

HARRILEM

HERITAGE

NOW  **WWW**

CREATIVE

ARTS

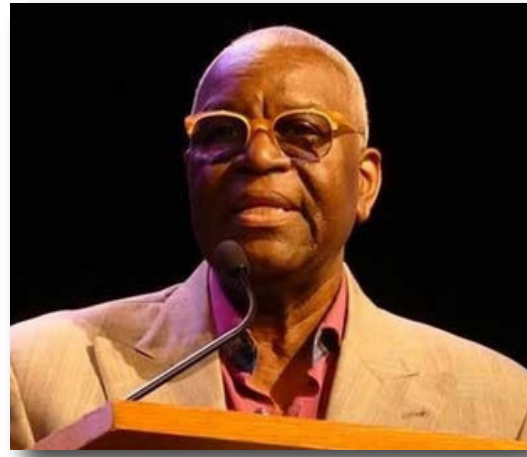
AND ARTISTIC

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
WINTER



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

harlem is... THEATER

harlem is... THEATER

harlem is... THEATER

harlem is... THEATER

WPA Federal Theatre Project Harlem Unit
1935-1939 | Performed at Lafayette Theater, 123rd Street & Seventh Avenue

harlem is... THEATER

New Heritage Theatre Group
1964-present | 35 East 125th Street, moved to 230 Lenox Avenue at 125th Street, presently at 253 West 138th Street, Stivers Row

harlem is... THEATER

The New Lafayette Theatre
1967-1973 | 132nd Street & Seventh Avenue, moved to 138th Street & Seventh Avenue

harlem is... THEATER

The New Lafayette Theatre was a component of Rinal Theater, created to bind together and strengthen black people so that they can survive the long struggle that is to come.

harlem is... THEATER

harlem is... THEATER

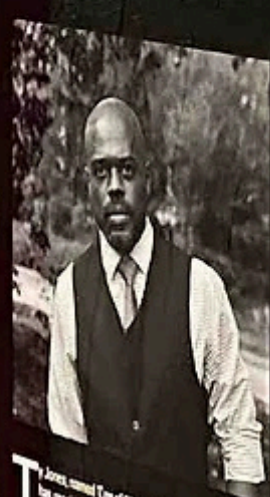
harlem is... THEATER

harlem is... THEATER

Debra Ann Byrd
Producing Artistic Director
Take Wing and Soar Productions (1999-)
Founder, Harlem Shakespeare Festival

"We can change this conversation, locally, nationally and internationally."

Debra Ann Byrd is from Harlem. She grew up in East Harlem, has been doing theater in Harlem for 25 years as an actor, producer, production assistant and arts manager, and has received more than 20 awards and citations. A graduate of Marymount Manhattan College, in 2012 she was the first woman of Afro-Latina descent to become the founder of an international Shakespeare Festival: The Harlem Shakespeare Festival. In 1981 she founded Debra Ann Byrd Entertainment, which changed into Take Wing and Soar Productions (TWAS) in 1999. In 2007 TWAS was incorporated with an all-female board of directors and with a mission to serve women, youth and classically trained artists of color throughout New York. Twas created Take Wing and Soar Productions to make sure there were opportunities for classically trained actors of color to practice their craft. When I went to the non-traditional casting office at Equity and asked for a list or database of classical actors of color, I discovered there wasn't one. I had also been told by some former film agents and by one of my senior showcase professors in college, that 'artists of color can't really expect to be in it just doesn't happen.' I knew that wasn't true and that was my chance to make some changes. In its ten year plus history, TWAS has set standards and audience favorites, including King Lear, Measure for Measure, The Darker Side of the Moon, The Importance of Being Earnest and Savior. TWAS has served over 600 classically trained actors and technicians. The company has also created the TWAS Theatre Project Reading Series, the Take Wing and Soar 'Spill' and The Harlem Shakespeare Festival, an annual festival which runs from August through December and includes master classes, workshops, staged readings targeted at youth, adults and families across the city. I needed to stage these classically trained actors so that audiences can see them in classical productions and change this conversation, locally, nationally and internationally.



