



AltruVistas and Ethical Traveler Present:



## Interactive Art Delegation to Cuba with Jeff Greenwald

A People-to-People Tour

10 Days | April 12-21, 2014



Ethical Traveler and AltruVistas present *An Interactive Art Delegation to Cuba with Jeff Greenwald*, a 10-day people-to-people delegation focusing on Cuba's visual and graphic arts, and exploring the relationship between personal expression, community development and person-to-person collaboration. We'll visit studios, galleries, World Heritage Sites of extraordinary beauty, and neighborhoods that have been revitalized through imaginative art projects. Much of our time will be spent meeting with individual artists, visiting community art projects, and seeing how art is integrated into the public sphere in Cuba's Socialist culture. Guided visits to important museums and cultural centers will also be featured. As the delegation will consist mainly of working artists, each day will include time for painting, drawing or photography—alone, in studios, or under the guidance of Cuban artists or instructors.

Hoping to satisfy the artistic impulse of the artists on the trip, this journey will be a wonderful combination of cross-cultural engagement that reaches beyond art and into the creative spirit. Participants will bring their own supplies, and be ready to sketch or watercolor at viewpoints, in squares and old forts, possibly even with Cuban models. There will be daily 'interactive arts time', free time for participants to work on their own artwork, on this delegation.

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For more information or to register for the trip, please contact:  
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Co-sponsored\* by Ethical Traveler and AltruVistas, *An Interactive Art Delegation to Cuba with Jeff Greenwald* adheres to the highest responsible tourism practices and aims to support and economically benefit local communities we visit while concurrently promoting cross-cultural understanding between visitors and locals. This tour is facilitated by Vaya Sojourns, a licensed Travel Service Provider (TSP) by the Office of Foreign Assets Control to arrange educational travel under the General License or a People-to-People license to Cuba. This is a unique opportunity for Americans to visit Cuba legally and explore the future of US-Cuban relations.

*\*An Interactive Art Delegation to Cuba with Jeff Greenwald's* itinerary was developed in collaboration by Ethical Traveler and AltruVistas. Tour registration and all trip logistics and facilitation are handled by AltruVistas.

## ITINERARY DETAILS

### Day 1 | Sat, Apr 12 | Arrive in Havana

**Meals: L, D**



Group check in at and departure from Miami International Airport (MIA). Morning arrival in Jose Marti International Airport and commence on a partial city tour of Havana as you're transferred to your hotel for a late afternoon check-in. Lunch at Aljibe restaurant in Old Habana then enjoy a guided walking tour of the area to learn about its UNESCO World Heritage Site status.

Founded by the Spanish in 1519, Havana became one of the Caribbean's main centers for shipbuilding by the 17<sup>th</sup> century. Although contemporary Havana is a sprawling metropolis of 2 million inhabitants, its old center (Old Havana) retains an interesting mix of Baroque and neoclassical monuments, and a homogeneous ensemble of private houses with arcades, balconies, wrought iron gates and internal courtyards. The most outstanding sights include the Plaza de la Catedral, one of the most beautiful squares in the city, with the towers of the Catedral de San Cristóbal de La Habana dominating the square. Nearby is the Castillo de la Real Fuerza, the oldest extant colonial fortress in the Americas: its west tower is crowned by a bronze weathervane dating back to 1632. La Giraldilla, as the nimble-figured wind-spinner is called, is believed to be Doña Inés de Bobadilla; waiting in vain for her husband, the explorer Hernando de Soto who set off to Florida looking for the Fountain of Youth and died eaten by cannibals.

After checking into our hotel in the late afternoon, we'll have welcome cocktails at 5:00p followed by a welcome dinner at 7:00pm.

### Optional cultural activity in the evening:

After our welcome dinner some of us may take in live Cuban music from the heirs to the Buena Vista Social Club, for an unforgettable night of Cuban music and dance at the Hotel

Nacional's Compay Segundo Hall. The Nacional's spacious patio also features live music – or, some might prefer to take a Saturday evening stroll along Havana's famous seaside Malecon.

