



¡celebrando!



YEARS AÑOS

20th Anniversary Commemorative & 2016 Annual Report

Making history together **Juntos haciendo historia**



WELCOME

1 Director's Letter

WHO WE ARE

2 Smithsonian Latino Center Staff

3 Smithsonian National Latino Board

RECOVERING THE PAST

4 20th Anniversary Highlights and Reflections

6 2016 At a Glance

ENGAGING WITH THE PRESENT

Fostering the Next Generation of Leaders and Professionals

8 Latino Museum Studies Program

9 Young Ambassadors Program

Engaging Our Communities

10 Education and Family Programming

11 Public Programs

Increasing Digital Access

12 The Smithsonian Latino Virtual Museum and Digital Collections

Honoring Our Legacy

14 Caribbean Indigenous Legacies Project

14 Latino D.C. History Project

Celebrating Our Cultures

15 Hispanic Heritage Month

15 Day of the Dead

Collaborating Across the Smithsonian and Beyond

16 Latino Initiatives Pool

17 Latino Curatorial Initiative

18 Exhibitions and Collecting Initiatives

20 Exhibitions and Programming in the Washington, D.C., Metro Area

21 Exhibitions and Programming Around the Country

22 CHAIRMAN'S VISION FOR THE FUTURE

IMAGINING THE FUTURE

25 Smithsonian Latino Gallery: A Home on the National Mall

MAKING IT HAPPEN

27 Your Support

28 Ways to Engage



Members of Grupo Nuú Yuku/Danza de los Diablos de San Miguel Cuevas, representing the Central Valley's Mixteco communities, perform in the *Sounds of California* plaza/stage. PHOTO Prayoon Charoennun, 2016. COURTESY Prayoon Charoennun.

Director's Letter

Throughout 2017, the Smithsonian Latino Center is recovering our past, engaging with the present, and imagining the future. I am happy to present our **20th Anniversary Commemorative & 2016 Annual Report** showcasing how the Center ensures Latino presence at the Smithsonian.

Our 2016 accomplishments derive from the groundwork of previous Center directors, staff and Smithsonian National Latino Board members. They are to be saluted for their visionary leadership, tenacity and ability to imagine a more inclusive Nation's Museum—drawing us closer to a future **Latino Gallery** on the National Mall.

In 1994, the Smithsonian Latino Oversight Committee presented *Willful Neglect*, citing the lack of Latino representation at the Smithsonian. *Towards a Shared Vision* laid out the plan for what is now the Smithsonian Latino Center, established in 1997. These foundational reports launched the Center's core programs:

a) **Latino Initiatives Pool**, which propels Latino-content across the Smithsonian; b) **Latino Museum Studies Program**, a professional development program for emerging scholars and museum professionals; and c) **Latino Curatorial Initiative**, an effort to place content experts within Smithsonian museums and research centers.

During these past 20 years, we have researched the Latino experience, organized many watershed exhibitions and produced a diverse range of public and educational programs—all reaching hundreds of thousands of visitors in-person and online with honest and thoughtful perspectives. Through our stewardship, Latino collections have measurably grown, publication production has spiked, and our commitment to



outreach around the country has been solidified. Year-after-year, many also come to us for our signature **Hispanic Heritage Month** and **Day of the Dead** festivals and resources.

In 2009, the Center established the **Latino Virtual Museum**, enabling digitized Latino content to be shared beyond the Beltway. In 2006, we inaugurated the **Young Ambassadors Program**, a leadership development program for graduating, college-bound high school students, which has transformed the lives of hundreds of our future leaders. In 2015, we started touring **¡Descubra! Meet the Science Expert**, which inspires intergenerational families at partner museums. I am particularly proud of our Center's abiding commitment to investing in our community's next generation.

I am grateful to all the individuals, institutions and philanthropic entities that have stood by us throughout the years. This anniversary celebrates you; your generosity and *ánimo* have brought us to this exciting juncture. I invite you to stay tuned, connected and supportive. As the saying goes, *Del dicho al hecho, hay mucho trecho*. While we have an ambitious vision ahead of us, we are also inspired by the words of Dolores Huerta, *¡Si se puede!*

Con aprecio,

A handwritten signature in black ink, appearing to read 'Eduardo Díaz'.

Eduardo Díaz, Director
SMITHSONIAN LATINO CENTER



Smithsonian National Latino Board Members participating in events, projects and exhibitions with the Smithsonian Latino Center.

Smithsonian National Latino Board

The Honorable Roel Campos (Chair)

Hughes Hubbard & Reed LLP
Washington, D.C.

Aida Levitan, Ph.D. (Vice Chair)

ArtesMiami, Inc.
Miami, Florida

Raquel "Rocky" Egusquiza (Secretary)

NBCUniversal Telemundo Enterprises
Miami, Florida

Joedis "Joe" Ávila

Ford Motor Company Fund
Dallas, Texas

The Honorable Xavier Becerra*

U.S. House of Representatives
Los Angeles, California

Faustino "Tino" Bernadett, M.D.

Pacific Healthcare IPA
The Molina Foundation
Long Beach, California

Thomas "Tom" Chávez, Ph.D.*

Albuquerque, New Mexico

Philip "Phil" Fuentes

PMAMCD
Chicago, Illinois

Camelia Garrido

Law Offices of Andrés W. López, P.S.C.
San Juan, Puerto Rico

*Transitioned off the Smithsonian National Latino Board in 2016

Ann Serrano López

Moving Target Productions
Toluca Lake, California

Manuel “Manny” Machado

Machado Holdings, LLC
Miami, Florida

Milagro “Millie” Magid

Magid Realty
Albertson, New York

Álvaro “Al” de Molina

Charlotte, North Carolina

Henry R. Muñoz III (Chairman Emeritus)

Muñoz & Company
San Antonio, Texas

Christine “Chris” Ortega

Southwest Airlines
Dallas, Texas

Margarita “Maggie” Paláu-Hernández

Hernández Ventures
Pasadena, California

Carlos Palomares

SMC Resources
Miami, Florida

Marcos Ronquillo

Fishman Jackson Ronquillo PLLC
Dallas, Texas

Yolanda “Dusty” Stemer

Chesterton, Indiana

Smithsonian Latino Center Staff

Eduardo Díaz

Director

Adrián Aldaba*

Associate to the Director and Programs

Diana C. Bossa Bastidas

Program Manager

Melissa Carrillo**

New Media and Technology Director

Evelyn Figueroa***

Project Director

Gina M. Flores Stumpf

Chief Advancement Officer

Sarah Kennedy

Advancement Associate

Emily Key

Education Program Manager

Ranald Woodaman**

Exhibitions and Public Programs Director

* Alumni of the Young Ambassadors Program

** Alumni of the Latino Museum Studies Program

*** Transitioned from the Smithsonian Latino Center in 2016

20th Anniversary Highlights and Reflections

These milestones note the Center's firsts, program launches, and cumulative impact.

