ANNUAL REPORT
2017 - 2018

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DEAR FRIENDS,

How might we build an arts organization that moves with intention? How might we collaborate with artists and neighbors to facilitate lasting change?

Asking heartfelt questions, and listening deeply to voices in our community was especially gratifying in 2017 and 2018, years of transition to a new strategic vision at The Laundromat Project (The LP). Insights from our communities in Brooklyn, Harlem, and the South Bronx informed our people-powered process as well.

As the world around us shifts, we need to engage change. When the communities where we live and work are experiencing pronounced uncertainty around citizenship, race, and belonging, we need to reflect upon our work and reconsider our practices. We are obliged to ask what it means to be an organization that centers on people of color. We must interrogate our approaches to art and community as catalysts for change. Through rigorously practicing and deepening our work, we better understand how to shape a world in which members feel truly connected and have the ability to influence their communities in creative and effective ways.

This is where strategic visioning comes in. During this generative period, artists, neighbors, peer organizations, supporters, staff, and board weighed in on how The LP should evolve as an organization. The conversations were both intensely collaborative and propelled by love, which we value as a radical and essential act of power.

We are excited about the stories we share and the legacies we uphold because of your support. We look forward to the next stages of our organizational development with you as our partner and remain forever grateful. Thank you for making art, building community, and creating change with us.

In Light and Love,

Curtis Young, Board Chair
Kemi Ilesanmi, Executive Director

WHO WE ARE

The Laundromat Project advances artists and neighbors as change agents in their own communities.

We envision a world in which artists and neighbors in communities of color work together to unleash the power of creativity to transform lives.

VALUES

• Nurture Creativity
• Be POC-Centered
• Create Change
• Value Place
• Write Our Own Histories
• Be Propelled by Love
Throughout this program, I realized that this is my passion work, being able to bridge organizing, community, and arts and culture together in my own city. I believe in this work, and I am excited to envision how to dig roots deeper into the ground and how we will expand into the sky.

Ingrid Romero, 2017 Create Change Fellow.
CREATE CHANGE
COMMISSIONS, RESIDENCIES & FELLOWSHIP

More resources—in the form of increased artist stipends, production budgets, and enhanced training curricula—deepen the impact an artist-development program has on the participating artists as well as the communities with which artists collaborate.

Depth over breadth in engagement also shines a light on the dynamism and diversity of artists of color who practice community-based art. That’s a wonderful thing. It enables The LP to power-up its investment in multiracial, multigenerational, and multidisciplinary art making, community building, and leadership development.

The Create Change Program changed the way I see myself as an artist. It allowed me to believe and see that my practice can have an impact on shaping better spaces for our community.

Lizania Cruz, 2017 Create Change Artist-in-Residence.

2017 Commissions Projects

Olaronke Akinmowo
Black August Cocoon (Bed-Stuy)

Black August Cocoon honored Black August—an annual celebration of the African revolutionary struggle in the Americas—via month-long trainings and rituals. Over the course of the month, Black women, femmes and gender nonconforming people gathered together to grow, create, connect and find peace and safety within their own body. Community members partake in weekly self-defense, body positive and self-affirmation classes that incorporated art making, book discussions, writing, and zine making. Community Partner: Brooklyn Movement Center.

Sue Jeong Ka
ID Shop: Round Robin (Chinatown)

ID Shop: Round Robin was a partnership with Hamilton-Madison House/Alfred E. Smith Houses in Two Bridges/Chinatown (Manhattan), to create—alongside local residents—the first ever trilingual newspaper (Chinese, Spanish, and English). The project began as a series of hands-on zine workshops for teens, and culminated in Round Robin Newspaper, a publication featuring local artists, workshop participants, scholars, and workers from the Houses. The community-focused newspaper project created a civic forum that brought together participants from the neighborhood to discuss shared cross-racial issues of concern such as the state of public housing and immigration. Community Partner: Hamilton-Madison House.
2017 Residency Projects

Joseph Guiller
The Black School (Harlem)

Inspired by community-run schools founded throughout Black American history, The Black School: Harlem is an experimental art school that combines art-making workshops with presentations and group discussions on radical Black political theory. During the Create Change residency, The Black School: Harlem took up residence in Brotherhood/Sister Sol where visiting artists taught art-making techniques such as creative writing, screen printing, collage, photography, and other forms of image-making. Community Partner: Brotherhood/Sister Sol.

