



# URBAN ART MUSEUM PUNTO

The Punto Urban Art Museum in Salem, MA:  
Latinx Representation in Community Art

Kate Jordan & Jane Marshall, Ph.D.

Salem State University

# Background

- Punto Urban Art Museum is a project of the North Shore Community Development Coalition, a nonprofit affordable housing developer located in Salem, MA.
- Mission Statement: ***"A social justice art program focused on breaking down invisible socio-economic barriers."***
- The project features 75 large scale murals within a 3 block radius in the El Punto, The Point neighborhood located in Salem, featuring local and international artists.

Source: <http://puntuurbanartmuseum.org/>

# El Punto / The Point Neighborhood

- Immigrant community of workforce housing: French-Canadian, Italian, Irish until 1970s. Now majority Hispanic/Latinx population.
- Currently 23.6% of Point residents are foreign born; 63% non-white.
- 17.6% of Salem, MA residents are identified as Latino.
- Median income \$41,068 in 2016.
- Neighborhood experiences segregation and discriminatory attitudes, frequently disparaged among dominant groups in Salem.
- Concentrated area of affordable housing – nonprofit and state-run.
- Resident pride exists, isolation and safety fears also present.

Source:

<http://www.city-data.com/neighborhood/The-Point-Salem-MA.html>

<https://www.salem.com/sites/salemma/files/uploads/salemhousingneeds.pdf>

# Anacaona

Ruben Ubiera-Minaya



Pride and culture.

This is me, my home, where I belong.



Anacaona  
street view

# Anacaona in Real Life



- Rosario Ubiera-Munaya, the artist's sister.
- Executive Director of Amplify Latinx.
- Founder of Conjuelos Productions, an arts programming business focused on Latinx and Afro-Latino representation in particular
- Salem resident, Dominican immigrant.

# Queen of the Block

Mr. Cenz



Where I'm from is who I am.

Queen of the Block  
street view





# Katherine

Paola Delfin

I am a student. I am a girl.

My name, myself is between  
two worlds.



# Untitled

Belin

Confusion. I feel disjointed,  
and torn between worlds.

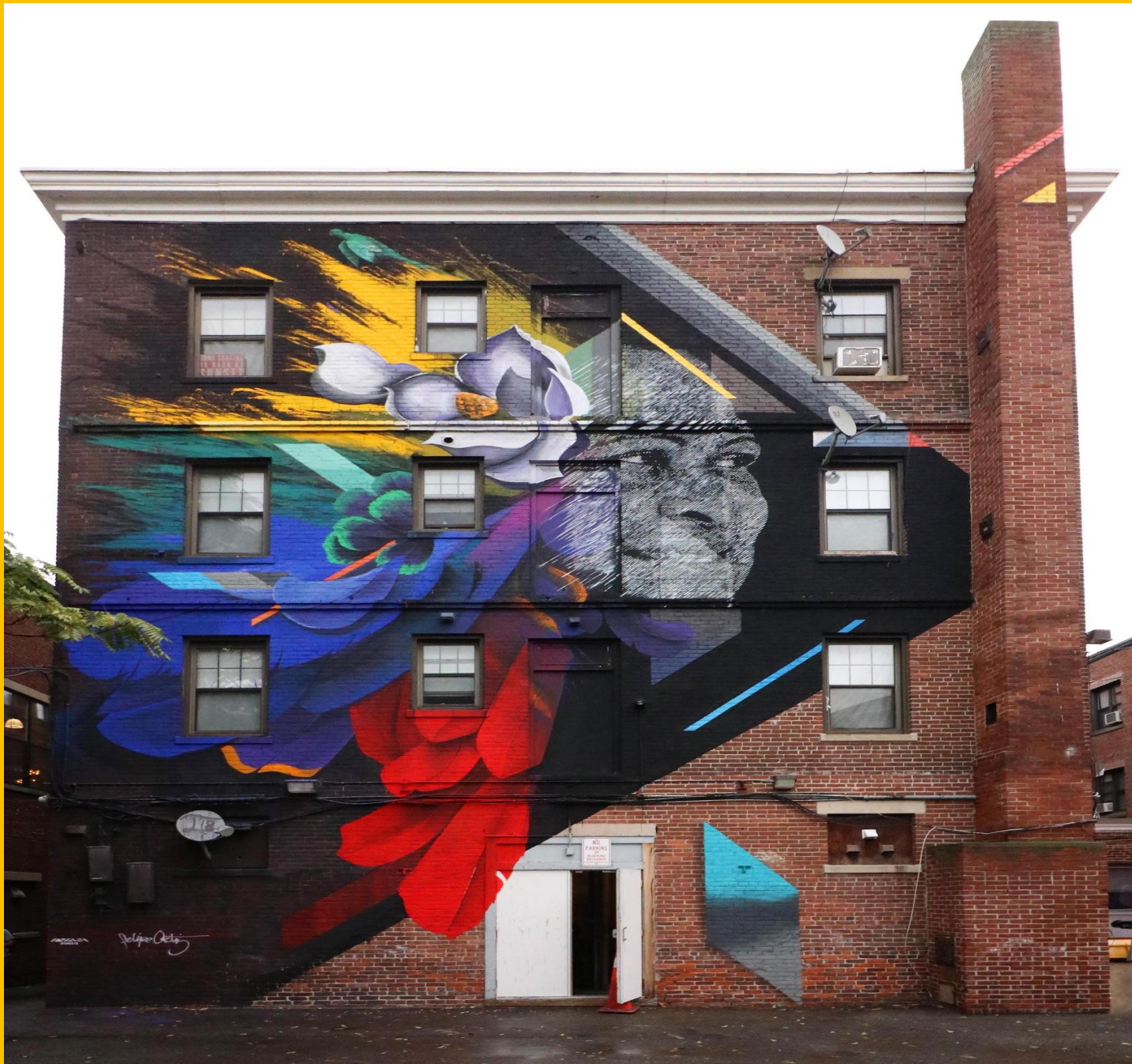


# Communion with Us

GLEO

I believe in God's plan for me.

I am reverent.



# Migrar

Felipe Ortiz & Ivan Salazar

I am hopeful and faithful.

I am bringing forward those who follow, my family.

# The Farmer

Ruben Ubiera

My home where the land was  
my work.



# Crieciendo Juntos

## El Cekis

Walls and fences  
separate us and keep us  
apart.

I can grow no matter  
where I am.



# You Can't Untangle My Roots

Angela Gonzales



My ethnic roots blend into one another.  
One growing into the next.

# Love Child

Chor Boogie



You see only a part of me.

**Love Child**  
Street view

See the whole of me.



# Conclusion

- Punto Urban Art Museum elevates Latinx culture through collectivist, familismo, and personalismo cultural depictions in El Punto/The Point.
- Attention is paid to the murals' mediums to evoke racial and ethnic pride by onlookers.
- “Representation Matters” The Punto Urban Art Museum reflects themes of migration, assimilation, and acculturation.