Willful Neglect reports a lack of Latino representation at the Smithsonian.

The graduate student seminar on qualitative methodologies on the Interpretation and Representation of Latino Cultures in Museum begins; subsequently titled the Smithsonian Institute for Interpreting and Representing Latino Cultures (SIIRLC); and finally the Smithsonian Latino Museum Program (LMSP). There have been **292 alumni** throughout the program's three iterations.



SIIRLC class of 2005 in front of the Smithsonian Castle.

Towards a Shared Vision responds to *Willful Neglect* calling for the establishment of the Smithsonian Center for Latino Initiatives, now known as the Smithsonian Latino Center.

Americanos: Latino Life in the United States was the first traveling exhibition of the Center in collaboration with the Smithsonian Institution Traveling Exhibition Service.

Smithsonian Folkways Recording launches *Tradiciones/Traditions*, a groundbreaking project to diversify its Latino music collection. Since then, three recordings have won Grammys.



Quetzal's 2012 Grammy-winning album, *Imaginaries*, was produced through Smithsonian Folkways with Latino Initiatives Pool funding. ARTIST José Ramírez.

1994

The Latino Initiatives Pool begins to distribute federal funding in support of increasing Latino presence at the Smithsonian Institution. The pool has distributed more than **\$22.2 million** to **497 projects**.



DIVEDCO film poster. DIVEDCO, a Puerto Rican government program, used art, music, and film to educate rural populations about democracy, civics, health and conflict resolution.

Juan Sin Seso. ARTIST José Meléndez Contreras, 1972. Puerto Rico Division of Education Poster Collection, Archives Center, National Museum of American History.

1995

1997

1998

1999

2000

2002

Refugio I. Rochín becomes the first director of the Center.

Beyond the Maine: Imagining the New Empire is the Center's first collaborative exhibition.

Ritmos de Identidad is the Center's first solo exhibition in the Arts and Industries Building.

The Center launched the Latino Virtual Gallery with its first online exhibition, *Revealing Personal Identity: The Indigenous Vision of Manuel Carrillo*.



Smithsonian National Latino Board member Tino Bernadett uses Google cardboard VR headset.



Smithsonian National Latino Board member Joe Ávila, center-front, celebrates 10 years of the Young Ambassadors Program with program participants and alumni. PHOTO Joyce Boghosian, 2015.

The Smithsonian Latino Initiatives changes its name to the Smithsonian Latino Center.

The Young Ambassadors Program begins. The program has **222 alumni**.

The Latino Virtual Museum debuts as an expansion of the Latino Virtual Gallery.

Development of a Smithsonian Latino Gallery on the National Mall begins.

Young Ambassadors Program selected as a White House Bright Spot in Hispanic Education.

2007/8

2010

2014

2006

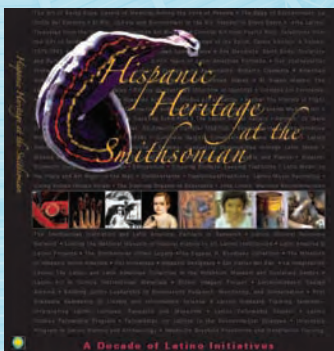
2009

2013

2015

2007 10th anniversary of the Center. *Hispanic Heritage at the Smithsonian* launched as a commemorative publication.

2008 Current Director Eduardo Díaz joins the Center.



Cover of *Hispanic Heritage at the Smithsonian*.

The Latino Curatorial Initiative activates, placing Latina and Latino curators at different Smithsonian museums and its traveling exhibition service to ensure the diversity of content and collections. Since the program's inception, these curators have produced **49 publications, 21 exhibitions** and obtained **320 new collections and acquisitions**.

The Smithsonian commits to honoring LGBT Pride month and representing LGBT contributions to American history, art, science and culture. The Center joins the National Museum of African American History and Culture to screen *Paris is Burning* in 2015.

RECOVERING THE PAST

2016 Smithsonian Latino Center's Impact at a Glance

19

**YOUNG AMBASSADOR
PROGRAM PARTICIPANTS**

97%

**GRADUATION RATE OF
YOUNG AMBASSADORS
PROGRAM ALUMNI***

12

**LATINO MUSEUM STUDIES
PROGRAM PARTICIPANTS**

1,190,795

WEBSITE VISITS

31

ALUMNI ADDED

320

**ACQUISITIONS SECURED
THROUGH THE LATINO
CURATORIAL INITIATIVE***



\$767,600

DISTRIBUTED THROUGH THE
LATINO INITIATIVES POOL

13

ALUMNI CURRENTLY WORK AT
THE SMITHSONIAN INSTITUTION

37,140

MOBILE BROADCAST
SERIES VIEWS

113,353

ATTENDED EDUCATIONAL
AND PUBLIC PROGRAMS

7

COUNTRIES REPRESENTED BY
THE LATINO MUSEUM STUDIES
PROGRAM FELLOWS: USA, BRAZIL,
CUBA, EL SALVADOR, ECUADOR,
MEXICO AND PUERTO RICO

40,340

PRINTED EDUCATIONAL
MATERIALS

*Cumulative figures

20TH ANNIVERSARY COMMEMORATIVE | 7

Fostering the Next Generation of Leaders and Professionals

The Latino Museum Studies Program

Predating the Smithsonian Latino Center, the Latino Museum Studies Program began in 1994 as a graduate student seminar on qualitative methodologies on the



Latino Museum Studies Program fellows visit the 2016 Folklife Festival Marketplace in the Arts and Industries Building.

Interpretation and Representation of Latino Cultures in Museums. It became the Smithsonian Institute for Interpreting and Representing Latino Cultures (SIIRLC).

