

THE MARCH



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INTRODUCTION



- African Square, home to many marches of Harlem, and the National Headquarters, home to THE March. Both of these sites are layered with rich Black history that will continue to be the symbol and tool to forge new history.

2.1 SITES

AFRICAN SQUARE



- Located at the intersection of west of 125th Street and 7th Avenue and is framed by the nearby plaza and buildings. The site held marches and crowds not only related Pan-African movements but also the Civil rights.
- Its name can be traced back to the Great Migration of African Americans from the south to northern cities. As of now, the plaza in front of the Adam Clayton Powell Building inherited the principles behind the term “African Square”

2.2 SITES

MARCH ON WASHINGTON SQUARE



- Located at 170 W 130th St, the Headquarters is where Bayard Rustin, a gay pacifist, and Philip Randolph worked on the details that made the march as successful as it was.
- During the 1920's, the house was used as a home for troubled African American girls, The Utopia's Children's house and a day care center.

3. HYPOTHESIS

The presence of influential sites such as the African Square and the MoWS HQ in Harlem has fortified its solidarity as a third space. The likes of W.E.B Du Bois, Nelson Mandela, Fidel Castro, Martin Luther King Jr. and A. Philip Randolph have contributed to its active diverse layers of spatial resistance.

The sites and their surroundings are layered with resourceful history that can make it an effective amplifier for resistance movements through the voices of the locals.

4.1 CASE STUDY

BLACK LIVES MATTER MURAL



- The Black Lives Movement was a massive expression of the Black community against the way the colored population was being treated by law enforcement.
- The Mural stood as a reminder to the public of the injustice occurring in our system.

4.2 CASE STUDY

ALHAMBRA BALLROOM



- Alhambra Ballroom/Theater was built in 1905 and has been preserved excellently over the past century.
- The Ballroom played a major part in the Jazz world during the 1930s and 40s hosting big names like Duke Ellington, Billie Holiday and many more artists.

