, and walked 54 miles from Selma to Montgomery in 1965 to demand the right to vote for African Americans. HARLEM HERITAGE NOW will present Turning 15 on the Road to Freedom in Harlem venues such as City College of New York, the Schomburg Center for Re- search and Black Culture, and the Interfaith Center, extending its impact through virtual and live engagements.



NEW YORK AFRICAN CHORUS ENSEMBLE, INC.

FOUNDER &
PRESIDENT

JOYCE
ADEWUMI

Cultural Ambassador at the
Nigerian Consulate in New York
New York, New York, United
States



**A one-woman
production
powerhouse.**



KittyRose

Building Awareness
Building Pathways

Building CommUnity

VISIT



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CREATIVES

EVENTS



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Earn Revenue and Expand Worldwide**

- | | |
|--------------------------------------|---|
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| 02 Live & On-Demand Streaming | 06 Paid Performances |
| 03 Ticket Sales & Donations | 07 Cross-Marketing & Advertising |
| 04 Promotional Support | 08 Revenue Sharing |

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Broadcasters & Performing Arts**

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**CLEAN
MONEY
MUSIC**

VISIT



The New Heritage Theatre Group, based in Harlem, produces high art that promotes works by veteran and emerging artists of color and other under represented voices in theater, dance, music, film, and social justice healing and transformation on a local and global stage.



Harlem's culture is woven from the threads of history, art, and community. It's the birthplace of the Harlem Renaissance, a period of unparalleled Black artistic and intellectual expression that reverberates to this day. This legacy lives on in the neighborhood's lively streets, where the rhythm of historic clubs, the scent of mouth watering food, and the voices of poets and storytellers fill intimate gatherings. Harlem's culture is a celebration of resilience, creativity, and the enduring spirit of its people, a spirit that continues to inspire and shape the world.

culture.

