

# Transform 1012 N. Main Street

Fred Rouse Center and Museum for  
Arts and Community Healing

02/26/2021





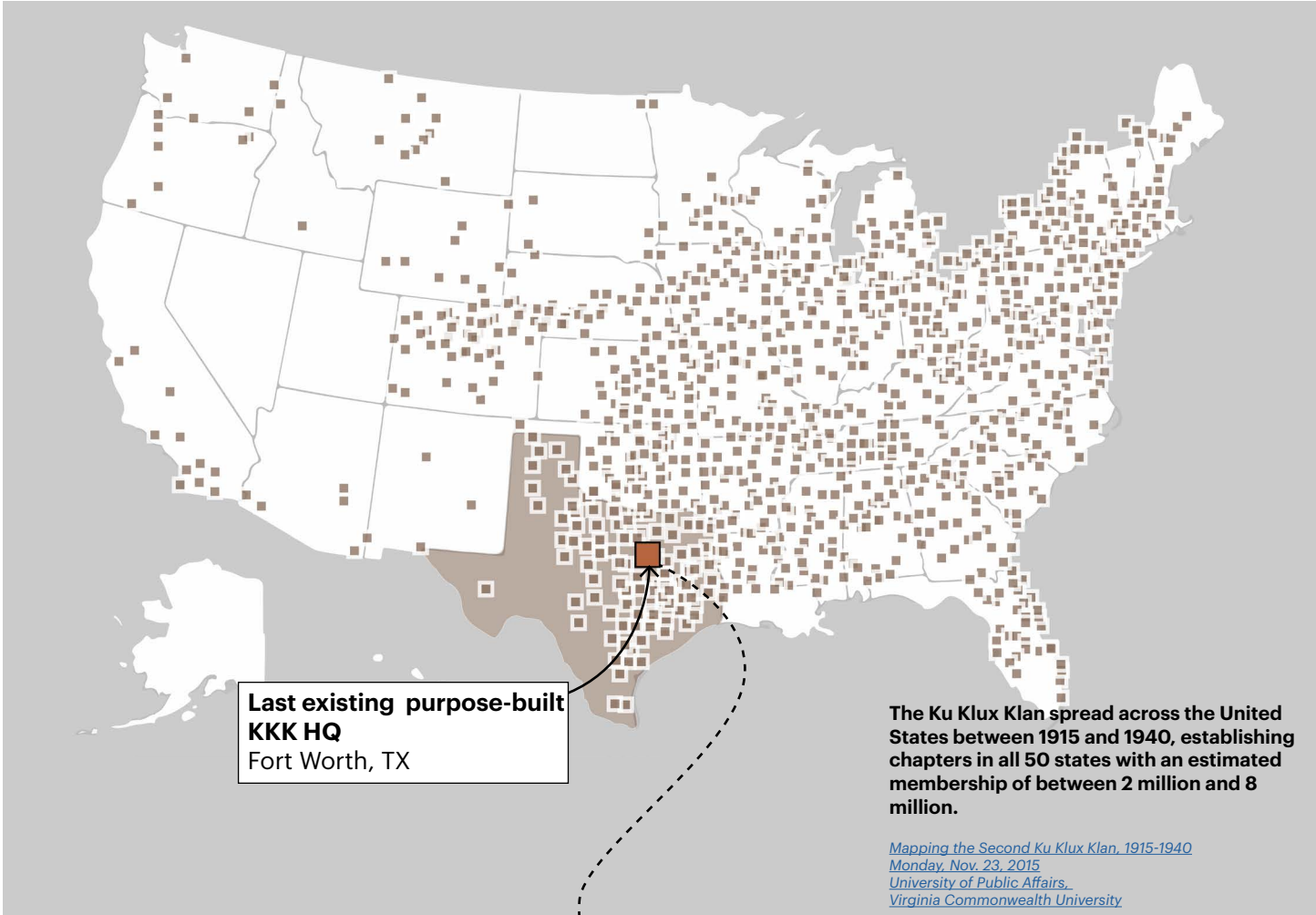


“History, despite its wrenching pain, cannot be unlived; but if faced with courage, need not be lived again.”

- Dr. Maya Angelou



# The Project



“We cannot undo what has been done.  
We can learn from it.”