Since then, this program has advanced diversity within the museum field through a five- to six-week intensive seminar featuring education and curatorial workshops, behind-the-scenes tours, networking and a practicum.

In 2016, **12 fellows** engaged with Latino content experts around the Smithsonian, including those at the new National Museum of African American History and Culture, and with scholars and professionals at other renowned cultural institutions.

These fellows joined a diverse alumni network that is shaping the field of Latino and Museum Studies throughout the country. Alumni have pursued careers at acclaimed institutions such as the Metropolitan Museum of Art, Berklee College of Music, Museum of Latin American Art, the National Park Service, the Museum of Modern Art, Stanford University, the Whitney Museum of American Art, and El Museo del Barrio.

“The Latino Museum Studies Program was an amazing, life-changing experience. The exposure to different museum practices and ability to explore Latinx¹ representation within museum collections during the first portion of the program was enriching in and of itself. This program provided a foundation for all of us to build our future museum careers.”

Gianna May Sanchez, LMSP alumna 2016, Ph.D. candidate, University of Michigan

¹Latinx is a gender-neutral term that is an increasingly common way to refer to members of the Latina/Latino community.



Young Ambassadors Program

The Smithsonian Latino Center fosters the next generation of leaders in the arts, sciences and humanities. Through the Young Ambassadors Program, founded 11 years ago, graduating high school Latinx seniors participate in immersive programming in Washington, D.C., before completing local internships and civic engagement activities in their communities.

In 2016, **19 young ambassadors** joined the Center in Washington, D.C., before interning at partner institutions. Students engaged with STEM professionals; collaborated on group projects exploring methods of representing Latino communities through exhibitions, videos and social media; as well as participated in networking workshops with distinguished Latino leaders such as author Gustavo Arellano and scientist Dr. Isabel Hawkins.

The Young Ambassadors Program has a robust alumni network focusing on continuing education, professional development and community connections. The program boasts a **97 percent college graduation rate**, and sees its alumni entering careers at organizations and corporations such as The Los Angeles County Museum of Art, Google, Southern Poverty Law Center, Tribeca Film Festival and Girls Who Code.

2016 Partner Institutions

PHOENIX, ARIZONA

Arizona Science Center
Musical Instrument Museum

ALBUQUERQUE, NEW MEXICO

Explora

FRESNO (CENTRAL VALLEY), CALIFORNIA

Arte Américas

NEW YORK CITY, NEW YORK

Cooper Hewitt, Smithsonian
Design Museum

LOS ANGELES/LONG BEACH, CALIFORNIA

California Science Center
Museum of Latin
American Art

CHARLOTTE, NORTH CAROLINA

Levine Museum of
the New South

SAN JOSÉ (BAY AREA), CALIFORNIA

The Tech Museum

SAN JUAN, PUERTO RICO

Museo de Historia,
Antropología y Arte
Universidad de Puerto Rico,
Río Piedras Campus

DENVER, COLORADO

History Colorado

MIAMI, FLORIDA

HistoryMiami
Patricia and Phillip Frost
Museum of Science

DALLAS/FORT WORTH, TEXAS

Fort Worth Museum of
Science and History

HOUSTON, TEXAS

Children's Museum of Houston
Talento Bilingüe de Houston

ATLANTA, GEORGIA

Atlanta History Center

SAN ANTONIO, TEXAS

San Antonio Museum of Art
The Witte Museum

CHICAGO, ILLINOIS

Adler Planetarium
National Museum
of Mexican Art

WASHINGTON, D.C.

National Portrait Gallery



ABOVE, LEFT Young Ambassadors interact with exhibition models.

ABOVE Participants of the 2016 program visit Smithsonian's National Zoo & Conservation Biology Institute in Front Royal, VA.

Engaging Our Communities

Education and Family Programming

The Smithsonian Latino Center served **104,868 visitors** during its education and family programming in and around Washington, D.C., and in communities across the country. These programs were geared towards young audiences and their families, providing hands-on, interactive learning that incorporates Latino contributions in art, culture, history and science.

The Center produced **40,230 printed educational materials** including coloring and activity books, gallery guides, and family and teacher handouts. Our *¡Descubra!* resources as well as our educator's guide on *Latino Patriots in American Military History* are now featured in the new Smithsonian Learning Lab educator resource portal, with more to come in 2017.

These learning opportunities empower children and youth to explore their identities and spark their curiosity to learn more about the world around them.

¡Descubra! Meet the Science Expert Program Series

The *¡Descubra!* series provides fun and educational programming to build science skills and inspire the next generation of science learners. Over the course of 2016, *¡Descubra!* programs were presented in **six partner museums**, featured **14 Latino scientists**, collaborated with **12 STEM supporting organizations**, and developed **five new Create-It activities** to engage young visitors and their families in STEM learning.



MIDDLE Children participate in hands-on learning at the Hispanic Heritage Month Family Day at the National Zoo, 2016.

ABOVE Stormtrooper views a 3D printer at the Children's Museum of Houston, 2016.

Public Programs

In 2016, the Smithsonian Latino Center continued its tradition of presenting diverse and complex stories about the Latino experience. The Center engaged with audiences through free concerts, roundtable discussions, films and lectures that celebrate Latino history, art and culture. The Latino Virtual Museum archives webcasts of these programs to share with the Center's larger audiences.

The Center was proud to produce and support the following public programs.

A Celebration of Afro-Indigenous Heritage: James Lovell and Band

The National Museum of the American Indian and the Center celebrated Black History Month and Afro-Indigenous heritage with museum and cultural activist James Lovell. This dynamic concert and conversation honored the rich history and cultural legacy of the Garífuna people, a Native community that has called New York City a home since the 1950s.

Latino Art Now! Conference

The 2016 Latino Art Now! Conference in Chicago provided an in-depth assessment of the work of Latinx artists as well as the forces and frameworks shaping our understanding of Latino art. This landmark gathering, now in its fifth edition, invited scholars, curators, artists, collectors, students, museum/cultural workers and others to reconsider approaches to Latino Art.

This conference was organized by the Inter-University Program for Latino Research (IUPLR) at the University of Illinois at Chicago, the Center, the National Museum of Mexican Art and the Puerto Rican Arts Alliance.



Grammy award-winning band Quetzal performed at the *Sound of California* Folklife Festival Program. PHOTO Brian Cross. COURTESY Smithsonian Folkways Recordings.