Ty Jones
Producing Artistic Director
Classical Theatre of Harlem (1999-)

"We are out to entertain diverse audiences who are to be highly entertained, emotionally and intellectually satisfied and by productions that are..."

Ty Jones, named one of 25 to Watch by Time Out Magazine, has received the FRED LAGOFF and AUGUSTO awards for work on Broadway, Off Broadway, in Regional Theater and on film and in television. He is also the artistic and administrative director of the Classical Theatre of Harlem (CTH). The Classical Theatre of Harlem (CTH), a professional theater company founded in 1967 at the Harlem School of the Arts, remains the only non-profit theater company operating on an AEA (Actors' Equity Association) contract in Harlem. Ty Jones, who was elected to the board of directors in 2009, has had some of the most successful seasons in the company's history. He has produced over 100 productions, including King Lear, Measure for Measure, The Importance of Being Earnest, and Savior. He has also produced several plays by African American playwrights, including In the Skin of a Lion, The Book of David, and The Book of Ruth. He has also produced several plays by African American playwrights, including In the Skin of a Lion, The Book of David, and The Book of Ruth. He has also produced several plays by African American playwrights, including In the Skin of a Lion, The Book of David, and The Book of Ruth.

MUSEUM OF THE CITY OF NEW YORK



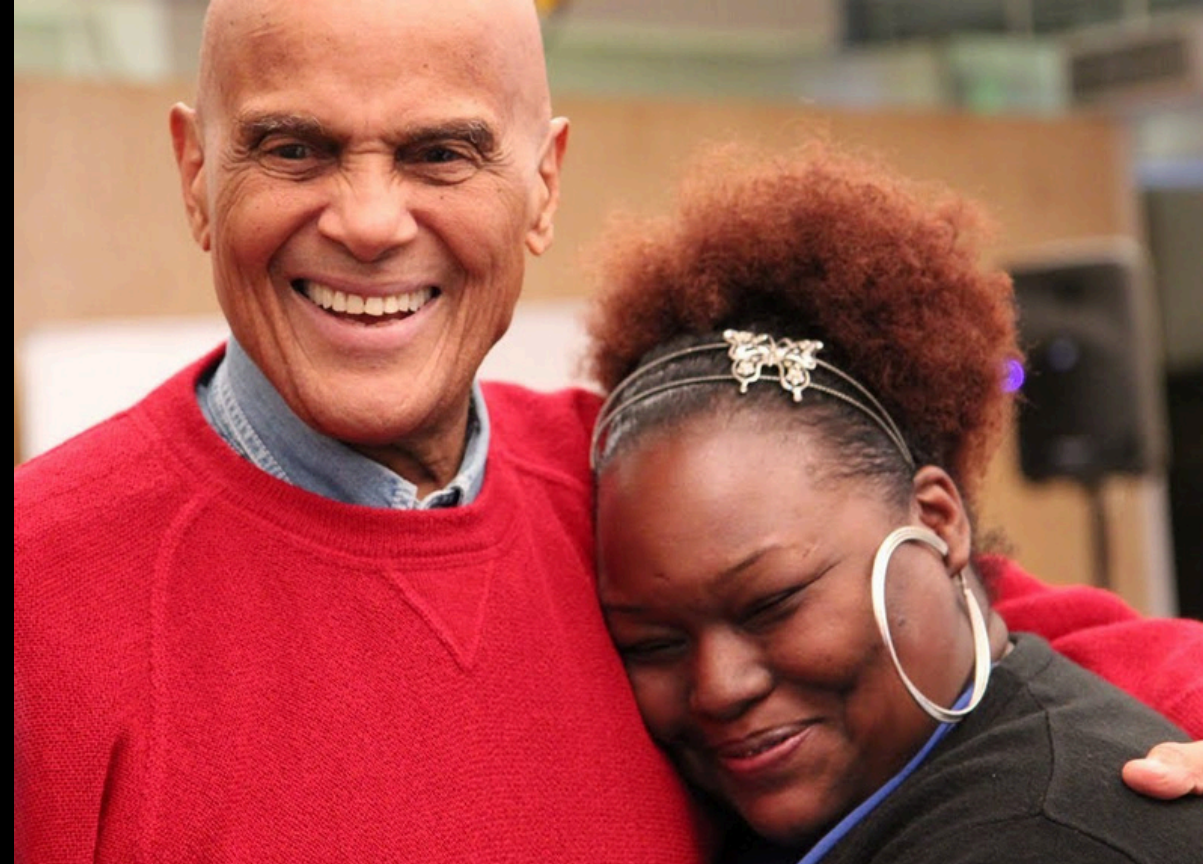
The Museum of the City of New York: where the past, present, and future of this iconic metropolis converge, inspiring discovery and sparking conversation. Explore the stories that shaped New York, from its earliest days to the vibrant city it is today, at the Museum of the City of New York.