Opal Lee, Founder  
Juneteenth Museum, Fort Worth, TX

**What if, instead of destroying the building, we could transform this monument to hate into a beacon of truth-telling, reconciliation, and healing?**

This building is a spatial manifestation of our national legacy of violence and racial terror. As the United States moves towards dismantling systems of oppression, this project is an opportunity to declare our collective agency in designing a just future for all.

**We are** the 1012 Coalition, a group of six local organizations in Fort Worth, TX.

**We represent** groups of people in Fort Worth who are often systematically siloed and separate, specifically Black, Catholic, Hispanic, Immigrant, Jewish, and LGBTQQ2SPIAA+ populations.

**We hope** to use the process of radically transforming this building into an international center and museum for arts and community healing as an opportunity for reparative justice. The 1012 Leadership Coalition models a pluricultural and shared leadership approach to acquiring, managing, and programming the center. This Coalition ensures that the building will be led and programmed by

representatives of the cultural groups that were targeted by the Ku Klux Klan in this region. This adaptive re-use project returns resources to the communities who suffered at the hands of the KKK and who continue to be targeted for systemic racism and oppression.

**We invite** you to join us on this journey of truth-telling and healing. The project’s success depends on your participation in the process of transformation. We are making public our process of building an intentional, co-created leadership culture in the hopes that it will inspire other local and national projects.