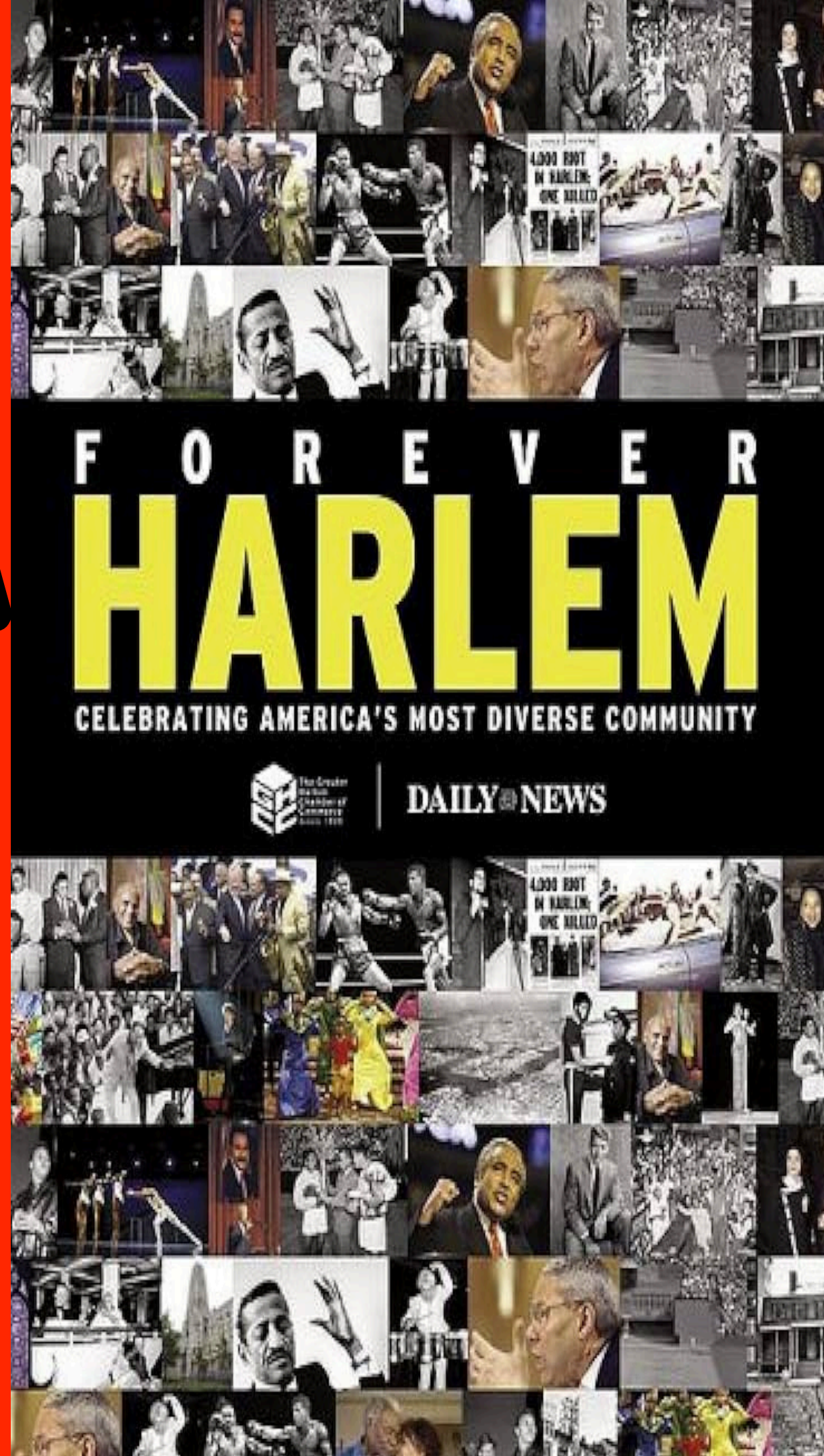
VOZA

RIVERS

A name synonymous with...

COMMUNITY

Business & Politics
Arts & Culture



LEGACY LOVE CREATIVITY ACTIVISM

The New Heritage Theatre
Group the oldest Black not for
profit theater company in New
York State.



[VISIT](#)



HARLEM

MASTER CLASS

The Harlem Master Class: A New Stage for Storytelling

This is the future of education – a dynamic, vibrant space where learning comes alive through the power of storytelling.

We share our stories through the transformative mediums of theater, film, music, literature, dance, and now class.

The Harlem Master Class embodies this vision, creating an intergenerational space where knowledge is passed down, experiences are shared, and the legacy of Harlem is honored.

It's a testament to the enduring spirit of this community, a place that has always nurtured creativity, fostered innovation, and celebrated the rich diversity of Black voices.

Catrina

MUSIC

HARLEM

Harlem's music scene has been a driving force in shaping popular culture for decades. The neighborhood has produced some of the most iconic and influential musicians in history, across a wide range of genres.

Harlem's music scene is a symphony of soul, a testament to the neighborhood's enduring influence on the world's soundscape. From the jazz legends who graced the Apollo Theater stage to the hip-hop pioneers who gave voice to a generation, Harlem pulsates with a rhythm all its own. The streets breathe with the improvisational spirit of jazz, the infectious energy of gospel choirs, and the lyrical flow of spoken word. Whether you're captivated by the smooth melodies of R&B or the raw energy of Latin jazz, Harlem's musical heritage is an immersive experience that will move your soul and leave you wanting more.