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.



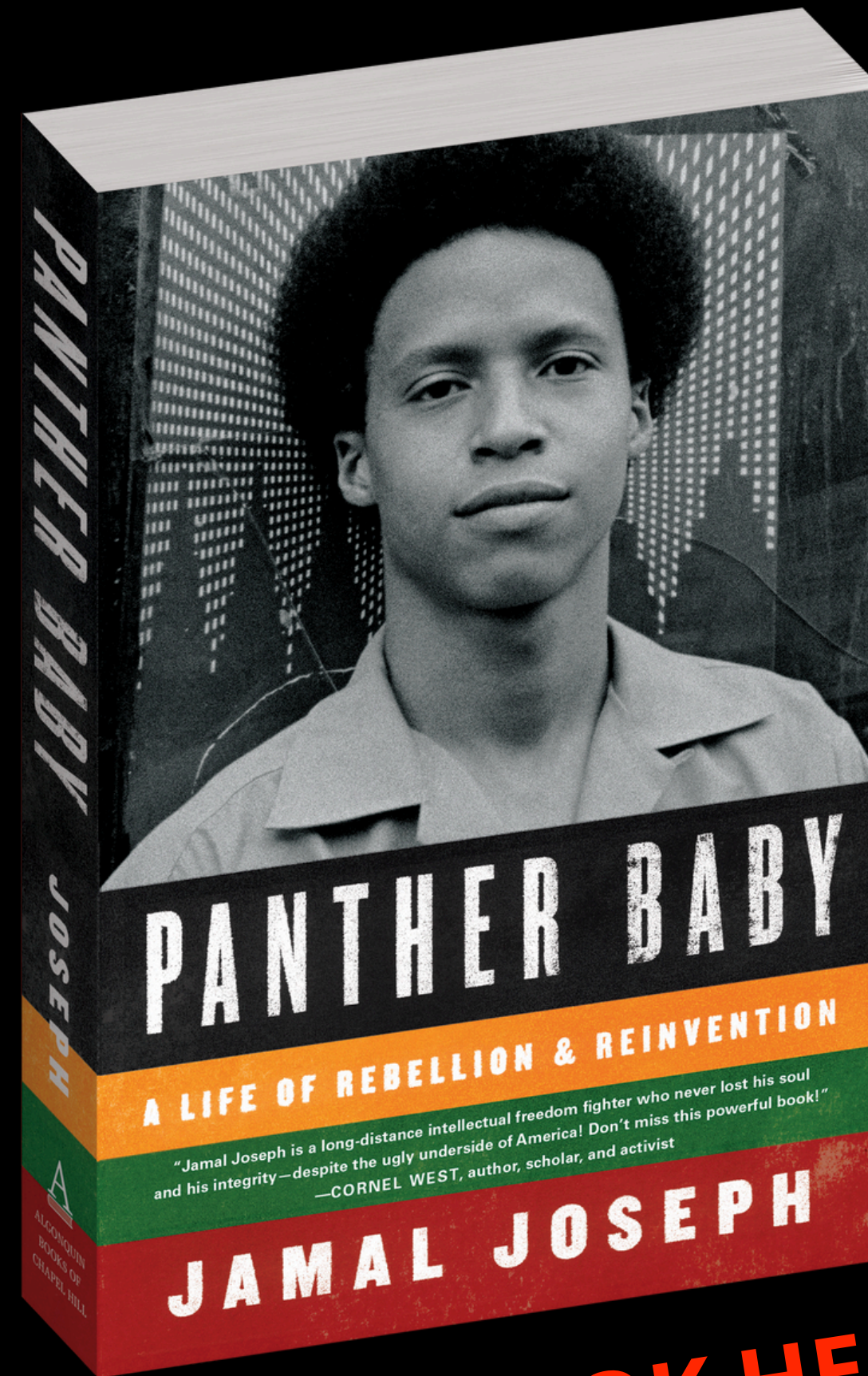
JAMMAL

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

**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

HARLEM FINE ARTS SHOW

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 IS A V

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 en- gagements.