Ahmed Tijay Mohammed
Ubuntu – I am because we are (Hunts Point/Longwood)

The African proverb "ubuntu (u- boon-tuu, Nguni-Bantu)," meaning humanity towards others, serves as the cornerstone for Tijay Mohammed’s residency project, Ubuntu – I am because we are. Anchored in West African culture and traditions, the project focused attention on the South Bronx connection to migration and created a gathering space to celebrate women, particularly those living within the community. Primarily using African wax fabric and incorporating other assorted materials and objects, participants created mixed-media portraits in tribute to loved ones, neighbors and other women in their lives. Community Partners: Mothers on The Move, African Life Center & ArchCare Senior Life.

2018 Residency Projects

Zeelie Brown
Rose Petal Refuge: Mental Wellness Workshops for Queer & Trans* People of Color (Harlem)

In Rose Petal Refuge, Soulscapes act as spaces of sanctuary for queer and trans* people of color, upholding spirit, self-love and emotional wellness. During the course of the project, healing and mental wellness workshops took place inside each installation and incorporated sensory experiences using herbs, aromatherapy, taste, and guided meditation. In addition, each Soulscape featured pairings of bleach paintings—serving as subtle delineations of space for collective engagement and action—along with custom-made music to set the intimacy of each workshop. Community Partners: Caribbean Cultural Center African Diaspora Institute, Gavin Brown’s Enterprise, Swale.

Sal Muñoz
Yes, Femme! A Community Space for Femmes of Color (Brooklyn)

Yes, Femme! A Community Space for Femmes of Color, is an extension of Sal’s ongoing multifaceted series, The FEMME Project, which features photographs and interviews with femmes of color. The body of work confronts the erasure of trans and cis femmes of color while giving them space to articulate their identity in their own words. The project included a convening of femmes of color throughout New York City to celebrate femininity via interactive activities and a curated meal. The launch of an exhibition of The FEMME Project at Mayday Space (Brooklyn) complemented the coverings and shared private community-building experiences with the greater public. Community Partners: Brooklyn Museum, Mayday Space.
Leslie Jimenez
A World Inside Drawing (Harlem)

Throughout the course of her LP residency, Leslie facilitated a series of collaborative art-making workshops with families in the Sugar Hill section of Harlem. During the gatherings, community members created illustrated books of drawings inspired by memories and experiences in their neighborhood. The workshops culminated in a large-scale interactive installation featuring the illustrated book drawings and larger than life, diorama-like versions of the drawings, as interpreted by the artist. A World Inside Drawing celebrates community members and familial neighborhood spaces, and it acts as a sanctuary, where neighbors can literally see themselves inside their own creations. Community Partners: Sugar Hill Children’s Museum of Art & Storytelling, Sugar Hill Museum Preschool.
The Laundromat Project

The Laundromat Project

Here to Stay: Housing for the People Mapping Project (Chinatown)

During their year-long residency at The LP—a continuation of their previous 6-month engagement—Chinatown Art Brigade will launch a collaborative, critical mapping project that centers on placekeeping efforts in Chinatown and the Lower East Side. The long-term goal of the project will be to protect and preserve these historic neighborhoods. Here to Stay: Housing for the People Mapping Project will be a bilingual multimedia project featuring short video and audio testimonials from tenants who are directly impacted by displacement. Community Partner: CAAAV, Chinatown Tenants Union.

