**Smithsonian Latino Center Impact**

3,500,000 Hits to our website

250,000 Visitors to our Smithsonian Latino Virtual Museum

65,000 People attending our education and family programs

30,000 Participants at the annual *Día de los Muertos* festival in our Smithsonian Latino Virtual Museum

3,000 Attendees to our sponsored concerts, films and lectures

40 Internships for high school and college students

3,400+ Facebook fans

1,400+ Followers on Twitter

**2012 Milestones**

- Before the program I did not have the opportunity to participate in hands-on activities in a museum before. This experience will show him that a museum is a fun place.
  —2012 Central American Family Day participant

- These experiences have sharpened my skills and helped me attain new tools and insight on how to start and succeed in various careers.
  —2012 Young Ambassadors Program participant

- Before the program I didn’t realize the different issues and types of scholarship that existed in the Latino museum community. My perspective has been expanded and I feel confident in pursuing my goal of becoming a museum director.
  —2012 Latino Museum Studies Program scholar

- These experiences have sharpened my skills and helped me attain new tools and insight on how to start and succeed in various careers.
  —2012 Young Ambassadors Program participant

**2013 Milestones**

- Join our efforts

**ONLINE CENTER**

**220** Latino Museum Studies scholars since 1997

**$20,000,000** Federal funds directed by the Smithsonian Latino Center to support Latino programs and initiatives at the Smithsonian since 1995

**798** Latino artists represented in Smithsonian collections

**ONE HUNDRED THIRTY** Young Ambassador participants since 2006

**Seven** Curatorial positions supported in part by Federal funds directed by the Smithsonian Latino Center

**3,400+** Facebook fans

**1,400+** Followers on Twitter

**COMING IN 2013**

- **3/29** Exhibit: Cerámica de los Ancestros: Central America’s Past Revealed
  National Museum of the American Indian

- **9/14** Celebrations: Hispanic Heritage Month
  Smithsonian Institution

- **9/15–10/15** Celebrations: Hispanic Heritage Month
  Smithsonian Institution

- **10/25** Exhibit: Our America: The Latino Presence in American Art
  Smithsonian American Art Museum

- **10/31–11/2** Festival: *Día de los Muertos*
  Smithsonian Latino Virtual Museum

- **11/7–1/9** Conferences: Latino Art Now!
  Smithsonian Institution

**JOIN OUR EFFORTS**

- **I.** Young Ambassadors Program with Joe Ávila, Community Outreach Manager, Ford Fund, 2012.
  Photograph Michael Barnes.
  Courtesy Smithsonian Latino Center.

- **II.** Young Ambassadors Program, 2011.
  Photograph Michael Barnes.
  Courtesy Smithsonian Latino Center.

- **III.** Young Ambassadors Program, 2012.
  Photograph Michael Barnes.
  Courtesy Smithsonian Latino Center.

- **IV.** Classic period Maya metate, AD 250-900, El Salvador.
  Collected or excavated by Samuel K. Lothrop, 1926.
  National Museum of the American Indian, (15/554).

- **V.** José Sueiro and members of Grupo Alafía, Program about the history of Santería in Washington, DC.
  Gala Theatre, 2010.

- **VI.** Music artist John Santos performs at Smithsonian, 2011.
  Courtesy Tom Ehrlich.

- **VII.** Hispanic Heritage Month Family Day Celebration, 2011.
  Photograph Michael Barnes.
  Courtesy Smithsonian Latino Center.

- **VIII.** Ulúa River vessel, AD 650-750, Honduras.
  Formerly in the collection of Marco Aurelio Soto, former president of Honduras.

- **IX.** Music artist Joe Bataan performs at Smithsonian, 2012.
  Courtesy Joe Bataan.

- **X.** *Día de los Muertos* Festival, Smithsonian Latino Virtual Museum.
  Courtesy Smithsonian Latino Center.

- **XI.** Vessel depicting the god of fire, AD 900-1200, El Salvador.