# The Building

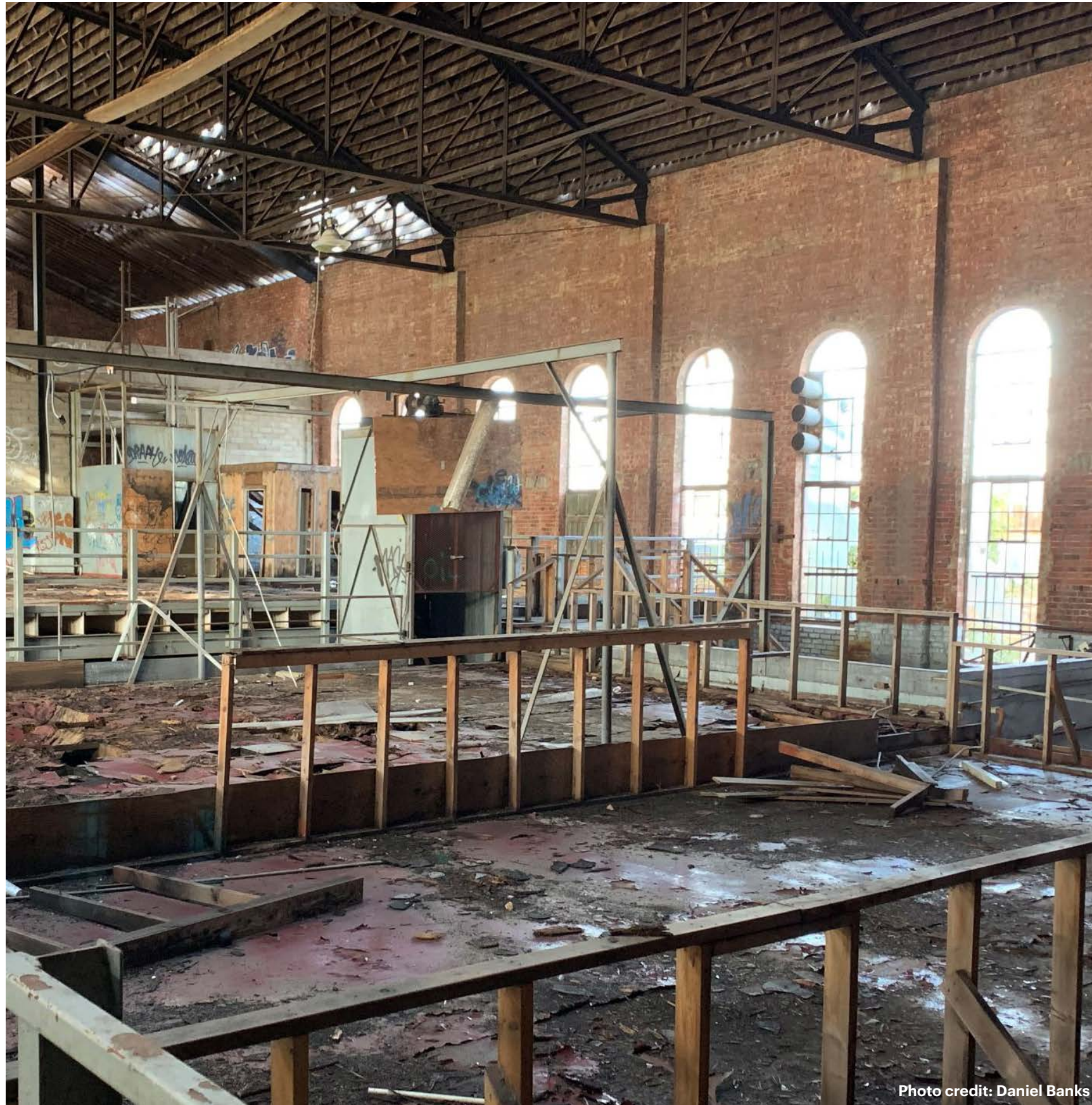


Photo credit: Daniel Banks

## History & Context

In 1921, construction began on Ku Klux Klan Klavern No. 101's auditorium as a monument to hate and terror. Then—as well as now—members of targeted cultural groups needed to pass the building to access the North Side and surrounding areas when traveling to and from downtown Fort Worth.

The building was a daily reminder of power and politics; the looming edifice was yet another form of policing behavior, movement, culture, and proving again how architecture is capable of violence.

## Timeline

**1921**

Ku Klux Klan Klavern No. 101 begins construction on site (then known as 1006 N. Main Street) an auditorium with a seating capacity of 2000 people. The building was designed by Earl Glasgow and destroyed by fire when it was either bombed or suffered an electrical fire.

**1924**

Ku Klux Klan Klavern No. 101 rebuilds the damaged building with five tall windows on the front facade and a scenery fly loft in the rear for theatrical performances, including racist, sexist, and anti-immigrant minstrel shows.

**1931**

The building was sold to Leonard Brothers Department Store and was subsequently used as a concert hall, a wrestling arena, and a shelling and packaging warehouse space for Ellis Pecan Company.