Recovering Latinx LGBT History: Dan Guerrero with the Editors of *Queer Brown Voices*

The Center and the Human Rights Campaign co-presented a program featuring director, producer and activist Dan Guerrero and an onstage discussion with the co-editors of *Queer Brown Voices: Personal Narratives of Latina/o LGBT Activism*, moderated by Guerrero. The program concluded with a response by Joanna Cifredo, racial and economic justice policy analyst for the National Center for Transgender Equality.

***Sounds of California* Folklife Festival Program**

The 2016 Smithsonian Folklife Festival program featured the *Sounds of California*, an exploration of the diverse experiences and cultural production of California-based Latinos and Latinas. The Latino Initiatives Pool helped to support performances, workshops and discussions of artists explaining how music connects them to multiple homelands. They demonstrated how they remix and reinterpret tradition as well as how they evoked the power of music to stir bodies, minds and social movements.

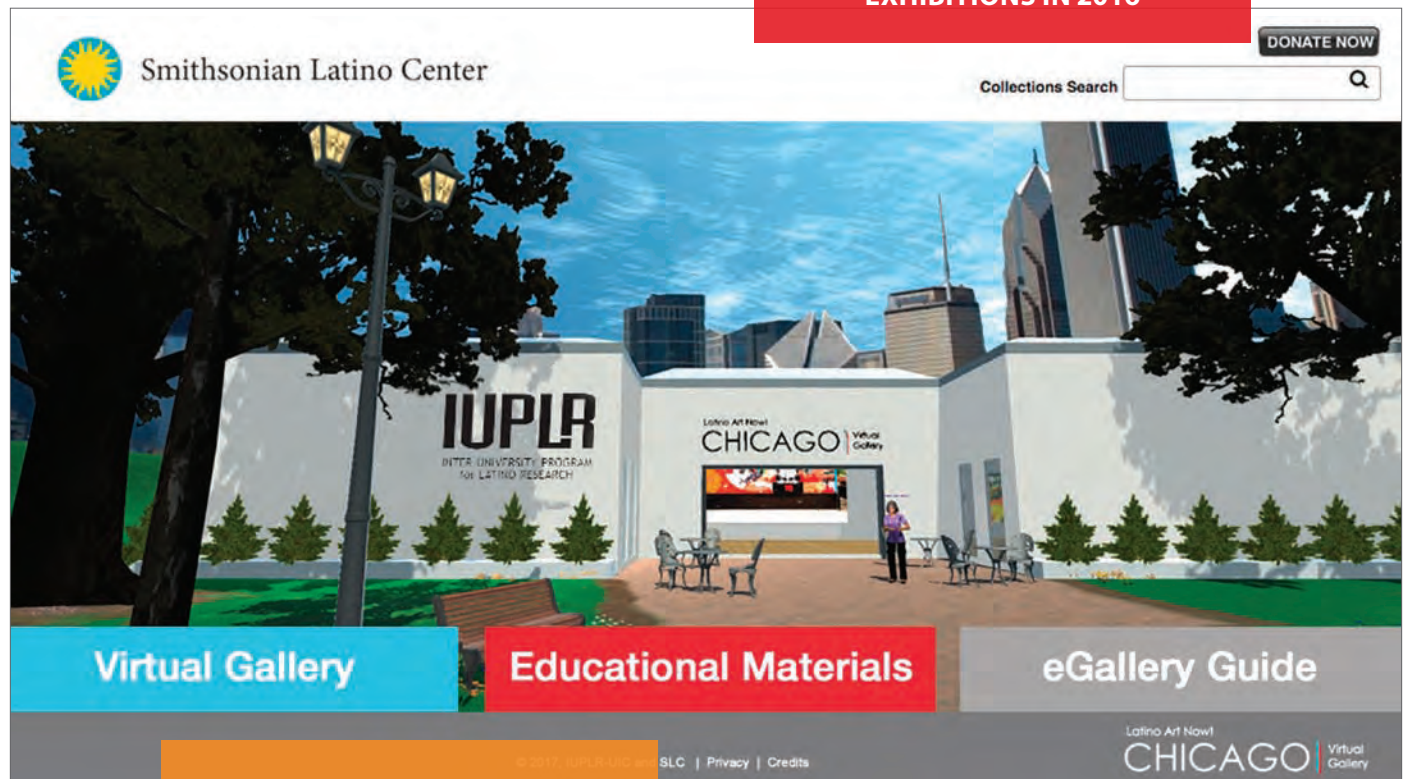
Increase Digital Access

The Smithsonian Latino Virtual Museum and Digital Collections

The Smithsonian Latino Virtual Museum is the Center's online hub for Latino digital collections, virtual exhibitions, 3-D simulations, educator training transmedia toolkits and other bilingual resources. It continues to be at the forefront of new media and emerging technologies serving as a valuable platform for community engagement.

As part of its growing digital collection, the Center continues to produce innovative and culture-focused digital storytelling experiences through the Center's Live Mobile Broadcast Series, which captures community oral histories about significant holiday practices, food traditions and other ethnographic activities within Latino cultures.

Screenshot of Latino Art Now! Chicago Virtual Gallery and overall digital impact.



100,000+
DOWNLOADS OF ONLINE
EXHIBITIONS IN 2016

81,000
DOWNLOADS OF CENTER
EDUCATIONAL RESOURCES
IN 2016

555,000+
DOWNLOADS AND ACCESSES OF
CENTER RESOURCES ON CENTER
AND PARTNER PLATFORMS

Immersive Education and Bilingual Resources

Educators can leverage the Center's signature Latino Virtual Museum Educator's Toolkits and other resources to expand their skills and knowledge on media platforms, and enhance their classroom experiences. These education tools integrate transmedia storytelling into existing curriculum through the Center's offerings including: virtual exhibits, animated short videos, interactive iBooks, and a number of innovative technologies such as augmented reality.

The Center provides training workshops and online webinars to enrich educators with digital literacy and bilingual resources aligned with National Standards and Common Core standards.

Latino Art Now! Chicago Virtual Gallery

In collaboration with the Inter-University Program for Latino Research (IUPLR) at the University of Illinois at Chicago, the Center launched the Latino Art Now! Chicago Virtual Gallery with accompanying educational resources. This 3-D immersive space features artworks of **35 U.S.-born artists** from Chicago as well as artists of Latin American and Caribbean descent. The gallery explores these artists' perspectives within the contexts of identity, community, as well as cultural and historical foundations.