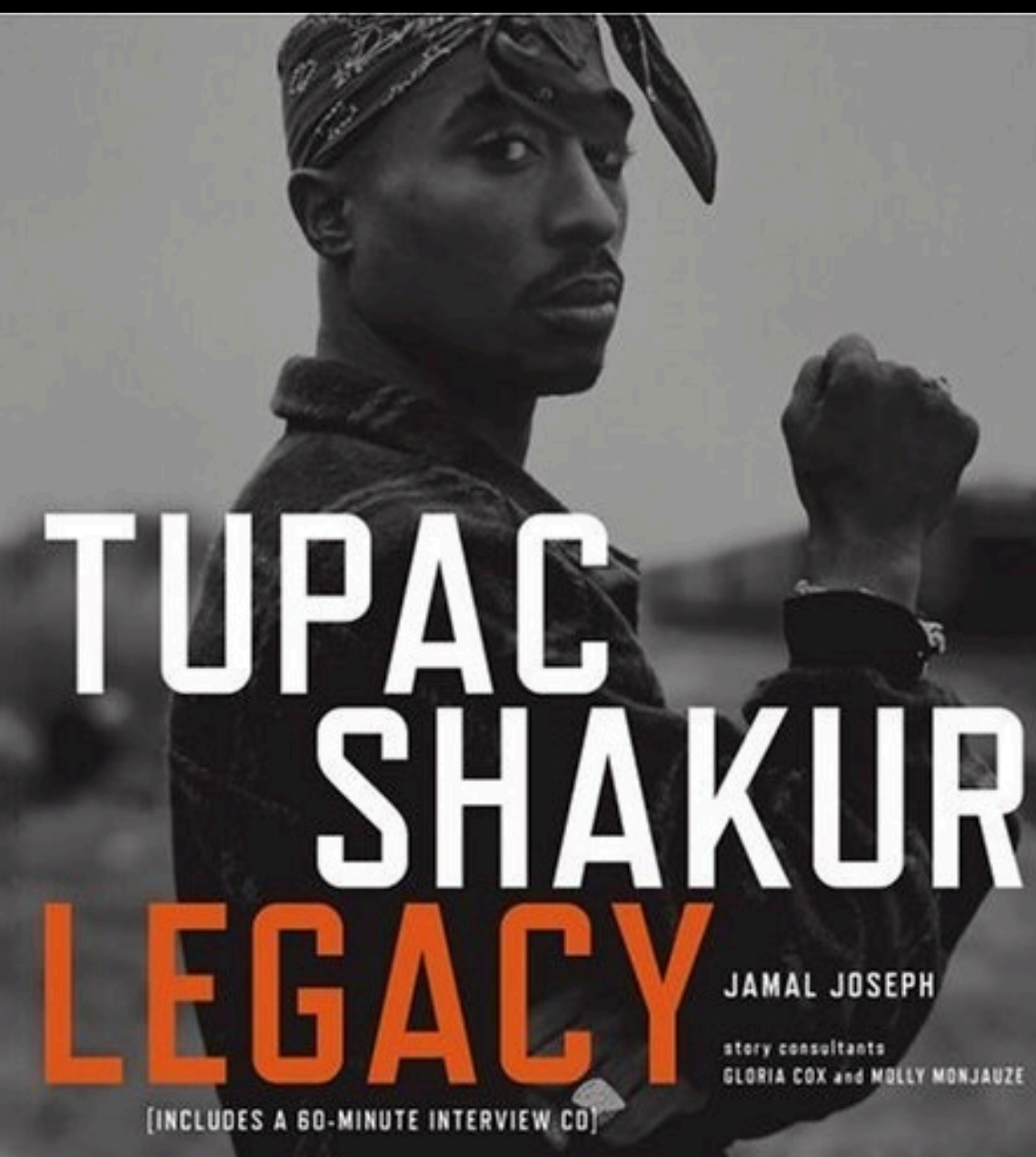


Hugh Masekela

JAMAL

ENDURING INFLUENCE

JOSEPH



Harlem's legacy of art, music, and social consciousness pulsed through the veins of Tupac Shakur.

Harlem was a significant part of his life; his mother hailed from the neighborhood, and he spent formative years immersed in its culture. Like the Harlem Renaissance giants who used their creative voices to challenge injustice, Tupac's music is a potent blend of raw emotion, social commentary, and poetic expression. He channeled the energy of Harlem's streets, the birthplace of hip-hop, infusing his lyrics with the struggles and aspirations of a generation.