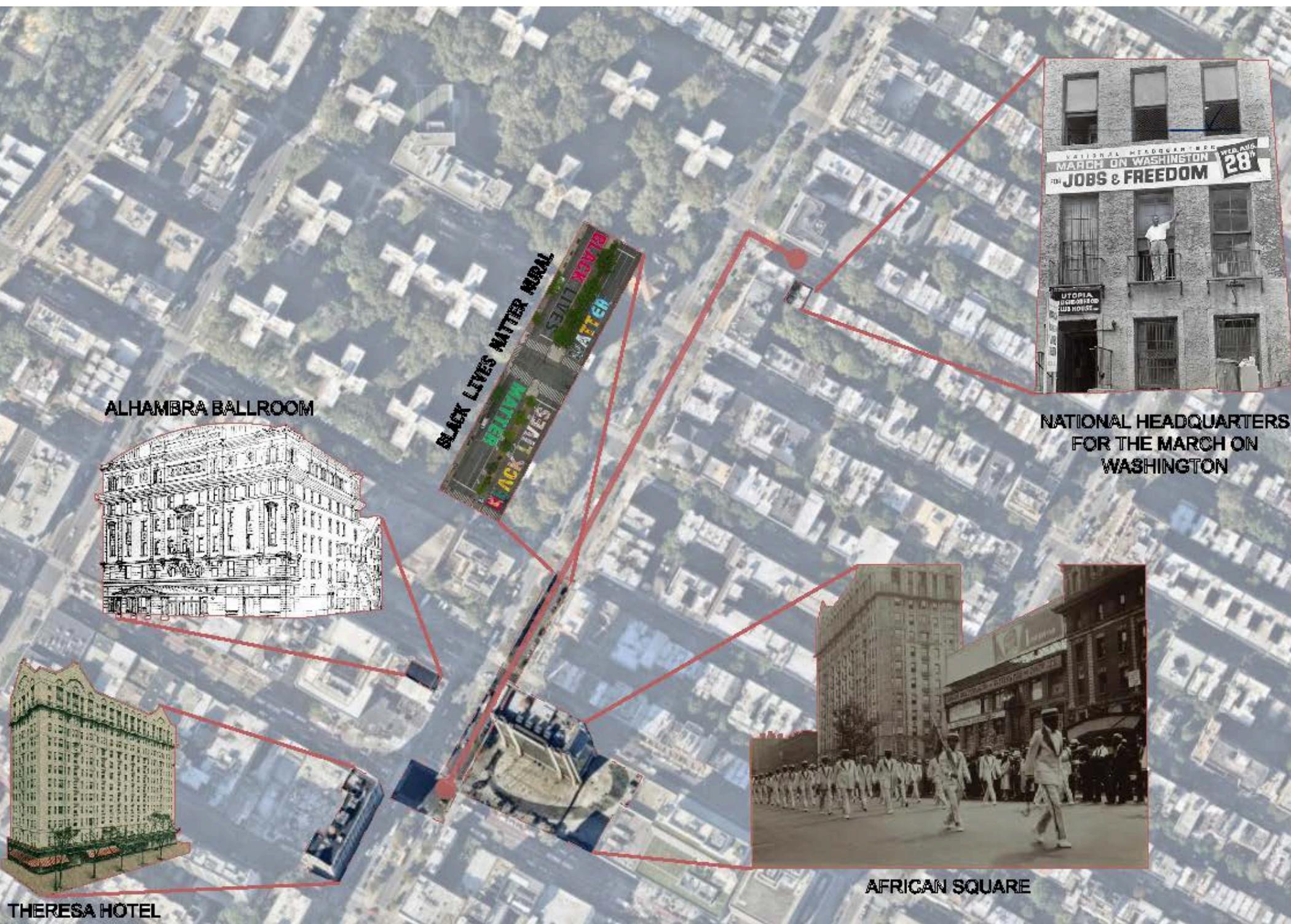
4.3 CASE STUDY

HOTEL THERESA



- Hotel Theresa was built as a luxury apartment hotel in 1913 right as Harlem was becoming populated by the Black Community.
- During this time many establishments in Harlem were not very accepting of Black people. Hotel Theresa changed its policy in 1940 and became a hub for the Black Community housing athletes and other important Black figures.

5. SITE HIGHLIGHTS



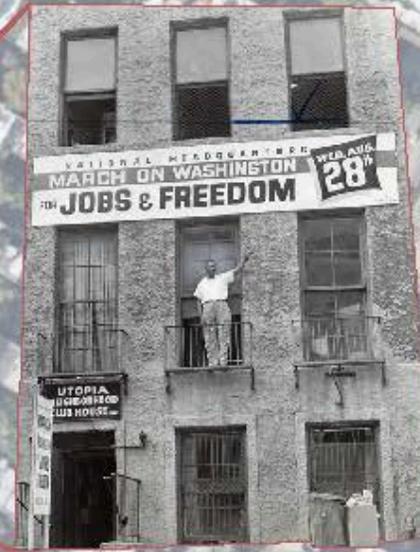
ALHAMBRA BALLROOM



THERESA HOTEL



BLACK LIVES MATTER MURAL



NATIONAL HEADQUARTERS FOR THE MARCH ON WASHINGTON



AFRICAN SQUARE

6.1 THE MARCH

THEMES

National HQ for the
March on Washington

African Square
Intersection



- Public vs Semi-Public Preservation
- Black Internationalism
- Living Layered Messages
- Preservation through Living Repetition/Progression

6.2 THE MARCH

WHAT'S AT STAKE

- The messages that was spread on these sites have been able to transcend their local environment and have salient effects nationally and globally
- The goal of our proposal and method will be to utilize these sites and their layered influence on the community to spread more powerful messages

6.3 THE MARCH

PROPOSAL | THE LIVING MARCH

Method: Bringing these two methods together, an educational 5-block march/tour that runs along Adam C Powell Blvd connecting African Square and the HQ highlighting important landmarks along the way through educational speeches and conversation.

Each landmark along the path will have a figure that has experienced the history of their site and continues to teach and make new history.



LEGEND

- MARCH PATH ———
- GATHERING SPACES —■
- IMPORTANT LANDMARKS —■

130th Street



First Stop

March on Washington Square HQ

KEY POINTS



- Welcome
- Introduction to Curators and Local Volunteers
- Mention this march as an activation of the site
- Importance of sites
- Look at archival documents

129th-126th Street



Second Stop

Alhambra Ballroom

KEY POINTS

- Encourage visitors to stay back and learn from local volunteers/speakers
- Contribution of Alhambra Ballroom to cultural renaissance
- Experience aspects of the ballroom



128th-126th Street



Third Stop

Adam C. Powell Building

KEY POINTS

- The site's role in the civil rights movement
- More than a nametag!
- Mention plans to activate the plaza
- Mention relevant new buildings in area: Studio Museum and National Urban League
- Look at archival documents

KEY POINTS

- Encourage visitors visit and stay up to date with ongoing relevant projects
- Locals talk about their experience living in the area
- Experience the African Square Intersection

125th Street



Last Stop

Hotel Theresa

