



Programming questions to the Advisory Board Vision, context, and community

Emma S. Barrientos Mexican American Cultural Center Phase 2
December 9, 2020

The purpose of this survey is to bring stakeholder voices into the process and to practice responsive and inclusionary design toward the development of the Emma S. Barrientos Phase 2 improvements project.

Below you will find a list of questions that will help us (Miró Rivera Architects and Tatiana Bilbao Estudio) get a better sense of the space requirements and type of building you need. This is your chance to tell us what you need in as much detail as possible. Please complete and return the survey to Christina Bies (christina.bies@austintexas.gov) by the end of December 19th, 2020. Thank you in advance.

Completed by: _____

Email: _____

WHO

1. What are the different demographics that make up the community of visitors and users of the ESB MACC?

2. Are there any demographics or specific groups that aren't currently part of your community but you are interested in reaching?

WHAT

3. What could be done to make the ESB MACC more welcoming to visitors and the community?



4. What could be done to appeal to new demographics currently not part of the existing community of users and visitors?

5. In your view, what spaces and programs are fundamental to fulfill the MACC's mission? (e.g. a flexible auditorium, a permanent collection, a music hub, the zócalo, etc.)

6. In your view, what spaces need to be expanded, which can be adapted, and which can be used in a more flexible way to fit the needs of a growing community ?

7. What are other benchmarking projects, cultural centers or institutions you consider to be a relevant reference for the ESB MACC?

WHERE

8. What are the advantages and disadvantages of the ESB MACC location in the context of the City of Austin?

9. What nearby amenities or sites help - or could help - drive visitors to the ESB MACC?



10. How is the relationship between the ESB MACC and Lady Bird Lake? What can be done to improve the waterfront experience?

11. Do you think the current site and building reflect the richness and complexity of the Mexican American culture?

WHY

12. Why do you think the development of the ESB MACC is important?

13. Why do you think other demographics - apart from the hispanic/latino community - do not visit the center?

14. Why do you think the public chooses to come to the ESB MACC? What makes the ESB MACC unique?

HOW

15. How well do you think the programming of the ESB MACC promotes culture, community, and the arts?



16. How is the ESB MACC perceived by the local community of artists?

17. How is the MACC perceived by other leading museums and cultural institutions in Austin?

18. Since 2007, the MACC institution has been a showcase for Mexican American culture and art.

Do you think the MACC should open its doors to a wider range of Latinx and Latin American art?