**COMING IN 2013**

**Smithsonian Latino Center Impact**

**Smithsonian Latino Center**

PO Box 37012 MRC 512
Washington, DC 20013-7012

202.633.1240
latino.si.edu

Smithsonian Latino Center
@slc_latino

**Over 15 Years of Celebrating Latino Contributions and Achievements**
3,500,000

2012 Milestones

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Latino artists represented in Smithsonian collections


V. José Sueiro and members of Grupo Alafía, Program about the history of Santería in Washington, DC Gala Theatre, 2010.


X. Día de los Muertos Festival, Smithsonian Latino Virtual Museum. Courtesy Smithsonian Latino Center.

Eduardo Díaz
Gilberto Cárdenas
Director and Board Chairman

We at the Smithsonian Latino Center are excited about the future and the opportunities that lie ahead for our community. As we celebrate over fifteen years of partnership and for years to come.

In 2012, over 4,000 students in D.C., Maryland, Virginia, Kansas, Massachusetts, Missoula, and West Virginia during the academic year.

We offered websites and guides with activities for teachers and students to use throughout the year. They explored everything from the musical rhythms of the Andes to connections from U.S. Latino war heroes.

In 2012, we provided over 40 internships to high school and college students at the Smithsonian and other cultural and science institutions throughout the U.S.

The festival. Since 2010, Cultural Expressions, a program of bilingual workshops for K-12 schools, has served over 4,000 students in D.C., Maryland, Virginia, Kansas, Massachusetts, Missoula, and West Virginia during the academic year.

Joe Bataan, known as the ‘Afro-Filipino King of Latin Soul,’ drew a crowd of over 500 at the National Museum of Natural History.

We offered a diverse sampling of Latino concerts, films, and lectures in 2012 spanning a range of genres and cultures.

Following the success of the Latino Museum Studies Program, we have created an impressive network of museum professionals throughout the United States.

In 2012, we partnered with 25 cultural and science centers from New York to California to offer paid Young Ambassadors internships.

Since 1995, the Latino Center has directed over $20 million through the federally funded Latino Initiatives Pool.

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For more information visit latino.si.edu.

Please note: Due to the dynamic nature of the Internet, links are subject to change.

Director and Chairperson Message

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Young Ambassadors Program

Smithsonian Latino National Board of Directors

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LEADERSHIP DEVELOPMENT

Young Ambassadors Program
Since 2006, we have introduced the creative drive of high school seniors by promoting their leadership experiences in the arts, sciences and humanities. This flagship program has successfully served over 120 students and has tracked their progress through college and into their early professional careers. In 2012, we partnered with 21 cultural and media centers from New York to California to offer paid Young Ambassadors internships.

Latino Museum Studies Program
For almost 20 years we have hosted Latino and museum scholars in Washington, D.C., providing dialogue and scholarship of Latino art, culture and identity. With over 200 program alumni, we have created an impressive network of museum professionals throughout the country.
LATINO CENTER AT A GLANCE

LEADERSHIP DEVELOPMENT

Young Ambassadors Program
Since 2006, we have been the creative drive of high school students by presenting them leadership experiences in the arts, sciences and humanities. This flagship program has successfully served over 130 students and has tracked their progress through college and into their early professional careers. In 2012, we partnered with 21 cultural and science centers from New York to California to offer past Young Ambassadors internships.

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RESEARCH
Caribbean Indigenous Legacies Project
In 2012, we convened scholars from across the Caribbean to research the Smithsonian’s vast archeological collection from the region so we plan for a future exhibit, publication and series of public programs highlighting the living legacy of indigenous peoples of the Caribbean and its diaspora.

Latino DC History Project
Through this initiative, we share stories of Latinos in the nation’s capital since World War II. An exhibit in 2015, offered to audiences on the National Mall, will highlight these stories and include community-based exhibits in local Latino neighborhoods, public programs and a publication.

OUTREACH
Education and Family Programs
In 2012, over 65,000 people participated in our education and family programs, including our Central American Traditions Family Day and Dia de los Muertos festival. Since 2010, Cultural Expressions, a program of bilingual workshops for schools, has served over 4,000 students in D.C., Maryland, Virginia, Kansas, Massachusetts, Michigan and West Virginia during the academic year.

Public Programs
We offered a diverse lineup of Latino concerts, films, and lectures in 2012 serving more than 3,200 people. A free concert exhibition and artist and Joe Bavalos, known as the “Alto-Flying King of D.C. Soul” drew a crowd of over 1,000 to the National Museum of Natural History.