Tupac's influence, like that of the legendary musicians who graced the Apollo Theater stage, transcended entertainment, sparking dialogue and inspiring change. His words, much like the works of Harlem's literary icons, continue to resonate with those who seek truth and fight for equality.

Tupac Shakur, though physically gone, remains a powerful voice in the ongoing conversation about race, class, and social justice, his legacy forever intertwined with the spirit of Harlem.

Jamal Joseph's talent knows no bounds!
Emmy and Grammy nominated for "Dear Mama."
#JamalJoseph #DearMama #Multitalented
#Storyteller

ORDER

**RESPECT THE
ARCHITECTS**

SIR JT THOMPSON



mama!

FOUNDATION FOR THE ARTS

**WHETHER YOU DESIRE TO
SING PROFESSIONALLY,
EXPRESS YOURSELF IN A
WORSHIP SERVICE, OR
SING IN THE SHOWER, THE
POWER OF MUSIC AND
MAKING A JOYFUL NOISE
KNOWS NO BOUNDS!
MAMA FOUNDATION FOR
THE ARTS SUPPORTS THE
BEGINNER, THE
SEASONED SINGER,
THOSE WHO SING FOR
JOY, OR THOSE WHO
WANT TO
PROFESSIONALLY FINE-
TUNE THEIR VOCAL
INSTRUMENT.**





Mama!

FOUNDATION FOR THE ARTS

In 1983 it all started with the legendary musical, *Mama, I Want to Sing!* After the longest run in the history of American theater, we've listened to the future generation and this is: Mama Foundation for the Arts. We uplift Black musical treasures to heal and inspire through the power of collective music making.