**2004**

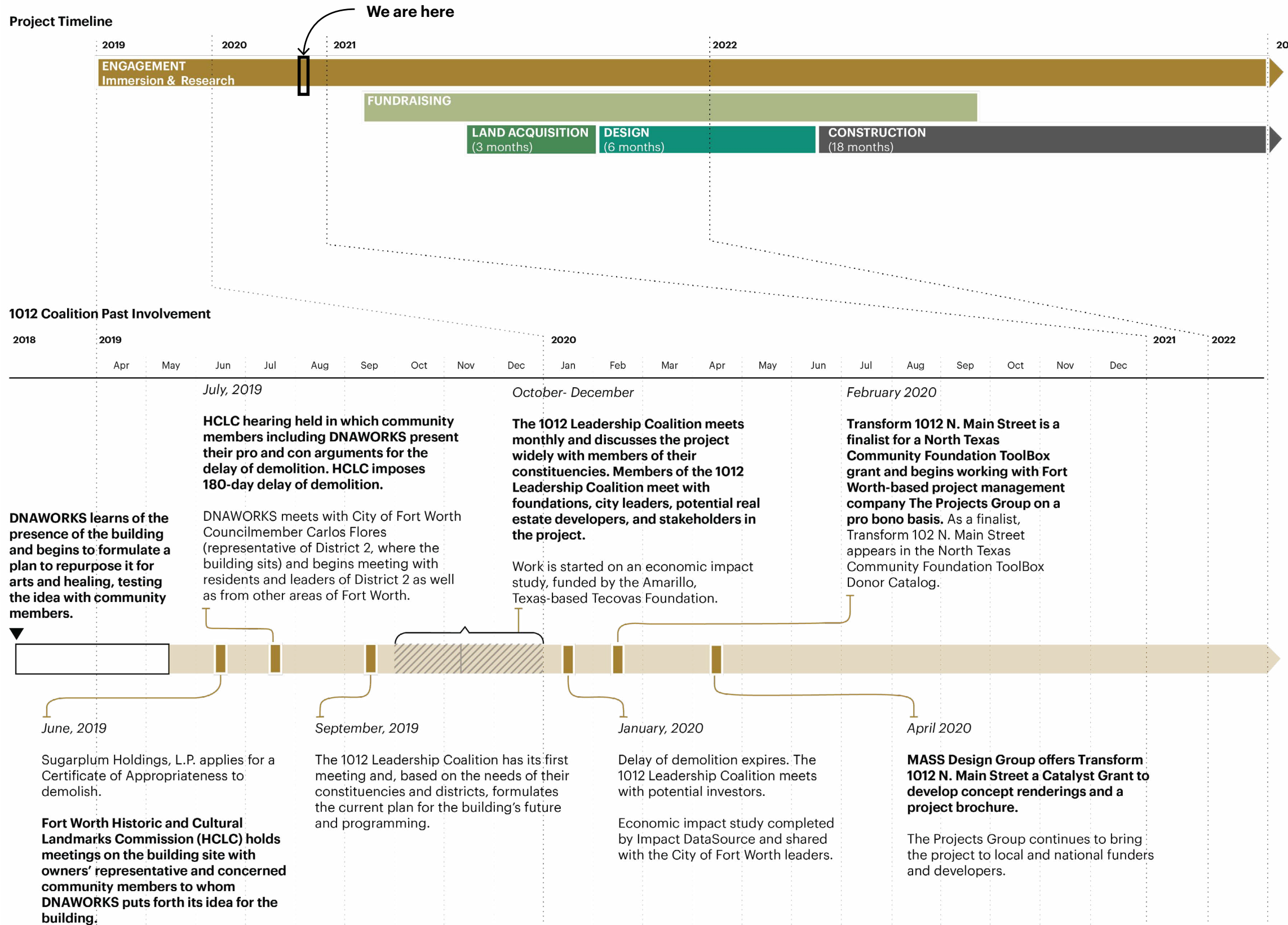
The building was purchased by Sugarplum Holdings, L.P., a group of private investors, to be used as the rehearsal studios for Texas Ballet Theatre.



# The Process

“This facility can and should be transformed as a means of pride, empowerment and as a catalyst for positive change to highlight progress in the African American Community.”

**Estella Williams, President  
Fort Worth Tarrant County Branch, NAACP**



The project has received over one hundred declarations of support including from Fort Worth and Texas chapters of the NAACP, Congressman Marc Veasey (D-TX), National Trust for Historic Preservation, City of Fort Worth Council members Carlos Flores, Kelly Allen Gray, Dennis Shingleton, and Ann Zadeh, local acclaimed journalist and community leader Bob Ray Sanders, local clergy, local theatre and dance companies, faculty leaders from Texas Christian University and the University of Texas-Arlington, President of Minnesota College of Art and Design, Curator of Jewish Museum of Milwaukee, and the International Coalition for Sites of Conscience.

The project has been featured in Fort Worth Star-Telegram, D-Magazine, Christian Science Monitor, NPR, NBC 5, and through AP Wire.

The 1012 Leadership Coalition continues to speak and listen about the project among its constituency members, the larger Fort Worth community, nationally, and internationally.



# Why now?



**Left to Right:**  
"An image of George Floyd is projected on the statue of Confederate General Robert E. Lee in Richmond, Virginia." (Image: John McDonnell) *The Washington Post*, June 17, 2020

Protests swell across America  
(Image: Loic Venance/AFP v—Getty Images)

"Left half of the image: Between 200,000 and 500,000 demonstrators march down Constitution Avenue during the March on Washington for Jobs and Freedom, Washington D.C., Aug. 28, 1963; Right half of the image: Protesters gather in Harlem to protest the recent death of George Floyd on May 30, 2020 in New York City." (Image: Hulton Archive/Getty Images; David 'Dee' Delgado—Getty Images) *TIME*, June 4, 2020

“As public recognition grows of under-told chapters of American history, particularly of white supremacy and systemic racism, more and more cities are grappling with how to interpret places that tell often ugly and dark stories of our nation’s past. A number of public-interest groups are finding creative ways to use such sites as agents of reinterpretation and reconciliation.”