2018 - 2020 / Chinatown Art Brigade

We the News (Brooklyn)

Lizania Cruz’s We the News is a newsstand that distributes immigrant-focused publications and products. It features zines that archive stories and conversations by Black immigrants from the Caribbean and Africa, and first-generation Black Americans, collected during a series of private story circles. This project was originally commissioned by The LP in 2017, then it was expanded through 2018 as part of our first one-year residency. Major support was provided by the Andrew W. Mellon Foundation. The project includes story circles in collaboration with BAJI and African Services in Harlem, as well as a series of programming in which the public engages directly with the publications on the newstand. Community Partners: African Services, Angela’s, a Caribbean Restaurant, Black Alliance for Just Immigration, Jenkins Johnson Gallery, Word Up Community Bookstore.
2017 / FELLOWS
Stephanie Alvarado
Nikomeh Anderson
Goussy Celéstin
Abby Dobson
Kearra Gopee
Emilio Martinez Poppe
Alejandra Nasser
Alethea Pace
Makeba Rainey
Ingrid Romero
Elizabeth Rossi
Nayo Sasaki-Picou
Candace Williams

2018 / FELLOWS
Zain Alam
Mattie Brice
Pelenakeke (Keke) Brown
Jasmine Cintron
Amanda Everich
Ashleigh Goh Hua
Malanya Graham
Lee Jimenez
Arielle Knight
Nadine Nelson
Dionis Ortiz
Jaime Sunwoo
Cievel Xicohtencatl
Yidan Zeng

PROJECTS
Bed-Stuy
WEAVING HISTORIES: MAPPING OUR JOURNEY TO SANCTUARY
& STORYFOLKS: STORYTELLING FOR SELF AND COMMUNITY-CARE
Harlem
JUST ANOTHER COMMUNITY THING
Hunts Point/Longwood
SCARECROW STORY CIRCLE

2017 Fellow Nikomeh Anderson facilitates workshop during the 2017 Kelly Street block party.
2018 Hunts-Point/Longwood Fellows’ wellness zine.
2018 Fellow Arielle Knight takes portraits during Cultivate Project Harmony: Bloom Where You Are Planted.

2017 Fellow Nikomeh Anderson participates in the 2017 Kelly Street block party.
2018 Hunts-Point/Longwood Fellows’ wellness zine.
2018 Fellow Arielle Knight takes portraits during Cultivate Project Harmony: Bloom Where You Are Planted.
CREATE CHANGE
2017 - 2018 By the Numbers

39
Artists advanced as change agents in their own communities.

400+
Hours committed to trainings and direct engagement within communities.

16
Community-attuned projects across New York City.

5,700
New Yorkers engaged.

Create Change Fellowship Community Partners

- Banana Kelly Community Improvement Association
- Concord Baptist Freedom School
- Concord Nursing Home and Rehabilitation Center
- Hancock Community Garden
- Heath Gallery
- HYDE Leadership Charter School
- The Joseph Daniel Wilson Memorial Garden
- Kelly Street Garden
- Picture The Homeless
- The Point Community Development Corporation
- Project Harmony
- STOpS
- Weaving Hand
- Workforce Housing Group

The LP Faculty

- Art Work Practice (Nayantara Sen, Tammy Johnson)
- Casitas Wisdom (Myrna Caban Lezcano)
- Elvira Clayton
- Walter Cruz
- Fernanda Espinosa
- Ebony Noelle Golden
- NOCD-NY (Gonzalo Casals)
- Michael Premo + Rachel Falcone
- Sady Sullivan
- Shamilla McBean
- STOpS (Kendra Ross)
- Julien A. Terrell
- Urban Bush Women (Paloma McGregor, Chanon Judson)
- Betty Yu

At the Bronx-based Kelly Street Collaborative, neighbors share knowledge and tools to foster community resilience through art. Established in partnership with Workforce Housing Group, Kelly Street Garden, and Banana Kelly Community Improvement Association, Kelly Street is a cultural as well as physical space. It functions as a living environment for holding ourselves accountable to an anchor community.

The Laundromat Project showed me that art is not just about putting paint on a canvas. It’s a mental challenge. Some people don’t think they have the technique and drawing skills, but you put your hand down and use your imagination...you just let yourself flow.