In 2016, Volume 2 of the Latino Virtual Museum Educator's Toolkit was released with an expanded module on Day of the Dead, featuring artists' work presented in the Latino Art Now! Chicago Virtual Gallery.



La Catrina character is used in Day of the Dead Virtual Reality 360 Video Animation.

2016 Partnerships

GOOGLE CULTURAL INSTITUTE

Outreach partnership for Day of the Dead and Hispanic Heritage Month celebrations reached more than 17,000 people within two days.

MICHIGAN STATE UNIVERSITY'S SCHOOL OF JOURNALISM

Research and Design partner for virtual reality and other digital immersion strategies for audience engagement.

NATIONAL GIRLS COLLABORATIVE PROGRAM

Outreach partner in STEAM educator training workshops and webinars using Smithsonian Latino Center bilingual transmedia eProducts, reached more than 300 educators.

SMITHSONIAN CENTER FOR LEARNING AND DIGITAL ACCESS

Partner for the distribution of bilingual educational resources on The Learning Lab.

UNIVERSITY OF TEXAS AT EL PASO

Conducted audience research to further knowledge on reaching audiences within a cultural context.



Honor Our Legacy

The Smithsonian Latino Center values the importance of documenting and honoring a multitude of Latino legacies. Through its research efforts, the Center cultivates information and resources, which explore complex and rich cultures within the Latino community. These efforts further the Center's hopes of being an inclusive home to all.

The Caribbean Indigenous Legacies Project

This project is a research effort, started in 2011, by the Center, the National Museum of the American Indian and the National Museum of Natural History. Supported by a network of partnering institutions and scholars, it focuses on documenting indigenous communities in the Caribbean as well as the cultural and historical legacies of Native peoples across the region.

An exhibition in 2018 at the National Museum of the American Indian will explore regional Native people's cultural legacies and contextualize the growing Taíno movement.

Latino D.C. History Project

This project is an ongoing collaborative effort led by the Center to tell the history of the Latino community in the nation's capital since World War II. Its goals are to produce neighborhood-focused exhibitions, murals, historical placemarkers, and curricula that support a community of historical consciousness.



TOP The Barrientos, a mixed Spanish-indigenous family from Baracoa, Cuba. PHOTO Mark Harrington. COURTESY National Museum of the American Indian, 1915.



ABOVE D.C.'s Latino Civil Rights Task Force, which provided necessary advocacy for Latinx residents, was an outcome of the 1991 Mount Pleasant riots. PHOTO Rick Reinhard, May 1991.

Celebrate our Cultures



Each year, the Smithsonian Latino Center celebrates its rich heritage through two signature events: Hispanic Heritage Month festivities and the Day of the Dead Festival.

Hispanic Heritage Month

The Smithsonian celebrates Hispanic Heritage Month from September 15 through October 15. During this period, the Center collaborates with Smithsonian museums and its digital platform to recognize U.S. Latino heritage and culture.

¡Descubra! Meet the Science Expert Program Series collaborated with the National Museum of American History and the National Zoological Park for the Smithsonian's Hispanic Heritage Month Signature Weekend, inviting Latino science experts, such as nanotechnology scientist Yajaira Sierra-Sastre and the United States Patent and Trademark Office to engage with children and their families.

The Latino Virtual Museum highlighted Latino collections within the Smithsonian museums and virtual collections. The virtual exhibition of *Céramica de los Ancestros: Central American's Past Revealed* landed on Google Cultural Institute's homepage in celebration of Hispanic Heritage Month, resulting in its permanent placement on its *Latino Heritage and Cultures* section.

Day of the Dead (*Día de los Muertos*)

The Center annually celebrates Day of the Dead, *Día de los Muertos*, a Mexican and Central American cultural celebration honored within many Latino communities in the United States to commemorate the lives of the dearly departed and welcome their spirits. Through activities on the National Mall and the Latino Virtual Museum, the Center invites its audiences onsite and online to honor ancestors, important family memories and community history.

The signature family festival at the National Museum of American Indian included workshops and demonstrations as well as musical performances by Grupo Los Tecuanes and the alternative Mexican-American folk band, Las Cafeteras.

A highlight of this year's festival was the incorporation of virtual reality and 3-D printing stations that allowed visitors to learn more about Day of the Dead traditions.

At the National Museum of American History, acclaimed Mexican American author and artist Carmen Lomas Garza installed an *ofrenda* (altar) honoring her grandfather, Antonio Lomas, which included public engagement activities at the museum. This installation was on view between September 2016 and February 2017 within the exhibition *American Stories*.

ABOVE, LEFT TO RIGHT Ulúa River tripod vessel with design of masked figure, AD 850–950. Río Ulúa valley, Cortés Department, Honduras. Pottery, clay slip, paint. NMAI purchase from N. Hasbun, 1969. Community altar at the Day of the Dead Festival at the National Museum of the American Indian, 2016. Friends attend the Day of the Dead concert at the National Museum of the American Indian, 2016.

Collaborate Across the Smithsonian and Beyond

Latino Initiatives Pool

The Latino Initiatives Pool is a federal fund, managed by the Smithsonian Latino Center, ensuring Latino content at the Smithsonian. The fund supports exhibitions, research, collections, publications, digital resources, conservation and archival work, as well as school and public programs.

In 2016, the Latino Initiatives Pool supported the Center as well as the following Smithsonian museums and research centers.

Anacostia Community Museum

Gateways/Portales

Center for Folklife and Cultural Heritage

Sounds of California

(2016 Folklife Festival Program Activities)

Tradiciones/ Traditions: Folkways

Latino Music Recording Initiative

National Museum of American History

Latinos and Baseball: In the Barrios and the Big Leagues

Latinos in Napa: Work, Culture, and Community

Collection of Frank Espada: The Puerto Rican

Documentation Project

Latin@s in the Hip Hop Generation: A Two Part Series

National Museum of the American Indian– New York, Gustav Hays Center

Taíno Music with Irka

National Portrait Gallery

Identify: Performance Art and Portraiture



¡Eres! Early Research Experience for Students participants investigate amphibian biodiversity in Virginia. PHOTO Cristina Soto-Balderas, 2016.