**NEW YORK
AFRICAN
CHORUS
ENSEMBLE,
INC.**

**JOYCE
ADEWUMI**

**FOUNDER &
PRESIDENT**



**A one-woman
production
powerhouse.**



*Kitty*Rose

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.



NEW
HERITAGE
THEATRE
GROUP
Est. 1964



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.

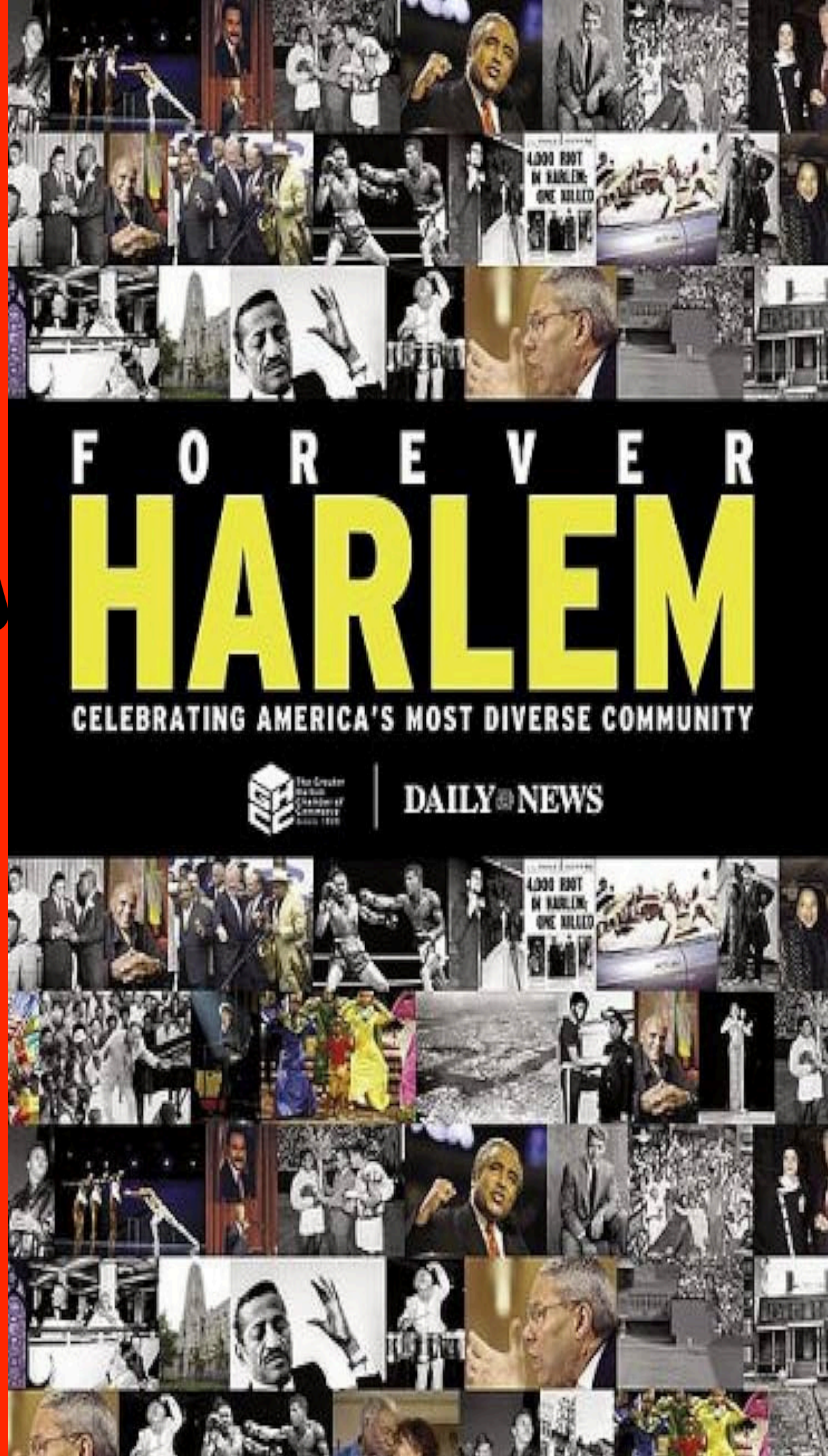
culture.

