The Heidelberg Project ("HP") is an internationally recognized outdoor art environment and locally focused community nonprofit in Detroit’s McDougall-Hunt neighborhood with a mission to improve the lives of people and neighborhoods through art.

To accomplish its mission, the HP is actively engaged in art curation and creation, community engagement and art education. The HP has worked in partnership with Metro Detroit schools for 30+ years and roots run deep in the belief that art, education, and community development are intertwined.

WHAT IS THE HEIDELBERG PROJECT?

To enroll your students:

Call (313) 458-8414 or email the leadership team directly:

hala@heidelberg.org

WWW.HEIDELBERG.ORG/HALA

Together we can create change one student at a time!

3600 block of Heidelberg Street
WHAT IS HALA?
The **Heidelberg Arts Leadership Academy (HALA)** is a free in-school or after-school arts education program designed to empower students in grades 4 through 12 with the tools they need to be active change agents in their community. HALA students will engage in arts, academic prep, career pathways, entrepreneurship, service beautification, and social justice initiatives.

Through project-based learning and partnerships, HALA students will connect to a network of resources that include artists, organizers, entrepreneurs, and tech innovators.

OUR MISSION
HALA’s mission is to empower students through arts, cultural and academic enrichment, STEAM education and social justice projects that cultivate potential and inspire active leadership.

CLASS OPTIONS
In the following courses, students will...

**Art Through Hip-Hop**
- Use Hip-Hop album covers to understand art as a tool for social change.
- Create an album cover that reflects their life story.

**Writes of Passage**
- Use writing to explore themselves and the world around them.
- Create a youth produced zine.

**Mural Project: Art Speaks**
- Experience, appreciate and analyze public art.
- Think critically about a problem.
- Design and paint a mural that addresses that problem.

**Entrepreneurship Empowerment**
- Explore business, entrepreneurship, marketing and branding.
- Develop and present a sales pitch and sell their product as a social enterprise.

**New! Podcast 101**
- Explore podcast journalism while developing relevant writing, interviewing, marketing and audio tech skills.
- Become content producers and storytellers while developing their own podcast.

PROGRAM SESSIONS
HALA will offer five classes for every school partner to choose from and is committed to customizing classes to an in-school or after-school option based on your school needs. All classes will have a maximum of 15-20 students led by an experienced teaching artist or Heidelberg Project staff. Class time duration will be 50-60 minutes.

**SESSION A: 13 weeks**
October 1, 2019 - January 20, 2020

**SESSION B: 13 weeks**
February 3 - May 8, 2020

**SESSION C: 5 weeks with 10 classes/after school enrichment**
May 11 - June 12, 2020