Smithsonian American Art Museum

Latino Photography Acquisitions:

Down These Mean Streets

Smithsonian Astrophysical Observatory (SAO)

SAO Latino Initiative Program

Smithsonian Center for Learning and Digital Access and National Portrait Gallery

Latino Portraiture Community Project for

English Language Learner Families

Smithsonian Conservation Biology Institute

¡ERES! Early Research Experience for Students

Smithsonian Institution Traveling Exhibition Services and National Portrait Gallery

Dolores Huerta: Revolution in the Fields/Revolución en los Campos traveling exhibition development

Latino Curatorial Initiative

The Latino Initiatives Pool, through its Latino Curatorial Initiative, provides funding for Smithsonian museums and research centers to hire curators with expertise in Latino history, art and culture. Initial support is provided to allow each museum or research center to raise sufficient funds to permanently establish the position.

Taína Caragol, Ph.D.

Curator of Latino Art and History
National Portrait Gallery

Amalia Córdova, Ph.D.*

Latino Digital Curator
Center for Folklife and Cultural Heritage

María del Carmen Cossu, M.A.T.

Project Director for Latino Initiatives
Smithsonian Institution
Traveling Exhibition Service

Antonio Curet, Ph.D.

Curator, Collections and Research, CRC
National Museum of the American Indian

Ariana Curtis, Ph.D.

Curator of Latino Studies
National Museum of African American
History and Culture

Christina De León (as of 2017)

Associate Curator, Latino Design
Cooper Hewitt, Smithsonian Design Museum
(Completing doctoral studies in Design History,
Bard Graduate Center.)



Miriam Colón was a pioneer for Latina actresses in Hollywood. She appeared in more than 90 films, most notoriously as Tony Montana's mother in *Scarface*.

ADÁL 1984 (printed 2014); gelatin silver print; National Portrait Gallery, Smithsonian Institution; acquisition made possible through federal support of the Latino Initiatives Pool, administered by the Smithsonian Latino Center. ©1984 Adál.

Josh T. Franco, Ph.D.

Latino Collections Specialist
Archives of American Art

Mireya Loza, Ph.D.*

Curator, Political History
National Museum of American History

E. Carmen Ramos, Ph.D.*

Curator of Latino Art
Smithsonian American Art Museum

Margaret Salazar-Porzio, Ph.D.

Curator, Home and Community Life
National Museum of American History

* Alumni of the Latino Museum Studies Program

Exhibition and Collecting Initiatives

Smithsonian Latino Center and the Latino Initiatives Pool are pleased to have supported the following exhibitions and special collecting initiatives.

*Bittersweet Harvest: The Bracero Program, 1942–1964**

This wildly popular bilingual exhibition traces the experiences of Mexican guest workers and their families, who provided much-needed manpower during peak harvest and industrial production times in more than 23 states. The exhibition has served as a catalyst for increased community engagement and collection of local histories of Braceros in each of the more than 40 communities that have hosted the Bittersweet Harvest exhibition.



Plumbate vessel depicting the god of fire, AD 900–1200.
San Salvador Department, El Salvador. Pottery, clay slip.
GIFT Theodore T. Foley, 1972.

Bridging the Americas: Community and Belonging from Panama to Washington, D.C.

Using images and narratives, this exhibition presents the various ways in which Zonians and Panamanians in the D.C. metropolitan area think about home and belonging in and in-between Panama and Washington, D.C. From passage during the California Gold Rush to the 100th anniversary of the Panama Canal in 2014, the United States and Panama have a long and intertwined history. The exhibition shows the formal ties between the two nations by focusing on the human stories and migrations that underscore the connection.

*Céramica de los Ancestros: Central America's Past Revealed**

This exhibition, on view in New York City until October 2018, draws from the National Museum of the American Indian's vast Central American collection. The 160 mostly ceramic objects were selected from a collection of more than 12,000 that span the period from 1000 BC to the present. These objects introduce visitors to the richness and complexity of Central America's ancestral cultures.

*Dolores Huerta: Revolution in the Fields/ Revolución en los Campos**

Currently in development at the Smithsonian Institution Traveling Exhibition Service with support from the National Portrait Gallery, this exhibition will look at Dolores Huerta, a principal leader of the California farmworkers' movement in the 1960s and 1970s. This exhibition follows the *One Life: Dolores Huerta* exhibition produced by National Portrait Gallery, and supported by the Center, in 2015.

*The Great Inka Road: Engineering an Empire**

This exhibition explores one of history's most exceptional engineering achievements: the Qhapaq

Ñan (the Inka Road). *The Great Inka Road* looks at the foundations of the road system in earlier Andean cultures, technologies that made building the road possible, the cosmology and political organization of the Inka world, and the legacy of the Inka Empire from the colonial period through the present day.

Gateways/Portales

This exhibition highlights Latino migrants and immigrants in four U.S. metro areas: Washington, D.C., Baltimore, Maryland; Charlotte, North Carolina; and Raleigh-Durham, North Carolina. It explores the ways that these populations utilize culture to find a home in the United States. Through social justice movements, community access initiatives, and public festivals, this exhibition looks at the struggles and successes of Latino migrant groups.

Latinos and Baseball: In the Barrios and the Big Leagues*

This multi-year community collecting initiative focuses on the historic role baseball has played as a social and cultural force at the heart of Latino communities across the nation. Over two years, this project has formed a coalition that includes more than **30 community partners** and **60 scholars** in **12 states**. The project and its partners are increasing visibility and preservation of the histories of Latino communities through the lens of baseball, and building national and local collections and research toward an exhibition at the National Museum of American History, proposed for 2020, with plans for a traveling exhibition to follow.

Latinos in Napa: Work, Culture, and Community

This collecting initiative at the National Museum of American History examines how Mexicans and Mexican Americans in the Napa and Sonoma region of California have been instrumental in the wine labor industry and



Five Mexican American families featured at National Museum of American History's *Rooted in Family: Wine and Stories from Mexican American Winemakers Program*. They shared their expertise and stories of moving from field workers in Napa, CA, to vineyard owners, from being instrumental in the work of the wine industry to now shaping the industry.

now are shaping the industry in new ways. This project looks at the growth and access for Mexicans and Mexican Americans in wine production, presenting stories of families moving from vineyard workers to winery owners.

