



2017-2018  
Impact Report

Making  
History  
Together

*Juntos  
Haciendo  
Historia*

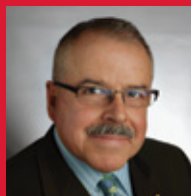
Celia Cruz



# CELEBRATE LATINO CENTERS

## Contents

2017–2018: Action & Achievements	4–5
Highlights	6–7
Perpetual Performers	8
Supporting Research	9–10
Exhibitions & Collections	11–15
Digital Reach	16–17
Outreach	18–20
More to Come in 2019+!	21
¡Gracias!	22
Support Us	23



## 2017–2018: Action & Achievements

The Smithsonian Latino Center's (SLC) 2017-2018 milestone achievements affirm our commitment to transforming the Smithsonian into a Latino-serving institution. Through this Impact Report, we share our headway in realizing the organization's mission: narrating U.S. Latino stories that shape our national experience and identity.

We are pleased to celebrate recent SLC accomplishments with you – both large and small – all contributing to our incremental growth and progress. These efforts, taken together, provide a sturdy foundation for long-awaited SLC expansion into physical and digital spaces – and advancement of existing programs.

In the years to come, we will leverage the stellar people and programs of SLC to continually move our mission forward. Please stay involved as we take steps forward together; our best is yet to come!

Juntos Haciendo Historia,

Eduardo Díaz  
Director

In the words of Laura Lott, President and CEO of The American Alliance of Museums:

***“The leadership, influence and tangible results produced by the Smithsonian Latino Center in just 20 years since its founding has been nothing short of remarkable.”***

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Such recognition of SLC achievements and advancement are directly attributable to the focus, dedication, collaboration and support of the individuals below. We are grateful for, and commend, their ongoing SLC contributions.

### Smithsonian Latino Center Staff

**Eduardo Díaz**, *Director*  
**Adrián Aldaba**, *Education and Public Programs Coordinator*  
**Diana C. Bossa Bastidas**, *Program Manager*  
**Melissa Carrillo**, *New Media & Technology Director*  
**Emily Key**, *Education Program Manager*  
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**Sarah Sosa-Acevedo**, *Advancement Officer*



## Highlights

Twenty years of careful SLC planning and teamwork culminated in this year’s exciting milestone moments. 2018 was truly a banner year for SLC news and newness. We are exceptionally pleased to share a few of our stand-out successes with you.



### New Look

You will see an entirely ***new, vibrant and bold “face”*** at the Smithsonian Latino Center – a

branded look and feel to capture our progress-making, story-telling mission.

The brand celebrates all U.S. Latino heritages, cultures, accomplishments and aspirations. Our logo honors the symbiotic Smithsonian-SLC familial relationship. And featured Latino “hero” stories showcase our historic contributions in building this country and shaping its national culture. Watch for the new us in everything SLC!

*Design by: UNO Branding*



### New Space

Scheduled to open to the public in 2021, the Smithsonian’s first-ever physical space for Latino content will occupy 4,500 square

feet of space within the National Museum of American History. This marks an extraordinary new SLC chapter – the daily opportunity to interface with visitors.

***The Molina Family Latino Gallery*** will feature bilingual stories for culturally diverse, multigenerational audiences. Guests will experience a combination of permanent/rotating cultural exhibitions, viewer-generated content and participatory activities. Gallery-wide multi-media will create rich sensory engagement. The result: a high-touch, high-intrigue, memory-making visit. Follow our progress as we transform our space into a compelling Latino Gallery!

*Rendering by: Branded Environments*

*An unknown Native woman and child near Baracoa, Cuba, 1915. Credit: Mark Harrington, courtesy of the National Museum of the American Indian*



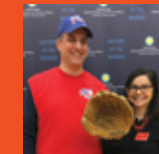
### New Exhibition

Nearly a decade in the making, the ***“Taíno: Native Heritage and Identity in the***

***Caribbean| Taíno: Herencia e Identidad en el Caribe”*** exhibition opened at the Gustav Heye Center in New York City in July, 2018.

This collaborative effort with the Smithsonian’s National Museum of the American Indian explores the native culture, ancestry and legacy of Native peoples in the Spanish-speaking Caribbean islands—and their contemporary movement to affirm their current-day indigenous identity. The exhibition runs through October of 2019.