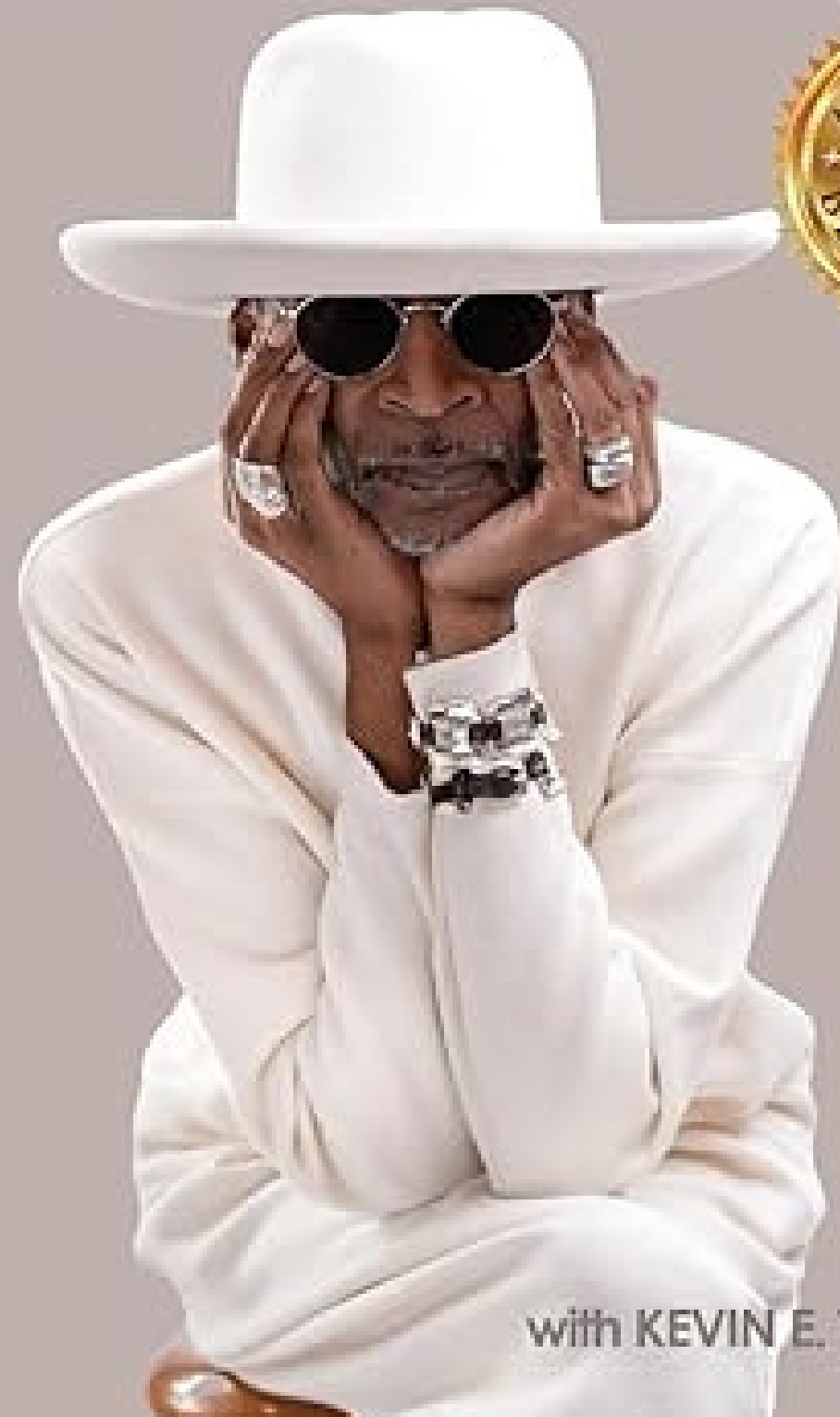
PROGRAMS



ANGELO ELLERBEE

BEFORE I LET YOU GO

LIFE LESSONS FROM AN INDUSTRY GURU



with KEVIN E. TAYLOR



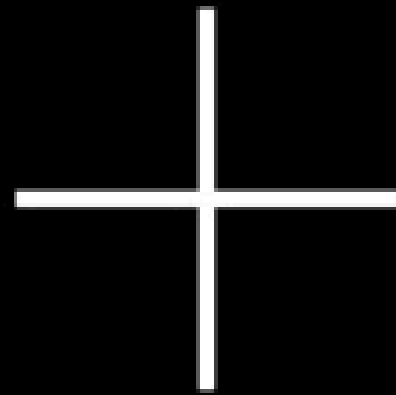
”

Let's get
down to the
business of
YOU

[ORDER BOOK HERE](#)

ANGELO ELLERBEE

ABSTRAK VISION



A Production Company with Purpose

"My Art had to both mirror the times
and propel them forward!"

~Cicely Tyson



melba's

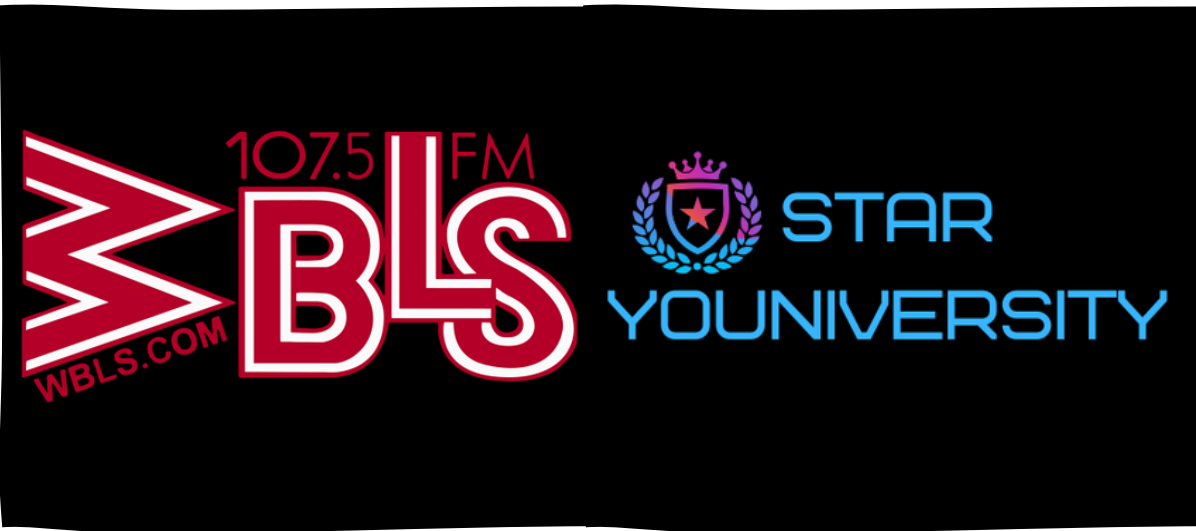
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PARTNERS