Our America: The Latino Presence in American Art*

Our America presents the rich and varied contributions of Latina and Latino artists in the United States since the mid-20th century, drawing entirely from the Smithsonian American Art Museum's pioneering collection of Latino art. The exhibition explores how Latino artists shaped the artistic movements of their day and recalibrated key themes in American art and culture. It also looks at an emerging collective Latino identity of the time.

Resilience: Reclaiming History and Dominican Diaspora

This exhibition showcased 15 artists from the international Dominican diaspora as they took a deep look into their shared past, constructing new interpretations of the Trujillo regime and the resulting emigration of many Dominican-Americans. The Smithsonian and the Embassy of the Dominican Republic in Washington, D.C., supported this exhibition.

*These exhibitions have bilingual digital components.

Exhibitions and Programming in the Washington, D.C., Metro Area

Exhibitions

Bridging the Americas: Community and Belonging from Panama to Washington, D.C.

April 13, 2015–TBD

Anacostia Community Museum

The Great Inka Road: Engineering an Empire

June 26, 2015–June 1, 2020

National Museum of the American Indian

Gateways/Portales

December 5, 2016–February 18, 2018

Anacostia Community Museum

Down These Mean Streets: Community and Place in Urban Photography

May 12, 2017–August 6, 2017

Smithsonian American Art Museum

Many Voices, One Nation*

June 28, 2017

National Museum of American History

On the Move: Migration Across Generations

June 29–July 4, 2017 and July 6–9, 2017

Smithsonian Folklife Festival

Tamayo: The New York Years

November 3, 2017–March 18, 2018

Smithsonian American Art Museum

Taíno: Native Ancestry and Identity in the Caribbean

January–December 2018

National Museum of the American Indian

* Programming or exhibition funded independently of the Smithsonian Latino Center and the Latino Initiatives Pool.

Public and Education Programming

¡Descubra! Meet the Science Expert

June 10, 2017

National Museum of Natural History

¡Descubra! Meet the Science Expert

August 2017

Steven F. Udvar-Hazy Center

¡Descubra! Meet the Science Expert

September 2017

National Museum of African American History and Culture

Hispanic Heritage Month Remix: An Intergenerational Tribute to African-American Poetry and Hip Hop Traditions

September 2017

National Museum of African American History and Culture

The Legacy of the Jones Act

September 2017

National Museum of American History

¡Descubra! Meet the Science Expert

September 2017

National Zoological Park

¡Descubra! Meet the Science Expert

October 2017

National Air and Space Museum

Day of the Dead Family Concert: Sonos de México Ensemble

November 4, 2017

National Museum of the American Indian

Exhibitions and Programming Around the Country

YOUNTVILLE, CALIFORNIA

Bittersweet Harvest: The Bracero Program, 1942–1964

September 2, 2017–November 12, 2017

Napa Valley Museum

MIAMI, FLORIDA

¡Descubra! Meet the Science Expert

May 13, 2017

Patricia and Phillip Frost Museum of Science

FRAMINGHAM, MASSACHUSETTS

Latinos and Baseball: In the Barrios and Big Leagues (collecting event)

May 13, 2017

Framingham State University

CHARLOTTE, NORTH CAROLINA

Bittersweet Harvest: The Bracero Program, 1942–1964

September 2, 2017–November 12, 2017

J. Murrey Atkins Library, University of
North Carolina, Charlotte



Joseph Rodríguez, Carlos, from the series *Spanish Harlem*, 1987, chromogenic print, Smithsonian American Art Museum.
GIFT Joseph Rodríguez. ©1987 Joseph Rodríguez.

NEW YORK CITY, NEW YORK

Céramica de los Ancestros: Central America's Past Revealed

April 18, 2015–October 2018

National Museum of the American Indian–New York,
Gustav Haye Center

A Conversation with Andrés Serrano and the Archives of American Art

June 5, 2017

Pace Gallery

CLEVELAND, OHIO

Latinos and Baseball: In the Barrios and Big Leagues (collecting event)

July 21–22, 2017

September 22–24, 2017

Baseball Heritage Museum

CHATTANOOGA, TENNESSEE

Our America: The Latino Presence in American Art

February 17, 2017–June 4, 2017

Hunter Museum of American Art

HOUSTON, TEXAS

Bittersweet Harvest: The Bracero Program, 1942–1964

December 9, 2016–May 14, 2017

Holocaust Museum Houston

LARAMIE, WYOMING

Bittersweet Harvest: The Bracero Program, 1942–1964

June 3, 2017–August 13, 2017

Wyoming Territorial Prison Historic Site



Aerial view of the National Mall. COURTESY Smithsonian Institution.

Chairman's Vision for the Future

I am honored to be the chair of the Smithsonian National Latino Board. Representing an array of fields, the accomplished members of this board are enthusiastic and dedicated volunteers committed to making our bold vision into a reality—to establish a Smithsonian Latino Gallery on the National Mall.

Latinos are easily the largest but least understood ethnic group in the United States. Our country can no longer afford this knowledge gap. Consider these facts from the Pew: Latinos and Latinas represent more than 50 million and by 2050 there will be more than 120 million, with the vast majority being American citizens. In fact, in the next generation, Latino youth will outnumber every other group and will contribute enormously to the future success of America. Latinos and Latinas help make our economy hum by spending more than \$1.5 trillion dollars annually and serving every sector of the country, representing all walks of life.

The Smithsonian exists for the increase and diffusion of knowledge. I strongly believe this mission informs our citizenry so that they are better able to discharge the duties of a broad democracy. The U.S. Latino story has not been taught in classrooms. As such, the new Smithsonian Latino Gallery aims to tell this important story. For example, it will surprise some that Latinos and Latinas have called the U.S. home since the beginning of our country, and have made substantial contributions at every stage of its history.

Latinos and Latinas have served and died in all our country's wars: the Revolutionary War, on both sides of



the Civil War, and in every other war that America has fought. My own father fought in World War II as a GI and came home a wounded hero. Our family, having lived in South Texas for generations, struggled and coped with issues of language, segregation and lack of opportunities. During tough times, my father would draw strength and wisdom from his experience in the war. He would say, "When soldiers fight side by side, things that were important before—wealth, appearance, race and ethnicity—no longer matter. All that matters is whether you can be counted on to fulfill your responsibilities."

The future Smithsonian Latino Gallery will help chronicle how Latinos and Latinas have persevered in building and protecting America, with their blood, sweat and intellect. This is a story worth telling.