*Margaret Salazar-Porzio, National Museum of American History curator, at 2017 Latinos & Baseball collecting event in Framingham, MA. Courtesy: Smithsonian Institution*



### New Accolades

In May of 2018, The American Alliance of Museums (AAM) presented the Smithsonian

Latino Center with its ***Diversity, Equity, Accessibility and Inclusion (DEAI) Award*** for its Latino Curatorial Initiative.

SLC is acknowledged for implementing authentic, First-Voice Latino representation in curatorial and archival practices impacting research, exhibition development, collections, public and educational programs, web content, publications, and mentoring. SLC thanks the leadership of the various museums and research centers for welcoming these content experts.



**2018**

**Award for Diversity, Equity, Accessibility and Inclusion by the American Alliance of Museums for the Latino Curatorial Initiative**

## Perpetual Performers

SLC prides itself on its passion, innovation, productivity and entrepreneurialism – all contributing to its steady growth over 20+ years. SLC staff commitment to showcasing and celebrating U.S. Latino community representation is evidenced in the exceptional quality of our work.



45

Latino projects funded

Amidst the previously-mentioned new and high-profile SLC milestone projects, are our long-standing cornerstone initiatives. They anchor our everyday operations, facilitate our growth and help define who we are/will be.

For more than two decades, SLC continually developed, refined and expanded signature programs and initiatives to build a sound and meaningful organizational foundation. Each facet of SLC is integral to our whole success. In this section, we highlight our ongoing successes in:

- Supporting Research
- Exhibitions & Collections
- Digital Reach
- Outreach



\$4M

Distributed through  
the Latino Initiatives  
Pool

## Supporting Research:

The Smithsonian Latino Center supports a diverse range of Smithsonian research projects through two SLC signature programs:

### 1. Latino Initiatives Pool

This federal fund ensures Latino research and content across the Smithsonian. It supports exhibitions, collections, publications, digital resources, conservation and archival work, and public and educational programs—as well as leadership programs. The fund also allows us to hire curators and archivists in varying areas of expertise.

### 2. Latino Curatorial Initiative

The Latino Curatorial Initiative provides funds for Smithsonian museums and research centers to hire curators with expertise in Latino history, art and culture – and curatorial assistants assigned to specific Latino projects. Through a newly-added 2018 program feature, curatorial assistants were placed in several museums to assist curators with research and exhibition development/collecting initiatives tasks. The Latino Curatorial Initiative is now viewed as a best practice in diversifying professional ranks within the museum field. The current Latino Curatorial Initiative staff include:

#### Center for Folklife and Cultural Heritage

- Amalia Córdova, Latino Curator for Digital and Emerging Media and Chair of Cultural Research and Education

#### Cooper Hewitt, Smithsonian Design Museum

- Christina De León, Assistant Curator for Latino Design

#### National Museum of African American History and Culture - supported by a curatorial assistant

- Ariana Curtis, Curator for Latinx History and Culture

#### Archives of American Art

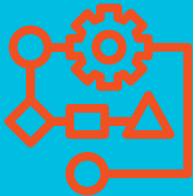
- Josh Franco, National Collector

Supporting Research:

Continued

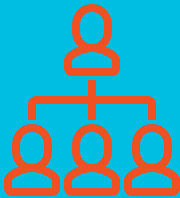
2. Latino Curatorial Initiative

- National Museum of American History** - supported by 4 curatorial assistants
  - María Daniela Jiménez, Archivist of Latino History and Culture (as of March 2019)
  - Margaret Salazar-Porzio, Curator, Home and Community Life
  - Mireya Loza, Curator, Work and Industry
- National Museum of the American Indian**
  - L. Antonio Curet, Curator of Archeology
- National Portrait Gallery** - supported by a curatorial assistant
  - Taína Caragol, Curator of Painting and Sculpture and Latino Art and History
- Smithsonian American Art Museum** - supported by a curatorial assistant
  - E. Carmen Ramos, Curator of Latino Art and Deputy Chief Curator
- Smithsonian Institution Traveling Exhibition Service**
  - María del Carmen Cossu, Project Director for Latino Initiatives
- National Postal Museum** - supported by a curatorial assistant



122

Acquisitions secured through the Latino Curatorial Initiative



2

Curators and 8 curatorial assistants through the Latino Curatorial Initiative

Exhibitions & Collections

The Smithsonian organizes museum-based, traveling, pop-up and online exhibitions which specifically address Latino history, art and culture, as well as general interest exhibitions and collections containing significant Latino content. Our current works include:

Exhibitions

The Smithsonian Latino Center and the Latino Initiatives Pool mutually supported the following exhibitions and special collecting initiatives in 2017–2018:

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

Center for Folklife and Cultural Heritage

- 2017, On the Move: Migration Across Generations
- 2018, On the Move: Migration and Creativity



Cooper Hewitt, Smithsonian Design Museum

- October 5, 2018 – June 21, 2019, *Rebeca Méndez Selects*—The first exhibition curated by Christina De León, Associate Curator of U.S. Latino Design, examines humanity’s connection with other species, specifically birds, as a means to combat their separation from, and destruction of, the natural world.

National Museum of American History

- June 28, 2017–Present, *Many Voices, One Nation: Material Culture Reflections on Race and Migration in the United States*



National Museum of the American Indian–New York

- July 28, 2018–October 2019: *Taíno: Native Heritage and Identity in the Caribbean | Taíno: Herencia e Identidad Indígena en el Caribe*

## Exhibitions & Collections



242

Recent Acquisitions

### National Portrait Gallery

- March 23, 2018–January 6, 2019, *UnSeen: Our Past in a New Light*, by Ken Gonzales-Day and Titus Kaphar
- April 7, 2017–January 28, 2018, *The Face of Battle: Americans at War 9/11 to Now*, by Vincent Valdez
- May 3, 2018–Present, *Recognize: Marc Anthony*, photo by ADÁL
- 2017–2018 Recent Acquisitions Gallery
  - 2017:
    - Rita Moreno*, by George Rodríguez
    - Flaco Jiménez*, by Al Rendón
    - Rodolfo Acuña*, by Harry Gamboa, Jr.
  - 2018:
    - Celia Cruz*, by Alexis Rodríguez-Duarte and Tico Torres
    - David Ortiz (Big Papi)*, by Freddy Rodríguez
    - Louie Pérez (Los Lobos)*, by Harry Gamboa, Jr.
- November 3, 2017–September 3, 2018, *The Sweat of Their Face: Portraying American Workers*, photo by Ramiro Gomez

### Smithsonian American Art Museum

- May 11, 2017–August 5, 2017, *Down These Mean Streets: Community and Place in Urban Photography*
- November 3, 2017–March 18, 2018, *Tamayo: The New York Years*



Rufino Tamayo, *New York Seen from the Terrace* [Nueva York desde la terraza], 1937 oil on canvas, 20 3/8 x 34 3/8 in. FEMSA Collection. © Tamayo Heirs/ Mexico/Licensed by VAGA, New York, NY. Photo by Roberto Ortiz

## Exhibitions & Collections

### Exhibitions Around the Country

#### Hunter Museum of American Art, Chattanooga, TN

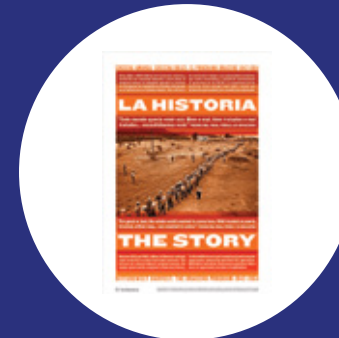
- February 17, 2017–June 4, 2017, *Our America: The Latino Presence in American Art*

#### Wyoming Territorial Prison Historic Site, Laramie, WY

- June 3, 2017–August 13, 2017, *Bittersweet Harvest: The Bracero Program, 1942–1964*

#### Napa Valley Museum, Napa, CA & J. Murrey Atkins Library, University of North Carolina, Charlotte, NC (concurrent exhibitions)

- September 2, 2017–November 12, 2017, *Bittersweet Harvest: The Bracero Program, 1942–1964*



## Exhibitions & Collections



17

Exhibitions featuring  
Latino content



Camilo José Vergara, *Militant display, Window, Bushwick, Brooklyn*, from the series *Old New York*, 1970, inkjet print. From the exhibition, *Down These Mean Streets: Community and Place in Urban Photography*, at the Smithsonian American Art Museum

## Exhibitions & Collections

### Collections

Smithsonian museums and archives continue to actively collect physical objects pertaining to Latino history, art, and culture (artifacts, artwork, papers, research-finding aides, oral histories, and video and audio recordings). Some recent examples include:



*Latinos and Baseball: In the Barrios and the Big Leagues* is a multi-year collecting initiative with Smithsonian's Office of Digitization and the National Museum of American History

### Cultural Assets

- Archives of American Art – papers of artist Juan Sánchez
- Archives of American Art – oral history of actor-collector Richard “Cheech” Marín
- Cooper Hewitt Smithsonian Design Museum *Lucha for Change*, graphic by Luis Fitch

### Digital Assets

- SLC Latino Digital Collections – digital asset repository including *SLC Day of the Dead* commissioned digital artwork

### Additional Collections

- José Feliciano Guitar, National Museum of American History
- Max Baca, *Los Texmaniacs Bajo Sexto Guitar*, National Museum of American History



## Digital Reach

SLC is a leader in digital audience engagement, connecting with audiences both online and in-person. Our core digital strategy promotes optimal audience engagement in meaningful, memorable and impactful ways – to deliver a dynamic digital experience for all.

Featuring top emerging technologies, digital media provides invaluable community engagement platforms – both locally and globally. The SLC five-year digital immersion plan, “*Latinidad in the 21st Century: A Digital Experience for All*,” positions us for exceptional new innovations, capabilities and impact – to expand presence and accelerate outreach. Strategic partners like Walt Disney Company, Target and Google are instrumental in supporting all SLC digital immersion initiatives.

Below are some of our most recent accomplishments informing our future work.

### 1. Presence



**1,363,929**  
Total digital reach  
in 2017

- Traditionally, SLC’s key Latino digital presence, at the Smithsonian, is through the Latino Virtual Museum (LVM) – with a focus on digital collections, curation, archiving and publishing content on varying digital platforms.
- Our ongoing presence at in-gallery and online exhibitions prepares us for expansion into SLC’s proprietary gallery space – where digital technologies will dramatically accelerate, optimizing visitor engagement and experiences.

## Digital Reach

### 2. Outreach

Outreach headway in the past two years is especially notable. We also continue to scale-up SLC technologies to enhance the digital Latino repository. Our key digital outreach accomplishments include:



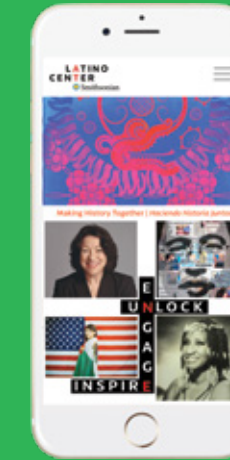
*Latino Immigration Story from Anacostia Community Museum’s Gateways Exhibit, 2015.*

### Digital Resources

- SLC Virtual Reality (VR) 360° animation and Augmented Reality (AR) eProducts
- SLC/Target-funded Latinos and Baseball podcast in partnership with the National Museum of American History
- 8+ virtual exhibitions on Google’s Arts & Culture platform

### Mobile Broadcast

- *SLC Live Mobile Broadcast Series* – Generated 62 oral histories, 48 broadcasts, 20 community programs and 3 workshops



*Image by José Ralat-Reyes*

### Events/Activities/Workshops

- Annual *Day of the Dead* virtual and onsite celebration complemented by bilingual educational materials, supported by a partnership with the National Museum of American Indian, and the Peale Center in Baltimore, MD
- Annual *SLC Holiday Foodways Series*—Featuring 9 oral histories; 15 mobile broadcasts
- Hosted six summer workshops for Young Ambassadors Program and Latino Museum Studies Program to help develop digital programming for the Molina Family Latino Gallery

## Outreach

Community outreach is, and always has been, a key SLC component. We approach service through: 1) public and educational programs, and 2) leadership and professional development. Details for both follow.



90

Public and educational  
programs/events



81

Educational and digital  
products produced

18

### 1. Public and Educational Programs

Educational and public programs not only present the rich heritage of Latino culture, but also celebrate Latino contributions to art, culture, history and science.

Our signature events include:

- **Hispanic Heritage Month** festivities
- **Day of the Dead Festival**, and
- **¡Descubra!** Family Programs (featuring science, arts, and culture experts in D.C. and nationwide)



Hispanic Heritage Month



Day of the Dead Festival



¡Descubra!