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.



NEW
HERITAGE
THEATRE
GROUP
Est. 1964



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.

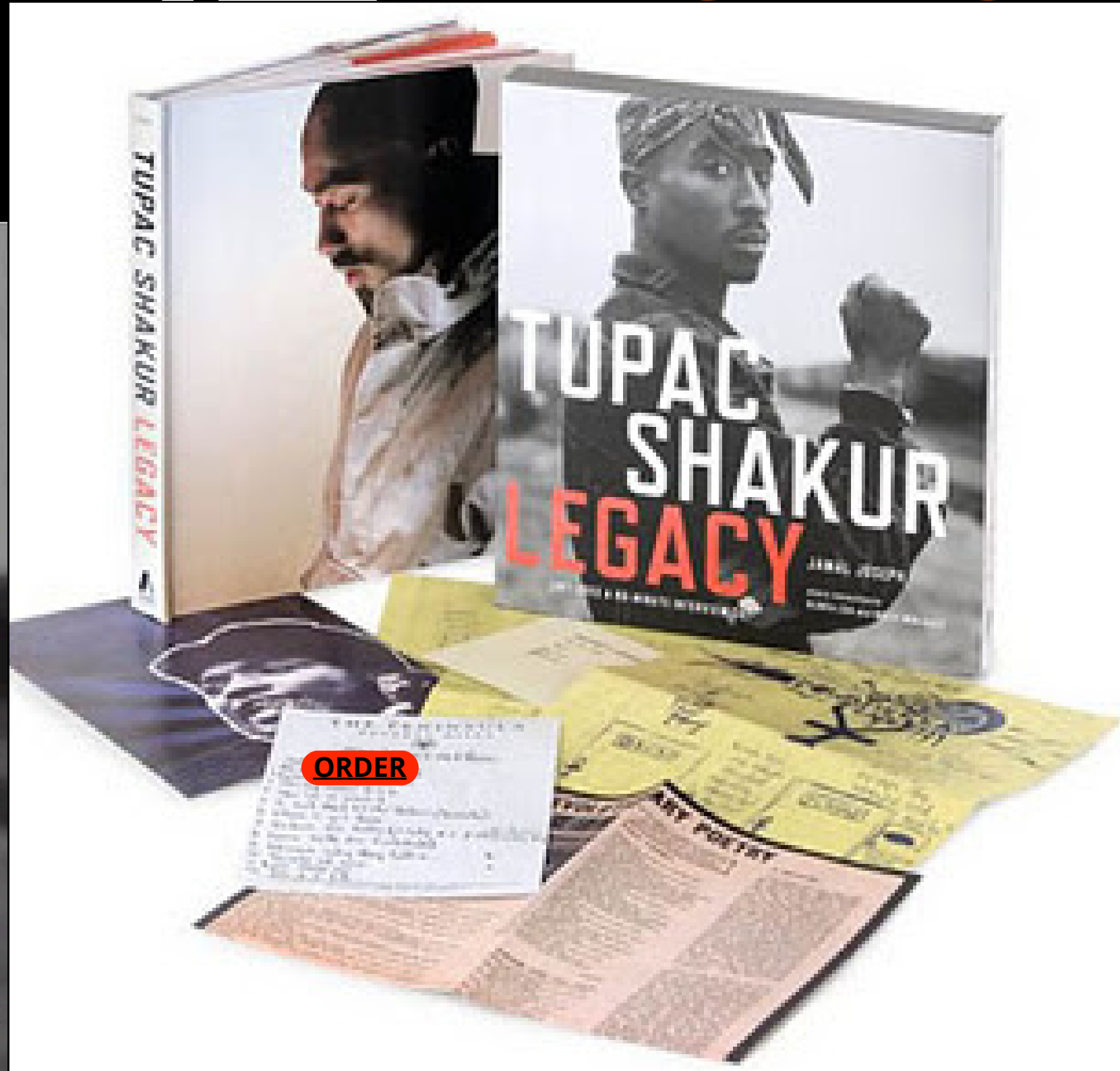
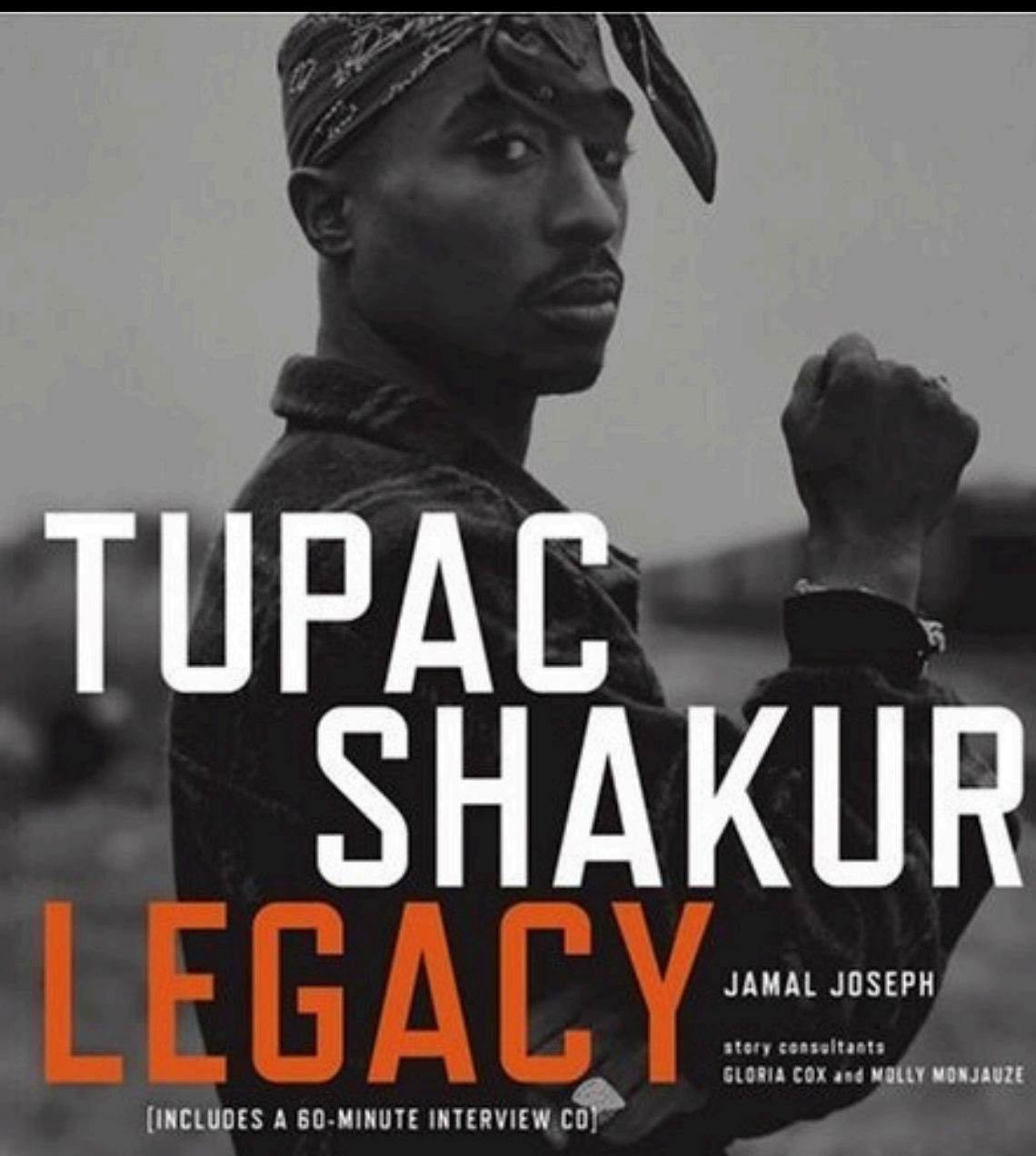
Harlem's music scene is a symphony of soul, a testament to the neighborhood's enduring influence on the world's soundscape. From the jazz legends who graced the Apollo Theater stage to the hip-hop pioneers who gave voice to a generation, Harlem pulsates with a rhythm all its own. The streets breathe 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