Please join our board in our great quest by helping with your personal contributions and volunteer efforts, as well as, involving your friends and family in "making history together." Help us tell this great American story of contribution and sacrifice.

Thank you,

A handwritten signature in black ink that reads "Roel Campos".

Roel Campos

FORMER COMMISSIONER, SECURITIES AND EXCHANGE COMMISSION



Smithsonian Latino Gallery: A Home on the National Mall

To present a richer story and share the full complexity of the Latino experience, the Center is establishing the Smithsonian Latino Gallery on the National Mall, which attracts 20 million visitors a year. As the first national space dedicated to the Latino narrative, the Gallery will be in a destination that is being reimagined concurrently into a major new center for showcasing American innovation.

The Gallery will celebrate Latinos' foundational role in developing this country, and shaping our national culture and identity. It will feature interactive bilingual exhibitions that recover Latino history, highlight the work of Latino artists, and engage multi-generational

audiences through thought-provoking educational programming. Programs and learning opportunities will be shared digitally around the country and internationally.

Throughout this anniversary year, we invite you to join us in making history. Last year, our board and staff produced an interpretive master plan and initial schematic design for the space as well as conducted preliminary audience research on these plans. As an early supporter of the Center, you will be kept abreast of this ambitious project. Now, more than ever, your support will help make this Gallery a reality.



OPPOSITE PAGE AND LEFT TO RIGHT The Digital Wall will be the Gallery's centerpiece; temporary art exhibits will showcase contemporary Latino art; education carts can be placed throughout the Gallery.



Your Support

Thank You. *Gracias. Obrigado.*

Your generous support of the Smithsonian Latino Center enables our work to celebrate Latino cultures and inspire future generations.

\$100,000+

Ford Motor Company Fund
Target

\$25,000+

The Honorable Xavier Becerra and Dr. Carolina Reyes
Dr. Faustino Bernadett and Dr. Martha Molina Bernadett,
American Endowment Foundation
The Honorable Roel and Dr. Minerva Campos
Comcast NBCUniversal Telemundo Enterprises
Mr. Philip and Mrs. Mary Ann Fuentes
Mrs. Milagro and Mr. Lawrence Magid,
Norman and Bettina Roberts Foundation
Mr. Álvaro and Mrs. Donna de Molina
Mr. Carlos and Mrs. Robin Palomares
Peralta Correa Family Fund
Mr. Marcos Ronquillo
Southwest Airlines

OPPOSITE PAGE *Radiante*. ARTIST Olga Albizu. *Radiante*, 1967, oil,
Smithsonian American Art Museum. GIFT JPMorgan Chase.

\$2,500+

AARP
ArtesMiami, Inc.
Ms. Elizabeth Broun
The Coca-Cola Company
Corvias Foundation
Mr. Eduardo Díaz
Gloria Estefan Foundation
Ms. Virginia González Hough
The Henry Luce Foundation
Mrs. Margarita Paláu-Hernández and
Mr. Roland A. Hernández
Ms. Ann Serrano López
Mr. Henry R. Muñoz III
Mrs. Socorro and Mr. Ernesto Vasquez
The Walt Disney Company Foundation/
The Walt Disney Company

\$1,000 +

Afilon, Inc.
Mr. Daniel Campos
Dr. Gilberto Cárdenas and Mrs. Dolores García
Chinese American Museum
Mr. Pepe and Mrs. Julia Coronado
The Díaz Family
Ms. Milagros and Mr. Dennis Mcguire
PepsiCo, Inc.
Ms. Velia Rivera
U.S. Bank Foundation
Mr. Charles E. Vela and Dr. Margarita Studemeister

Ways to Engage

Become a part of the Smithsonian Latino Center *familia* in celebration of our 20th anniversary. Your year-round engagement with the Center ensures that contributions to all facets of our country are celebrated at the Nation's Museum.

Join the Center in representing Latino experiences. Your support sustains current efforts and will fuel the Smithsonian Latino Gallery.

Contribute

The Center appreciates gifts of all sizes and is pleased to recognize corporate and individual gifts in the following ways.

CORPORATE SPONSORSHIP RECOGNITION

\$25,000+

Logo recognition on website as well as designated event signage and printed materials

\$15,000+

Line credit recognition on designated event signage and printed materials

INDIVIDUAL DONATION RECOGNITION

\$2,500+

Name listing in *Smithsonian Annual Report* and *Smithsonian Latino Center Report*

\$1,000+

Name listing in *Smithsonian Latino Center Annual Report*

The Smithsonian Latino Center also welcomes gifts in the form of pledges, planned giving and corporate matching programs.

Engage

Please join our ambitious cause by sharing your time, service and networks. Your personal contributions and volunteer efforts will help us spread the word about our Center's work.

Share

Stay updated on the happenings of the Smithsonian Latino Center; follow us at:

Website: www.latino.si.edu

Facebook: [@SLCLatino](https://www.facebook.com/SLCLatino)

Twitter: [@SLC_Latino](https://twitter.com/SLC_Latino)

Use [#SLCturns20](https://twitter.com/SLCturns20) on social media to follow our anniversary activities and announce your gift!

Contact

Gina M. Flores Stumpf
Chief Advancement Officer
Smithsonian Latino Center
FloresGM@si.edu
(202) 633-9004

OPPOSITE PAGE *Camas Para Sueños* (Bed for Dreams)

ARTIST Carmen Lomas Garza, b. 1948, USA

Medium: Gouache on Arches paper. Size: 23 x 17-1/2 inches

©1985 Carmen Lomas Garza Collection of Smithsonian American Art Museum.



CARMEN
LOMAS
GARZA
© 1985



Smithsonian Latino Center

Website: www.latino.si.edu

Facebook: [@SLCLatino](https://www.facebook.com/SLCLatino)

Twitter: [@SLC_Latino](https://twitter.com/SLC_Latino)

Phone: **(202) 633-1240**

Fax: **(202) 633-1132**

Address for private package delivery service:

Capital Gallery
600 Maryland Avenue SW, Suite 7042
Washington D.C. 20024

Address for U.S. Postal Service delivery:

PO Box 37012 MRC 512
Washington, DC 20013

COVER *Maíz Flor Serpiente/ Flower Maize Serpent* commissioned digital art work by the Indigenous Design Collection, 2015.