Our partners make up the curated collection of art, events, and cultural experiences featured in **HARLEM HERITAGE NOW.**

Aaron Davis Hall, African Film Festival, Apollo Theater INC., Amsterdam News, Calabar Gallery, Caribbean Cultural Center African Diaspora Institute, Caribbean News, Church Program, Clean Money Music, Christian Times, **City College of New York**, **Clare Oliver Gallery**, Classical Theatre of Harlem, Comedy in Harlem, **Community Works**, **Columbia University**, Countee Cullen Library, **Dance Theater of Harlem**, Daniel Koa Beaty, Daily Challenge, **Dream Center/ First Corinthian Baptist Church**, El Museo del Barrio, **Greater Harlem Chamber of Commerce**, **Harlem Arts Alliance**, Harlem Community Development Corporation, Harlem Cultural Archives, **Harlem Fashion Week**, Harlem News Group, Harlem One Stop, Harlem Opera Theatre, **Harlem School of the Arts**, Harlem Shakespeare Festival, Heath Gallery, Hi - Arts, **Harlem Week INC**, Hispanic Museum & Library, Hunter College Art Gallery, Image Nation, **IMPACT/ Inamori Project - Japan**, Interchurch Center, **Lincoln Center Outdoors**, Jazzmobile, Kente Royal Gallery, **Loire Valley Theater Festival, Inc.**, Mama Foundation for the Arts, Manhattan Community Board 9, Manhattan Community Board 10, Manhattan Community Board 11, Manhattan Neighborhood Network (MNN), **MASC Hospitality Group**, Maysles Cinema, Museum of the City of New York, National Action Network, **National Black Theatre**, National Jazz Museum in Harlem, New Heritage Films/ **New Heritage Theatre Group**, NY African Chorus/ NY International Arts Festival, New York Beacon, **NYC & Company**, OGS - Arts Gallery/ Harlem Summerstage, One Hundred Black Men, Oyu - Oro, Positive Community, Riverbank State Park, Salvation Army Center, Shades of Truth Theatre, Sisters Uptown Bookstore, The Gadson Gallery, The Schomburg Center for Research in Black Culture, Sugarhill Children's Museum, STAR YOUNIVERSITY, **Upper Manhattan Empowerment Zone**, Uptown Collective, Uptown Dance Academy, **Uptown Night Market - MASC Hospitality Group**, Voodoo Group, Walk Tall Girl Productions, Walker International Communications, Romare Bearden Foundation, Aleathia's Group, Silicon Harlem, WBLS- FM





The **Christian Times**
...Promoting Truth & Togetherness



THE CITY OF NEW YORK
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Hamilton Heights





Harlem Community Development Corporation



West Harlem
Development
Corporation

Celebrate



NEW
HERITAGE
THEATRE
GROUP

Est. 1964

YEARS
60
ANNIVERSARY