**Rob Nieweg, Vice President  
Preservation Services & Outreach Department  
National Trust for Historic Preservation**



# The Program

## The building will house programs that support:

### Truth-telling and Restorative Justice:

- > CIVIL RIGHTS MUSEUM + GALLERY dedicated to racial, gender, sexuality, and economic justices, to work in concert with local school districts' curricula and programming. **3,000 SF**
- > MEETING SPACES for racial equity and leadership trainings. **3,000 SF**

### Storytelling and Personal + Community Response:

- > THEATER AND EVENT SPACE for local and touring culturally-specific and social justice-oriented artists and groups. **14,500 SF**
- > DANCE STUDIO AND REHEARSAL ROOM purpose built to provide training for underserved youth and early career performing artists. **6,500 SF**
- > STORYBOOTHs in the lobby and museum for visitors to tell their own accounts of Fort Worth and the region, to be broadcast on monitors throughout the building. **1,000 SF**
- > AMPHITHEATER AND PUBLIC PARK to increase transparency and shift the perception of the building from exclusivity and secrecy to civility and community. **Exterior**

### Economic Development to support under-resourced areas in the city, especially serving Black, Hispanic, and immigrant communities and businesses:

- > AFFORDABLE LIVE/WORK SPACE for economically challenged artists, artisans, and entrepreneurs with potential for mixed-income housing and permanent supportive housing. **7,500 SF**
- > TOOL LIBRARY + MAKERSPACE to provide local residents with equitable access to DIY equipment and workspace. **2,000 SF**
- > MARKETPLACE to help alleviate North Side food deserts while providing small business incubator services to local farmers, artisans, and micro-enterprises. **2,000 SF + Exterior**