Overnight: 4-star hotel

### **Day 2 | Sun, April 13 | In Havana**

**Meals: B, L**

After breakfast, we'll have an orientation meeting facilitated by your local guide, program coordinators and host, Jeff Greenwald on program logistics, the Do's and Don'ts in Cuba, general Cuba travel information and overview of Ethical Traveler and its 13 Tips for the Accidental Ambassador.



In the mid-morning, we visit the Museo de Bella Artes, the Cuban Fine Arts Museum for an overview of Cuban contemporary arts. We'll lunch at El Patio Restaurant at Cathedral Square before visiting a few artist studios (including Chocos) in Old Havana in the afternoon. We'll also visit the Taller Grafica printmakers' center in the old city's Cathedral Square.

In the late afternoon, we leave Old Havana to explore the Colon Cemetery. Named for Christopher Columbus, the cemetery is noted for its many elaborately sculpted memorials.

Its opening was at 70th decade of XIX century, its architect was Calixto de Loira, he was one of the first bodies buried in this new cemetery at that time on September 29, 1872. Here we will have a full hour and half to wander or sketch.

Tonight you're free to explore local paladares, privately run restaurants, for dinner in the evening. These are wonderful examples of Cuba's economic changes and support of local economic entrepreneurship.

#### **Optional cultural activity in the evening:**

Free for cultural activities, including the Jazz Café or the Fox and the Crow.

Overnight: 4-star hotel

### **Day 3 | Mon, Apr 14 | In Havana**

**Meals: B, D**

After breakfast, we meet with specialists at the Office of the Historian to learn about the Master Plan for Restoration of Old Havana through the salvaging of neglected buildings, tourism for restoration investment, and the accompanying social plans. Following our meeting, we visit the art and photography galleries of La Acacia and Fototeca and chat with local artists.

At noon, we'll have lunch at La Imprenta restaurant before continuing with our city tour to explore the benefits of tourism to fund community development and urban renewal as you



exchange with the community at the Convento de Belén. The Belén Convent project serves to inspire in all, a love of community, life and spirituality through music, arts, science, literature, health, engagement, productivity and learning. The ongoing development of Belén Convent is made possible in part by generous humanitarian support and volunteerism by organizations and individuals from abroad. The Belén Convent provides: housing for the elderly; health clinic and pharmacy; shelter from natural catastrophes; services for disabled youth; choirs and bands; mass and religious ceremonies; eye care and glasses; computer and internet training; physical therapy and exercise; occupational training for all ages; art, crafts, music and cultural activities; meals for those in need; community outreach and support for single mothers. The Belén Project serves not only the 300,000 practicing Catholics in Cuba today but also the Cuban secular community in need. (Donations can be brought to this organization)



In the late afternoon, we'll have a city tour of modern Havana by bus including the Jose Martí Revolution Square and Playa municipality with architect and urban planner. After we will drive to the Fortaleza ortaleza de San Carlos de la Cabaña, known as La Cabaña (Fort of Saint Charles), is an 18th-century fortress complex, the third biggest in the Americas, located on the elevated eastern side of the harbor entrance in Havana, Cuba. The fort rises above the 200-foot (60-meter) hilltop, along with Morro Castle (fortress).



We will have dinner at **La Divina Postora** where you'll have a lovely view of Old Havana as the restaurant is located in Fortaleza de San Carlos de la Cabana. At the time of its construction in the 1770s it was the largest fort the Spanish had ever built, as well as the most costly. Following the occupation by the British, who used this location to secure the port for their side, the Spanish set about building Fortaleza de San Carlos de la Cabana. We will also enjoy live music. Following dinner, you'll have interactive arts time to work on your art or the option to see the Canoñazo Ceremony where soldiers dressed in 18th century uniforms fire a cannon over Havana bay at precisely 9 p.m. o'clock. It is a historical reconstruction dating back to the colonial era where back then, the cannon fire announced the official end of the day and the time to close the city gates for the night.

