

The Apollo Theater

By Rosa Cortes

- Located at 253 W 125th Street, in the heart of Harlem.
- Opened in 1934, one of the most legendary stages in America.
- Central to Harlem's cultural identity and the Harlem Renaissance.
- Landmark for Black music, comedy, and performance history.
 - Still active today as a global stage for art and community.



Radical Preservation Themes at the Apollo

- Blackness / Otherness → A stage that gave Black artists a voice when others shut them out.
 - Preservation vs. Heritage → Not just an old building, but still an active place for music and culture.
 - Capitalism / Market → Famous name that also makes money through tourism and branding.



Why?

- The Apollo stands as the cultural heartbeat of Harlem.
- It links the physical theater with the music, performances, and memories it holds.
 - A stage where Black artists built history and continue to inspire future generations.



WHAT's at Stake

The Apollo asks: Is it preserved as culture, or sold as a brand?

- Preservation: Protects Harlem's history and music for the future.
- Heritage: Keeps it alive as a stage, not just a landmark.
- Risk: Commercial interests risk overshadowing its deeper cultural significance.



Reflection

- The Apollo is more than a theater — it is Harlem's cultural heartbeat.
- Radical preservation here means protecting both the building and the performances that give it life.
- Its future depends on keeping the balance between honoring history and supporting new voices.