JAMMAL ENDURING INFLUENCE

J O S E P H



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.

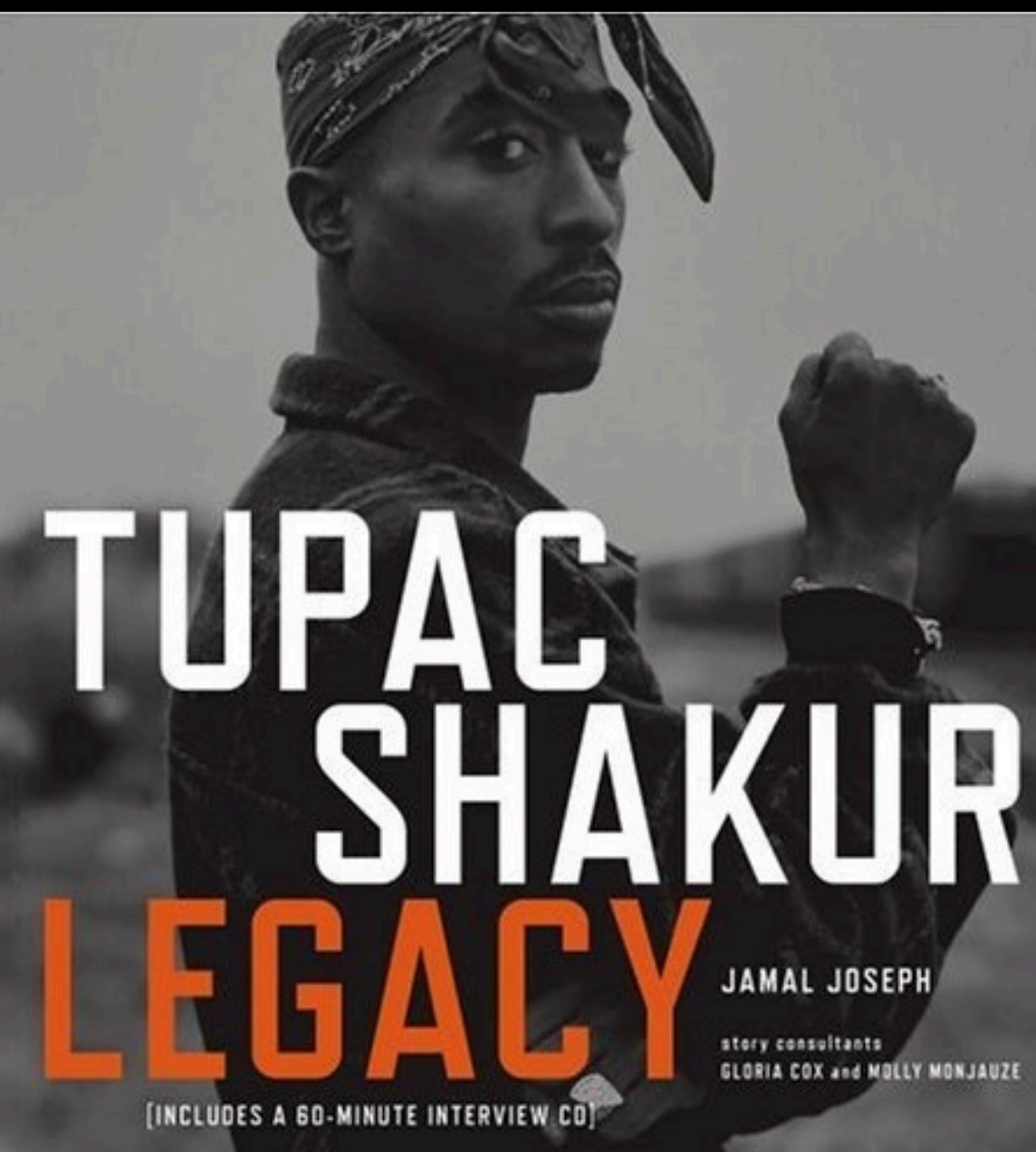
Tupac's influence, like that of the legendary musicians who graced the Apollo Theater stage, transcended entertainment, sparking dialogue and inspiring change. His words, much like the works of Harlem's literary icons, continue to resonate with those who seek truth and fight for equality.

