



# *WeHo Arts Senior Studio*

Arts For LA  
ACTIVATE Arts Advocacy Fellowship  
Arts Education Action Project  
Valentina M. Quezada  
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# What is *Senior Studio*?

- *Senior Studio* is a six-week pilot program in which senior citizens in the city of West Hollywood will engage in art making through a traditional studio model at their local community center

## Goals:

1. To engage West Hollywood seniors in the city's arts programming through hands-on activity, aimed at bridging intergenerational and cultural gaps within the city's aging population
2. For the program to spark conversations between seniors of diverse backgrounds by allowing them to express their ideas and feelings through art, while creating a demand for more arts programming within the senior community

# Why Seniors?

- People over the age of 60 make up the second largest majority of the city's population
- Although they have access to several social services, there is no arts programming geared towards the senior population in West Hollywood
- Studies have shown that the arts contribute positively to senior citizens' health and quality of life, giving them a sense of purpose, competence and growth



# Inspiration

- I have a personal relationship to the city of West Hollywood because it is where I grew up. My family and I immigrated from Odessa, Ukraine about 25 years ago, and West Hollywood quickly became our new home. I have a deep love and connection to the many neighborhoods, particularly the city parks where I spent much of my childhood playing with friends, attending dance classes, and swimming in the local public pool. The arts were always encouraged in my community and were an important part of my cultural experience. West Hollywood is the “Creative City”, and I believe I am a product of its mission to respond to the needs of diverse communities, find creative solutions, and enhance its residents’ well being.
- I was inspired to focus my action project on West Hollywood seniors after attending a meeting hosted by WeHo Arts last Fall in Plummer Park, the purpose of which was to gain a better understanding of the type of arts programming residents would like to see as part of the city’s arts plan. Several seniors in attendance mentioned that they do not feel included in the arts scene of the city and that there is a lack of space where Russian speaking, senior artists can participate in art activities. Another point mentioned was the lack of connection between Russian and English speakers in relation to the arts.
- My hope is that *Senior Studio* can start the conversation between seniors of diverse backgrounds by allowing them to express their ideas and feeling through art.



# How?

- *WeHo Arts Senior Studio* is a collaboration between me and the City of West Hollywood's Art Department.
- I have applied for an *Arts Participation Grant* through the city's Arts and Cultural Affairs Commission
- Upon acceptance, we will begin planning the program pilot for Fall 2017



# Program Outline

## **Part One: *Sign-up Day***

- In this one day-event, WeHo Arts will host a small reception for people to get information about Senior Studio and sign-up. As part of this, there will be a small art activity for people, such as printmaking or ink drawing.
- Light refreshments provided (coffee, water, cookies)
- Promote this event through email and fliers at local libraries, community centers, city hall, etc.

## **Part Two: *Senior Studio in Action***

- Location: Plummer Park
- Number of Sessions: 6
- Duration: 3 hours each
- Number of participants: 15 max.
- Instructor: Valentina Quezada
- Will provide structured curriculum for 6 week course focusing on introductory art techniques and history (Russian translation optional)
- Final class: "Open Studio", when students can invite friends and family members to see the studio and view their work. Light refreshments provided

## **Part Three: *Evaluation***

- All participants will be given an evaluation form where they can give feedback on their experience
- WeHo Arts staff will use evaluations in applying for further grants and improving the program structure