### Ancillary Spaces

- > WAREHOUSE SPACE + STORAGE + OFFICES + KITCHEN + REST ROOMS **16,500 SF**

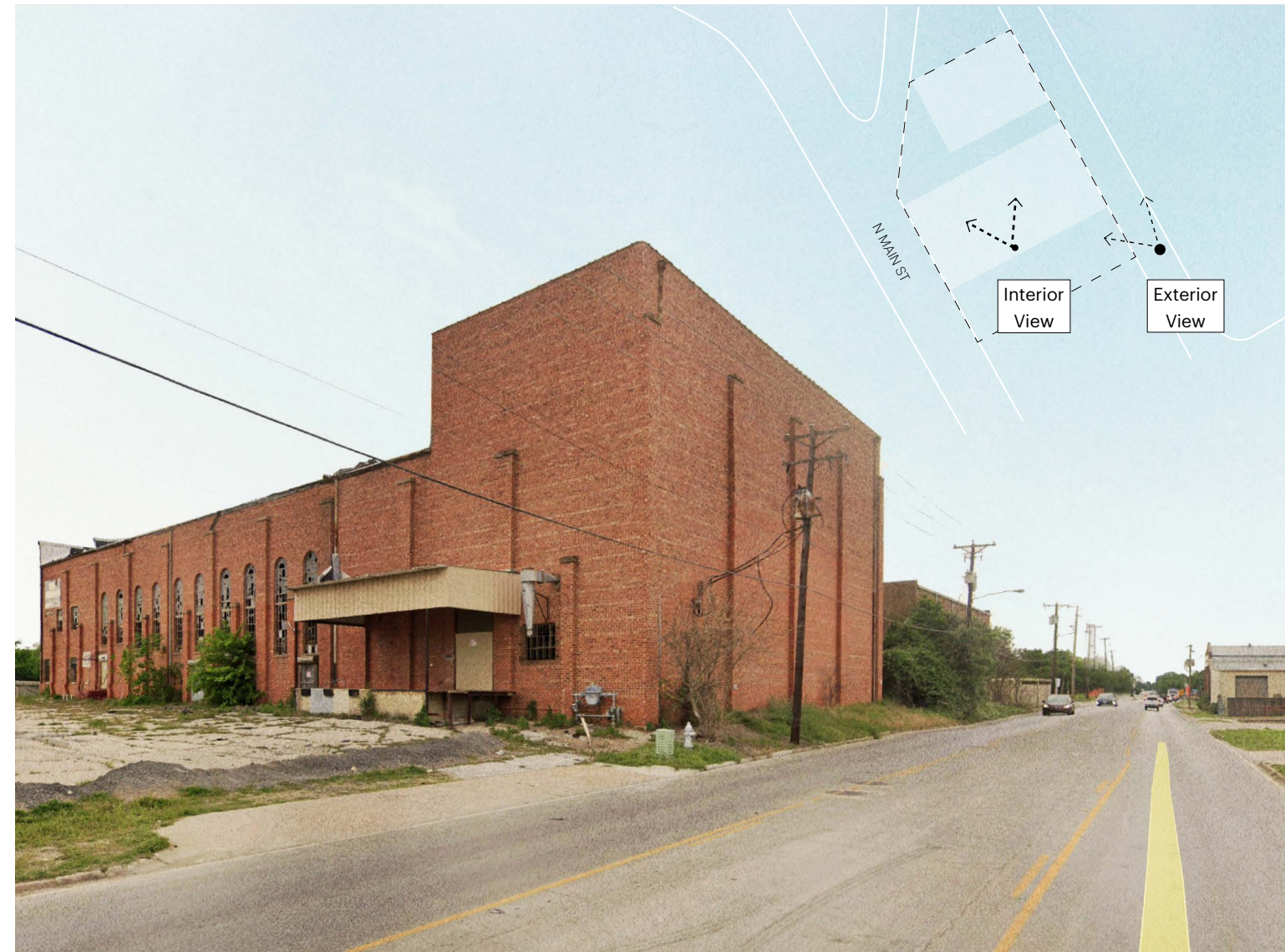
### Services

- > CIRCULATION + MECHANICAL (Approximately 30% of above subtotal, i.e. 56,000SF) **17,000 SF**

**73,000 SF**

“As a Fort Worth native, an African-American man, and as an elected representative for many of the African-American residents of Fort Worth, I believe that it is vital that we preserve these types of spaces so that future generations understand our history. The strong light of truth can help prevent the repetition of the dark episode in our history.”

**Congressman Marc Veasey (TX-33)**





# Early Vision: Exterior

Pictured here is the former “back” of the building that housed a proscenium stage, intended to be viewed from the veiled secrecy of the main hall. This new space is opened for outdoor community gatherings and performances. A terraced landscape of seating to the south allows for multiple, simultaneous performances, defining a new, public gathering space.

“This is an opportunity to connect the past and present, interpret history through the power of place, engage the public in programs that stimulate dialogue on pressing social issues, share opportunities for public action on the issues raised at the site, and promote universal cultures of human rights.”

Elizabeth Silkes, Executive Director  
International Coalition of Sites of Conscience



**AMPHITHEATER + PARK**  
Extending the building’s facade to blend formal and informal programming.

**RESTORATIVE FACADES**  
Restoring the building’s exterior wall with activist art and projections to reflect the plurality of Fort Worth’s voices.

**POP UP EVENT SPACE**  
Reclaiming the streetscape with a temporary stage extension and audience seating.



# Early Vision: Interior

New distinct spaces for the arts and performance will be inserted inside the existing building, creating the opportunity to acknowledge the past while in conversation with the future.



**MUSEUM AND EXHIBIT SPACE**  
As part of the main circulation, the civil rights museum and exhibit space will be dedicated to multiple forms of social justice.

**THEATRE**  
The theatre's operable facade can become transparent or opaque to allow for visual connectivity to the public realm from the museum and exhibit space.

**MAKERSPACE**  
Demonstration of back of house processes of performances.



# The Team

We are bringing together leaders in building design and social justice programming to catalyze transformational civic engagement and community partnerships.

## 1012 Leadership Coalition



### DNAWORKS

**Daniel Banks and Adam W. McKinney, Co-Founders, Co-Directors** - an arts and service organization with a fifteen-year history of working in thirty-seven states and seventeen countries to bring people closer together through dance, theatre, film, and community storycircles, focusing on identity, heritage, culture, and genealogy.



### TARRANT COUNTY COALITION FOR PEACE AND JUSTICE

**Jacora Johnson, Executive Board Member** - A non-profit truth and reconciliation team founded in 2018 that designs collaborative education to increase recollection, promote reflection, and encourage reconsideration of the significance of racial terror violence in U.S. History.