Lil Sput, Kelly Street Resident and hip-hop dance legend.
COMMUNITY RESIDENCY

2018 / Designing the We, The Big Rethink

In November 2017, The Laundromat Project launched our Community Artist Residency. Out of our Kelly Street Collaborative space, Bronx-based artists and collectives can engage with Hunts Point/Longwood residents through 3-month, interactive projects. Our inaugural artists-in-residence were Designing the We, a for-benefit design studio with members based in the Bronx. They installed an exhibition “The Big Rethink” in our Kelly Street Collaborative space. The project was designed to challenge local residents and visitors to imagine novel approaches to reclaiming their neighborhoods and public space, especially in the context of City Council’s recent approval of the Bronx’s Jerome Avenue, and ongoing issues with New York City Housing Authority (NYCHA).

“It was great to hear the youth share their different perspectives, and more importantly, how they have the power to control narrative through documentation and archiving.” — April de Simone, Designing the We

STUDIO RESIDENCIES

2017 / Walter Cruz

2017-2018 Kelly Street Artist-in-Residence, Walter Cruz is a creator, collaborator and dreamer who seeks to create moments of critical thinking through his artwork and designs.

A Create Change Fellowship alum, Walter’s culminating residency exhibition, “In Case of Negativity,” turned bare white walls into a space filled with an abundance of affirmations.

“This is the first studio residency I’ve done, so it’s nice to have a space that’s only dedicated to creating, and it’s nice that it’s only 20 minutes away from where I live. That’s a plus because it’s really hard to get space to make art period, let alone in the Bronx, so that’s really cool.” — Walter Cruz

DEEPEN

2017-2018 Kelly Street Artist-in-Residence, Walter Cruz
Gina Goico is a Bronx-based interdisciplinary artist, educator and activist. Her work focuses on identity and womanhood in the Dominican Republic and its diasporas, the self, community, and healing.

"Having a residency that encourages social practice and community engagement and provides support for one’s projects is what I’ve been dreaming of for quite a while. The even ‘cooler’ thing about this is that I am still in my borough... close to home, close to work— an artist’s dream. Having this [studio] space to host my creative session and new performances and create new textile art and installations. Gina Goico"
### KELLY STREET COLLABORATIVE
#### 2017 - 2018 By the Numbers

<table>
<thead>
<tr>
<th>100</th>
<th>Community arts education workshops.</th>
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<tbody>
<tr>
<td>100</td>
<td>Community-responsive public programs.</td>
</tr>
<tr>
<td>4,000</td>
<td>Members of the South Bronx community engaged.</td>
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#### Kelly Street Collaborative Partners
- Banana Kelly Community Improvement Association
- HYDE Leadership Charter School
- Kelly Street Garden
- The Point Community Development Corporation
- Workforce Housing Group

#### Kelly Street Workshop Facilitators
- Damali Abrams
- Fay Bonas
- BUFU
- Alix Camacho
- Jasmine Cintron
- Walter Cruz
- Joseph Guillier
- Dennis Redmoon
- Darkeem
- Nicolás Dumit
- Estévez Raful
- Ayana Evans
- Isabel Figueroa
- Gina Goico
- Rosemary Gomez
- Alicia Grullon
- Leslie Jimenez
- Ron Kavanaugh
- Jessica Lagunas
- Shaun Leonardo
- Emily Mock
- Tijay Mohammed
- Emilio Montilla
- Antonia Perez
- Shani Peters
- Uptown Vinyl
- Bruce Zeines
**Our Approach to Sustainability**

The Laundromat Project is committed to building ourselves as a sustainable institution. We have operated in the black consistently since our inception in 2005, while simultaneously increasing our budget over time. Surpluses from unrestricted donations are applied to future programming and building our operational reserve. Each year, we add to our operating reserve with the intention of having 4-6 months of operating costs on hand for a rainy day.

We take a community approach to support, with 100% of our board members giving each year as well as ongoing support from artist alumni, neighbors, and friends. In 2018, we set the strategic groundwork for long-term financial health by retaining Rebecca Thomas and Associates (formerly of Nonprofit Finance Fund) to help us fully articulate a rigorous financial projection model through 2022, including a laser focus on growing our individual fundraising base over the next few years.