#### **Optional cultural activity in the evening:**

Free to enjoy contemporary music and dance at the Casa de la Música. Participants will visit a dance club frequented by Cubans to learn about contemporary musicians and interact with up-and-coming local musicians. Participants will learn about the contradictions between a closed economy and the influx of tourism.

Overnight: 4-star hotel.

**Day 4 | Tue, April 15 | Havana to Vinales Valley**

**Meals: B, L**



Following breakfast, we check out of our hotel and leave for Pinar del Rio Province and Vinales Valley by coach. Encircled by mountains and interspersed with dramatic rocky outcrops, Vinales Valley has been a UNESCO World Heritage Site since 1999. Traditional agricultural techniques, particularly for tobacco, are still practiced here. The quality of this cultural landscape is enhanced by the vernacular architecture of its farms and villages where a rich multi-ethnic society survives, illustrating the cultural development of the islands of the Caribbean and Cuba.

In the late afternoon, we'll stop at Las Terrazas a small ecological community and environmental education center, situated in the Sierra del Rosario Mountains, a designated UNESCO Biosphere Reserve. We'll enjoy a community guided walking tour of Las Terrazas, explore the spectacular Rosario Mountains and this world-renowned bio-reserve. We'll meet with reserve officials and

community and student volunteers for an overview of the project's history then a hike through the community to meet with local artists Jorge Duporte, Lester Campa, Henry Alamo and Ariel Pinelli. During our walk, we'll also have opportunities to interact with the local community, visit local artists in their studies and engage in leisurely people-to-people exchanges.

Lunch at El Romero Vegetarian Restaurante in Vinales Town. In the late afternoon, we are off to a lovely lookout for interactive arts time before visiting Vinales Town for a briefing with the town historian. We'll learn about rural development in this beautiful town, its history, and how they are trying to keep tourism small and community based.

**Optional cultural activity in the evening:**

Free to enjoy dinner and Vinales Valley on your own.      Overnight: 4-star hotel

**Day 5 | Wed, April 16 | Return to Havana**

**Meals: B, L**

After breakfast, we check out of our hotel and return to Havana by coach.

On arrival in Havana, we visit the Muraleando Community Art Project, a community-based art program, inspired originally by local neighborhood artists who taught art "in the streets." Outdoor murals and sculptures, depicting fanciful celebrations of Cuban life, were a natural outgrowth of these art classes. In a country where nothing is disposable and everything is useful, broken typewriters, old telephones, tire rims, wrought-iron chair parts - all were fair game to weld and paint and turn into sculpture. The original efforts were made in conjunction with cleaning up trash dumps that had collected throughout the

neighborhood. Found art objects, parks and murals now replace piles of trash and serve as gathering places for residents and visitors. We will request to meet with local artist and co-founder of the project, Manuel Díaz Baldrich Manolo. The Muraleando Community Art Project welcomes international support and aid in the form of art and educational supplies. We will have lunch here followed by interactive arts time to draw and exchange with local artists.

In the afternoon, we visit a school for arts, and meet with the Rector, faculty, staff and students to learn about art education, youth, arts, arts funding, freedom of expression, teachers and unions in Cuba.



**Optional cultural activity in the evening:**

Enjoy Opera de la Calle at El Cabildo, which has an outdoor theater, bar and 150-seat restaurant, is a throwback to life before Cuba's 1959 revolution, when Havana teemed with cabarets and theaters. It has nightly entertainment, anchored by an eclectic troupe called "Opera of the Street" that mixes traditional opera with Cuban song and dance and popular music from abroad.

Overnight: 4-star hotel

**Day 6 | Thu, April 17 | Havana to Trinidad via Cienfuegos**

**Meals: B, L**

After breakfast, we checkout of our hotel and continue our journey to Trinidad, making a stop in Cienfuegos, known as the Pearl of the South. We'll have a city tour of Cienfuegos and learn about how the local architecture reflected the prosperity of sugar, tobacco and fruit trading, as well as about the 19th-century European influence.