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

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 #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



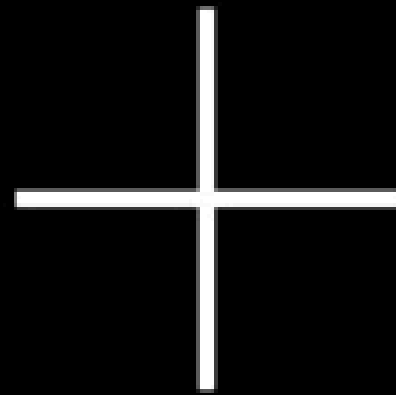
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Let's get
down to the
business of
YOU

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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
2

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PARTNERS

HARLEM

HAAA

ARTS ALLIANCE

...fueling Harlem's cultural engine

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, WBL5- FM



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...Promoting Truth & Togetherness



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The Greater
Harlem
Chamber of
Commerce
Established in 1896

HARLEM HAA
ARTS ALLIANCE



**Harlem Community
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Corporation**

Schomburg Center
for Research
in Black Culture
The New York Public Library

HARLEM ONE STOP

HISPANIC
MUSEUM & LIBRARY



**THE INTERCHURCH
CENTER**

CB11M
EAST HARLEM

The Positive Community.com



ASHU YOUNIVERSE

**Loire Valley
Theater Festival**



**THE CITY OF NEW YORK
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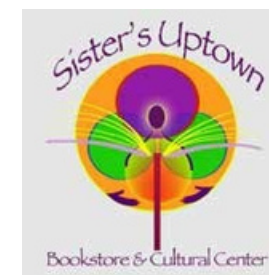
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siliconharlem.net

NAN
Founded 1991



Beacon
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WALKER
INTERNATIONAL COMMUNICATIONS GROUP, INC.

**Sugar Hill
Children's Museum
of Art & Storytelling**



**THE UPTOWN
COLLECTIVE**

**UPTOWN
NIGHT
MARKET**

**MUSEUM
OF THE CITY
OF NEW YORK**

VOODOO
DIGITAL

**WALK TALL GIRL
PRODUCTIONS**
MARKETING + AUDIENCE DEVELOPMENT + GROUP SALES

HARLEMWOOD

Celebrate



NEW
HERITAGE
THEATRE
GROUP

Est. 1964

YEARS
60
ANNIVERSARY

