

“ATLANTIC CULTURAL CENTER”
(CENTRO CULTURAL DEL ATLANTICO, OR *CECA*)
IN THE FORMER SANCHEZ CHOCOLATE FACTORY
IN PUERTO PLATA

PROJECT SUMMARY

This project entails the rehabilitation of the abandoned facilities of the former Sánchez chocolate factory (Chocolatera Sánchez) of Puerto Plata, Dominican Republic – facilities consisting of one metallic production shed and three other warehouse buildings of varying sizes and materials– with the goal of establishing an alternative Cultural Center. The Center will target the youth of the low-income neighborhoods surrounding the area, creators and artists from Puerto Plata and the nation, and domestic and foreign tourists visiting the northern coast of the Dominican Republic.

The Atlantic Cultural Center (Centro Cultural del Atlántico or *CECA*) will constitute an innovative and powerful attraction for cultural tourism and cruise-related tourism, given its proximity to the port. It will contribute to the creation of a new image for Puerto Plata and to its renewed marketing efforts. *CECA* will occupy the whole of the 48,000 square meter facilities and plans to incorporate diverse components, programs and activities aimed at fostering creativity, training, production and dissemination of traditional and contemporary arts of both national and universal cultural origin. Moreover, it calls for the construction of a polytechnic secondary school and an agricultural and artisan marketplace, as well as for the provision of a variety of services for local and foreign users and visitors.

THE CECA PROJECT

The following presentation is a detailed description of the project to create the Atlantic Cultural Center in the Puerto Plata chocolate factory.

LOCATION

The former Sánchez chocolate factory, also known as the Chocolatera Industrial, is located on the street Avenida de Penetración al Puerto in the city of Puerto Plata,

Municipality San Felipe de Puerto Plata, on the northern coast of the Dominican Republic, in the island of Hispaniola.

GENERAL OBJECTIVE

To contribute to fostering creativity, training, production, and dissemination of local, national and universal art and culture while focusing special attention on youth; and to promote international exchanges and attract global cultural tourism to the northern region of the Dominican Republic through the creation and implementation of the Atlantic Cultural Center (CECA) in the former Sánchez Chocolate Factory of Puerto Plata.

Attaining this objective requires collaboration between the government and the private sector as well as the participation of the community, working together in an integrated, mixed-management system. It also entails two principal work phases: an immediate first phase, to conclude with a feasibility study, the final formulation of the project and negotiation of financing; and a later, second phase involving CECA's organization, execution, and control and the launching of operations.

DESCRIPTION OF CECA

CECA will be comprised of several components to carry out a variety of functions, programs and services, all of which will be evaluated through an economic feasibility study. A profile of each component will be compiled in the terms of reference used to contract consultants for implementation of the study. The following components have been proposed:

5.7.1 All-purpose hall for artistic, cultural, scientific and technological events, exhibitions, workshops and presentations

5.7.2 Museums: Taíno; Cocoa and Chocolate; The City and its History; Folklore and Carnival

5.7.3 Teaching/learning spaces: workshops, courses and other training and creative activities

5.7.4 Multimedia laboratory; audio-visual rooms. Suggested headquarters for the Dominican Film Institute (Instituto Dominicano de Cine)

5.7.5 Information and documentation center; libraries

5.7.6 Commercial space (row of shops)

5.7.7 Cafeteria-bar

5.7.8. Rafael Arzeno Provincial Fine Arts School (Escuela Provincial de Bellas Artes “Rafael Arzeno”) (relocation)

5.7.9 Craft workshops

5.7.10 Administrative offices; warehouses

5.7.11 Residence for artists, teachers, students and special visitors

5.7.12 Green spaces and parking facilities

BENEFICIARIES (direct and indirect):

5.9.1 Residents of marginalized neighborhoods in the immediate surroundings of the site, especially boys, girls and young adults

5.9.2 The local, national and international artistic and cultural communities

5.9.3 The community of Puerto Plata city and other regional municipalities, as well as neighboring provinces in the north and elsewhere in the country

5.9.4 Visitors and foreign tourists

5.9.5 The Puerto Plata tourist industry.