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**Where the Funds Go**

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<tr>
<th>Year</th>
<th>Programs</th>
<th>Fundraising</th>
<th>General</th>
<th>Total</th>
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<td>$591,426</td>
<td>$89,101</td>
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<td>2018</td>
<td>$558,270</td>
<td>$67,634</td>
<td>$168,919</td>
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**Funds That Fuel Us**

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<th>Source</th>
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<td>Foundations</td>
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<td>Individuals</td>
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<td>Government</td>
<td>$14,054</td>
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<td>Special Events</td>
<td>$60,246</td>
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<td>Corporate</td>
<td>$8,116</td>
<td>$24,590</td>
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<tr>
<td>Other</td>
<td>$60,246</td>
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**Total**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
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<tr>
<td>2017</td>
<td>$972,567</td>
</tr>
<tr>
<td>2018</td>
<td>$1,232,518</td>
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WHO WE ARE

STAFF
Moncho Alvarado, Operations Associate
Amelia Brod, Development Manager
Destinee Forbes, Storytelling Fellow
Ladi/Basha Jones, Artist Engagement Manager
Kemi Ilesanmi, Executive Director
Hatuey Ramos-Fermín, Director of Programs
Ayesha Williams, Deputy Director
Cievel Xicoténcatl, Community Engagement Manager
Tendaji Ubunifu Ya’Ukuu, Kelly Street Fellow

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Ayesha Williams, Deputy Director
Cievel Xicoténcatl, Community Engagement Manager
Tendaji Ubunifu Ya’Ukuu, Kelly Street Fellow

NATIONAL ADVISORY BOARD
Erin Barnes
Teresita Fernandez
Sonia Guñansaca
Thomas Lax
Sustana Tomellia Level
Glenn Ligon
Larry Ossie-Mensah
Katy Rogers
Nelini Stamp
Eugenie Tsai
Javier Valdés
Tiana Webb Evans
Dr. Deborah Willis
Merele Williams Adkins

FOUNDER
Rosé Wilson

KEY CONSULTANTS
Artspool, HR & Finance
Ebony Golden, Cultural Organizer

ORGANIZATIONAL PARTNERS
Banana Kelly Community Improvement Association
Bronx Cultural Collective
Dennison Hill
Kelly Street Garden
Laundry Pro
NOCD-NY
The New School
OF/BY/FOR ALL
Workforce Housing Group

CATALYST CIRCLE
Ariel Adkins
Tomie Arai
Salome Arega
Suhaay Badista
Leandra Bonilla
Gonzalo Casals
Glenn Charles, Jr.
Robin Clark
Elvira Clayton
Elena Conte
Walter Cruz
Xenia Diente
Stephanie Dirks
Kate Dixon
Kimberly Drew
Sloan Elwood
Fernanda Espinosa
Olivia Fagin
Richard Flood
Novella Ford
Sunanda Ghosh
Tarara Greenfield
Cat Gund
Elizabeth Hamby
Kathy Habreich
Lindsay Harris
Steven Hudson
Kameelah Janan Rasheed
Colleen Keejan
Steve Kest
Chet Kinsaid
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Sheetal Prajapati
Prerana Reddy
Katy Rubin
Xaviera Simmons
Julie Simon
Paula Smith
Priscilla Stadler
Alicia Steinmetz-Silber
Alexandra Sullivan
Sady (Sarah) Sullivan
Brian Tate & Maureen Mahon
Michelle Taylor-Henderson
Divya Vd
Meredith Walters
Caroline Woolard
Tracie Worley
Daskah Wright
Joanne Wright
Bety Yu
Sara Zuiderven

A special thank you to former staff, interns, consultants, and volunteers!
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laundromatproject.org

The Laundromat Project advances artists and neighbors as change agents in their own communities.

MAKE ART. BUILD COMMUNITY. CREATE CHANGE.