On arrival in Cienfuegos, we'll have a small city tour including a visit to Benny Moré Art School to meet with its director Federico Cortese and students studying music, dance, or art and their teachers. We'll have lunch at Casa del Chef with a buffet lunch prepared by local chefs to highlight typical cuisine of the Cienfuegos area. Following lunch, we complete our time in Cienfuegos by visiting the local UNEAC office to learn about the National Union of Writers and Artists in Cuba to discuss promotion and arts education.



In the late afternoon, we continue our travels to Trinidad, a World Heritage Site located in Cuba's south central region. The group will learn about the history of this town and how the local architecture reflected the prosperity of sugar, tobacco and fruit trading, as well as about the 19th-century European influence. The remainder of the daylight hours will be for interactive arts time to draw and exchange with local artists in the old square. We'll check-in and have dinner at our hotel in the early evening.

**Optional cultural activity in the evening:**

Host Jeff Greenwald facilitates a group discussion on travel, art and Cuba.

Overnight: 4-star hotel

**Day 7 | Fri, April 18 | In Trinidad**

**Meals: B, L**

After breakfast, we begin the day's activities with a guided city tour of this popular colonial town. We will be briefed on provincial Cuban-architecture, urban planning, colonial and revolutionary history as we visit various major sites throughout Trinidad. We have time to engage with Cubans at their art studios, galleries and a local cigar factory where participants will meet with Cuban artists and find out first hand how artists negotiate between the tourist market, socialist philosophy and Cuba's changing socioeconomic realities.



After lunch, we will also explore the Valle de los Ingenios (Valley of the Sugar Mills) a UNESCO World Heritage Site. The economic boom enjoyed by Trinidad and the surrounding area during the 18<sup>th</sup> century and the first half of the 19<sup>th</sup> was due, among other factors, to the production of sugar cane that took place in this area. There will be interactive arts time for you to sketch, write or exchange with locals. In the evening you are free to explore the local paladares, privately run restaurants, for dinner.

**Optional cultural activity in the evening:**

The group will walk over to the Casa de la Trova where wonderful traditional live music is played

Overnight: 4-star hotel

**Day 8 | Sat, April 19 | Trinidad to Havana**

**Meals: B, L**

After breakfast, we checkout of our hotel and return to Havana. On arrival, we'll check into our hotel before having lunch at Casa de Amistad restaurant followed by a meeting with an ICAP (Cuban Institute for Friendship with the Peoples) representative for a briefing about

the impacts of the US embargo on Cuba and an overview of current US/Cuba international relations.

In the afternoon, we visit the Coloreando Mi Barrio community project and engage in dialogue with community leaders who inspired this project and exchange with the students of this wonderful organization that teaches children arts and painting. In the early evening, we enjoy a private rooftop performance by Grupo Mezcla for the group. Following the performance, you're free to explore dining options on your own.



### **Optional cultural activity in the evening:**

Free for optional cultural activities from the ballet to baseball.

Overnight: 4-star hotel

## **Day 9 | Sun, April 20 | In Havana**

**Meals: B, L D**

Following breakfast, we visit the Callejon de Hamel community and meet with Elias Aseff Alfonso who works closely with the community's artist founder Salvador Gonzales Escalona. He will share the history and day-to-day realities of arts, culture and religion in Cuba. Here you will learn about the African roots in Cuban culture and its popular religion, Santeria.

In the late morning, we'll visit Organoponico of Alamar by coach. On the farm, we'll speak with local gardeners and engage with one of Havana's largest and most successful urban gardens, a Unidad Básica de Producción Cooperativa (Basic Unit of Cooperative Production). Covering 11 hectares in Alamar, a residential suburb, the allotment's rows of vegetables are overshadowed by grey Soviet-style blocks of flats. Though small, the garden (really more of an urban farm) is incredibly productive. As well as fresh vegetables, fruits, ornamental plants, seedlings, timber and medicinal and spiritual plants; the cooperative also produces dried herbs, condiments, garlic paste, tomato sauce, pickles, vermicompost, compost and substrates, goat and rabbit meat and mycorrhizal fungi. Products are sold to local restaurants and directly to community members from the farm. The Organopónico also welcomes tourists and holds workshops and courses in organic agriculture. We will have lunch with the community of farmers.