Bilingual Resources
We offered websites and guides with activities for teachers and students to use throughout the year. They explored everything from the musical rhythms of the Americas to contributions from U.S. Latino war heroes.

Internships
In 2012, we provided over 40 internships to high school and college students at the Smithsonian and other cultural and scientific institutions throughout the U.S.

WORKING ACROSS THE SMITHSONIAN
Latino Initiatives Pool
Since 1995, the Latino Center has directed over $20 million through the federally funded Latino Initiatives Pool, supporting more than 400 Latino projects at the Institution including exhibits, public programs, research, fellowships and internships. In 2012, these cultural positions will receive Pool support as part of the Latino curatorial initiative further ensuring Latino presence at the Smithsonian now and for years to come.

EXHIBITIONS
Céramique de los Ancestros: Central America’s Past Revealed
Opening at the National Museum of the American Indian in March of 2013, draws from over 12,000 Central American ceramics from the Museum’s collection. Spanning the period from 1000 BC to the post-World War II era, this exhibit introduces visitors to the richness and complexity of Central America’s material cultures.

Our America: The Latino Presence in American Art
Opening at the Smithsonian American Art Museum in October of 2013, this exhibit presents and interprets significant works from the Museum’s pioneering collection of Latino art. Our America is the first large-scale exhibition to explore the relationship between Latino art and culture emergent in the post-World War II era and the broad field of American art.

Smithsonian Latino Virtual Museum & Gallery
Our virtual museum is an innovative site for online, immersive, simulations and virtual worlds highlighting Smithsonian art and science collections. Through our virtual museum, students can explore legacy readings and op-erations, learn issues of American art and culture emergent in our post-World War II era.

LATINO CENTER
Chairman Message
Sincerely,
Gilberto Cárdenas
Director and CEO
David L. Gonzales & Associates, LLC
Henry R. Muñoz III
Chairman Emeritus

Smithsonian National Latino Board of Directors
who served in 2012
Gilberto “Gil” Cárdenas, Ph.D. (Chair)
H. Lee Monteith Foundation
Representative Xavier Becerra
United States House of Representatives
Thomas H. Castro
Border Media Ventures
Stephanie M. Cunningham
Nestle Beechnut International, Inc.
Rob Wood
Richest Eguisimos
UP for Hispanic and Latino Advancement
Margarita Flores
WP Company Affairs
Kellogg Co., Inc.
Philip Frauens
Kodak
Laura J. Hernandez
Banfield Dental, Diversity Marketing
Audi, Inc.
Donald E. Gonzales
Gonzales Consulting & Associates, LLC
Virginio Gonzalez-Hough
Norton Family Charitable Foundation
Aida Licorion
Los Angeles, CA
Richard “Cheech” Marin
Artes Miami
Henry H. Miala III (Chairman Emeritus)
Eduardo Díaz
Gilberto Cárdenas
Smithsonian National Latino Board of Directors

As our community continues to grow, with a population of over 50 million, it is ever more important to ensure that the Latino Center and its programs and exhibits throughout the country.

We at the Smithsonian Latino Center are excited about the future and the opportunities that lie ahead for our community. As we celebrate over fifteen years of service, we remain committed to exploring and presenting the rich history and achievements by working collaboratively with artists, scholars, museums and cultural centers to share inspiring stories and hidden treasures.

We work tirelessly to strengthen our Latino collections, support innovative research in the arts and sciences, and present engaging programs and exhibits.

We thank you for your support and ask you to join us in celebrating Latino culture and identity.

Eduardo Díaz
Chairman
Gilberto Cárdenas
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Smithsonian National Latino Board of Directors

Who served in 2012

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Chairman
Gilberto Cárdenas
Director and CEO
**Hit the website!**

**Exhibit:** Cerámica de los Ancestros: Central America’s Past Revealed
National Museum of the American Indian
9/14

**Family Day:** Hispanic Heritage Month
National Museum of the American Indian
9/15-10/15

**Celebration:** Hispanic Heritage Month
Smithsonian Institution
9/15

**Exhibit:** Our America: The Latino Presence in American Art
Smithsonian American Art Museum
10/25

**Festival:** Día de los Muertos
Smithsonian Latino Virtual Museum
11/1-11/2

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**Join our Efforts**

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