### WINDOW TO YOUR WORLD

**Ayesha Ganguly, Founder** - specializes in program design and implementation, community outreach, group facilitation for non-profit organizations, and capacity building for youth; encourages civic engagement and dialogue among different groups, including their voices in decision-making and the growth of their communities.



### LGBTQ SAVES

**Sharon Herrera, Executive Director and Founder** - a service organization founded in 2010 after several nationwide LGBTQ youth suicides that works to build a community where ALL youth are safe and to provide safe and brave spaces designed for social and personal development of LGBTQ youth. Its programs and lifeline chat offer hope in the lives of each youth served.



### JUNETEENTH MUSEUM

**Opal Lee, Founder** - a private collection commemorating the abolition of enslavement in Texas, which occurred more than two years after the Emancipation Proclamation. Ms. Lee also founded Opal's Farm, a community farm that employs formerly incarcerated people.



### SOL BALLET FOLKLÓRICO

**Freddy Cantú, Co-Founder and Director and Román Ramírez, Co-Founder** - an award-winning cultural dance and leadership training program for youth of all ages from the North Side of Fort Worth; performs for over 10,000 people annually at churches, schools, children's hospitals, and city festivals locally, nationally, and internationally.



### THE WELMAN PROJECT

**Vanessa Barker and Taylor Willis, Co-Founders, Co-Executive Directors** - a creative reuse venture focused on reimagining business waste to provide North Texas students and not-for-profits with equitable access to hands-on educational resources; seeking to open a community tool library and makerspace.

## Partners

### MASS. MASS DESIGN GROUP

**MASS Design Group** is a non-profit organization with a mission to research, build, and advocate for architecture that promotes justice and human dignity. MASS does this through engaging with the communities in which they work to understand project opportunities, challenges, and inspiration in order to create systemic change.



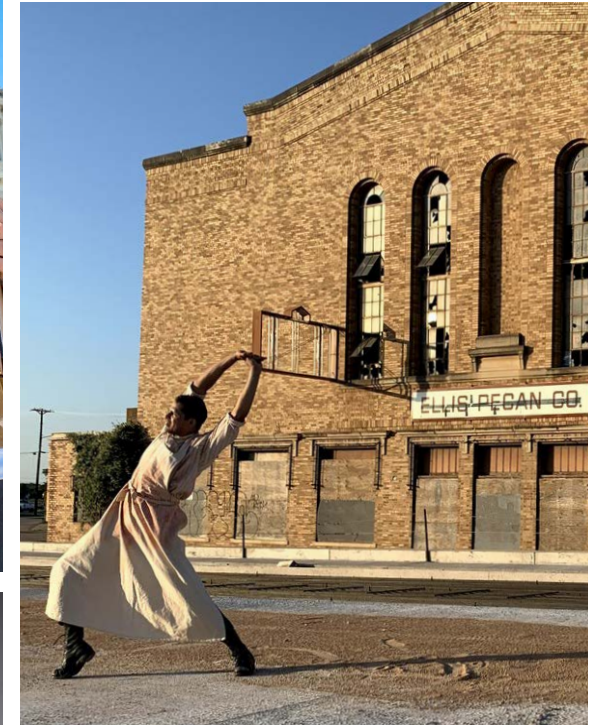
### THE PROJECTS GROUP

**The Projects Group**, based in Fort Worth, is widely recognized around North America as a premier project management firm, specializing in cultural and performing-arts facilities. Our projects are unique, architecturally significant, and highly technical in their operational function. We lead projects that ensure all are welcome and able to learn and grow in community.



### SAIRA JASMINE CONCEPTS

**Saira Jasmine, Founder** - a boutique practice which provides marketing coaching, design consultation and career guidance to creative entrepreneurs, wellness practitioners, non-profits, students and young professionals.



# Join us

We invite you to join us on this journey of truth-telling and healing. The project's success depends on your participation in the process of transformation.

At this stage in the process, we are seeking mission-aligned sponsors interested in partnering with us to acquire the land and make this a reality. We welcome introductions or suggestions.

For more information visit [www.transform1012.org](http://www.transform1012.org) or contact us at [info@transform1012.org](mailto:info@transform1012.org)