As we return to Havana, we'll also stop to visit the other UNESCO World Heritage Sites in Havana, including la Fortaleza de La Cabaña. Construction for this fort began in 1763 by King Carlos III of Spain to boost Havana's defense following British colonial conquests in the



Seven Years War. Replacing earlier fortifications next to the 16th-century El Morro fortress, La Cabaña was the second largest colonial military installation in the New World by the time it was completed in 1774. Enjoy a free hour of interactive arts time in this site.

Farewell dinner in the evening in Havana followed by optional cultural activities from salsa dancing to ballet. Overnight: 4-star hotel

**Day 10 | Mon, April 21 | Depart Havana**

**Meals: B**

After breakfast, we check out of our hotel and transfer to the airport for your return flight home.

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## PRICE & INCLUSIONS

### Tour Prices:

10-11 participants | \$3990 per person

12-14 participants | \$3890 per person

15-16 participants | \$3790 per person

Single rooms are available for an additional \$500. If you are a single traveler, we will try to match you with another solo traveler of the same sex for twin share accommodations.

### Tour price is inclusive of the following:

- Accommodations at 4-star hotels
- Accommodations on a double occupancy basis
- Meals as indicated in itinerary
- Local English speaking guide accompanying the group throughout the tour
- Program activities as specified in itinerary
- All entrance fees to sites as specified in itinerary
- Honoraria for speakers and donations to community groups and organizations in itinerary
- Vehicle transport as specified in itinerary
- Miami-Havana-Miami flights
- Cuba visa
- TSP fee
- People-to-People license
- Donations to organizations visited in itinerary
- Honoraria to guest speakers in itinerary
- Bottled water
- A year subscription to the Earth Island Journal, published by the Earth Island Institute (EII). Ethical Traveler is a project of the EII.

### Tour price does NOT include of the following:

- Alcoholic, soft drinks and imported mineral water

- Domestic nor international flights to connect with Miami-Havana-Miami flights and airport taxes
- Services not mentioned in the program.
- Meals not mentioned in the program
- Expenses of a purely personal nature.
- Room service charges.
- Transportation of luggage in excess of weight allowance.
- Conveyance fees used for private purposes.
- US airport taxes
- Travel Insurance (We strongly advise that each participant arrange for their own travel insurance).
- Optional activities specified in the itinerary

## REGISTER FOR TOUR OR FOR MORE INFORMATION

Contact:

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## ABOUT

### About Ethical Traveler

Ethical Traveler (ET) is the first grass-roots alliance uniting adventurers, tourists, travel agencies, and outfitters — everyone who loves to travel, and sees travel as a positive force in the world. ET feels that all travelers are, in effect, freelance ambassadors. Ethical Traveler also believes that we have the ability to join our voices, and to use our economic power to strengthen human rights and protect the environment. For more information on Ethical Traveler, please visit [www.ethicaltraveler.org](http://www.ethicaltraveler.org).

### About AltruVistas

Altruvistas builds dynamic philanthropic relationships through socially responsible customized journeys, intentional meso-financing programs & professional fellowships. Our mission is to provide you with ethical, comprehensive, educational and philanthropic travel planning services so that you can have the adventure of a lifetime that is culturally insightful, engaging, comfortable, and worry-free while also synergistically benefiting the local economy, our hosts, important causes and even highlights the good work you are doing in the world! For more information on AltruVistas, please visit [www.altruvistas.com](http://www.altruvistas.com).

### About Vaya Sojourns

Vaya Sojourns, Inc. is a licensed Travel Service Provider by the U.S. Treasury Department's Office of Foreign Assets Control (OFAC). Under certain provisions and conditions set forth by OFAC, Vaya Sojourns is able to provide arrangements for U.S. citizens and others to travel to Cuba. For more information on Vaya Sojourns, please visit [www.vayasojourns.com](http://www.vayasojourns.com).