## Outreach



94.6%

Graduation rate of  
Young Ambassadors  
Program alumni

### 2. Leadership and Professional Development

SLC promotes the development of young Latinx community leaders through engagement with artists, scientists and other difference-makers, and invests in the development of Latinx arts and humanities scholars and future museum professionals.

#### Young Ambassadors Program (YAP)

This Smithsonian-immersive program is for a hand-selected, elite group of high school seniors (high academic-achievers). Post-program, participants continue with internships and civic engagement activities in their local communities.

#### The Latino Museum Studies Program (LMSP)

LMSP advances the professional development of emerging museum studies scholars and professionals by engaging them with content experts across the Smithsonian.



2018 Young Ambassadors Program participants. YAP boasts a robust alumni network so close that they refer to themselves as #nuestrafamilia.

Credit: Michael Barnes,  
Smithsonian Institution.

## Outreach



42

Young Ambassador  
Program participants



23

Latino Museum Studies  
Program participants

*Continued*

Additional professional development programs include:

### Office of Fellowships and Internships

- American Latino Experience Pre-doctoral Fellowship
- Smithsonian Latino Internship to Fellowship Program
- Pre-doctoral Fellowship for the Study of Latinx Art

### National Zoological Park/Smithsonian Conservation Biology Institute

*iERES!* Early Research Experience for Students

### Smithsonian Astrophysical Observatory

Latino Initiative Program

### Smithsonian Astrophysical Observatory/National Air and Space Museum

Fisk-Vanderbilt Bridge Program

### East Los Angeles College/Vincent Price Art Museum Partnership

Initiated in 2017, this program allows students to enroll in a special museum studies seminar, which includes internships at its Vincent Price Art Museum and the Smithsonian. The College also plans to establish a formal museum studies/practice certificate program.

## More to Come in 2019+!

SLC's progress never stops, so follow our continued achievements, highlights and milestones. Below are some of the initiatives that we anticipate for the next two-to-three years. Some are already in the works; others are on the drawing board.



### Molina Family Latino Gallery Development

- Master Plan
- Design
- Exhibition content
- In-gallery educational programs

*Rendering by: Branded Environments*



### Digital Immersion & Outreach Initiatives

- Gallery technology integration (with key technology partners)
- 3 digital summits/rapid prototyping demonstrations
- Website rebrand/renovation
- *Si Latino Mobile/Web*, a digital initiative

*Design by: UNO Branding*



*Melissa Marinero,  
Vanessa Quintero  
and Gabriela  
Padilla, East LA  
College graduates  
and Smithsonian  
Interns*

### Program Expansions/Additions

- ¡Descubra! expansion from 4 to 5 cities; from STEM to STEAM (adding an new arts component to our current STEM activities)
- Partnership growth with East Los Angeles College including development of a formal Museum Studies Certificate Program
- Development of additional pathway components in:
  - 1) Museum Conservation
  - 2) Exhibition Design
  - 3) Digital Culture and Curatorial Practice
- Program development for the Smithsonian American Women's History Initiative

## ¡Gracias!

Your generous support over the past two years ensured that Latino contributions continue to be shared and celebrated at the Smithsonian.

### Molina Family Gallery Lead Gift

#### \$2,000,000

Drs. Martha and Faustino Bernadett

Mr. John C. Molina

Dr. and Mrs. Joseph Mario Molina

Ms. Janet Molina Watt and Mr. Laurence Watt

Ms. Josephine Molina and Ms. Heather Rudy

#### \$100,000+

Ford Motor Company Fund  
Target

#### \$25,000+

Southwest Airlines

Comcast NBC Universal – Telemundo Enterprises

Mr. Guillermo Peralta and Mrs. Lynda Correa Peralta

The Honorable Roel Campos and Dr. Minerva Campos

Mrs. Margarita Paláu-Hernández and Mr. Roland Hernández

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#### \$1,000+

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U.S. Bank

Dr. Gilberto Cárdenas and Ms. Dolores García

Mr. Eduardo Díaz

Ms. Alana Zamora

Díaz Family

Mrs. Elisa Díaz

Mr. Daniel E. Sheehy and Ms. Laura P. Wilmot

Rita Moreno



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*¡Yo soy de Cuba la Voz, Guantanamera!*  
by Alexis Rodríguez-Duarte and Tico Torres  
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#### Page 2:

DC Latino Festival 2015, Anacostia Community Museum, Smithsonian Institution

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Rita Moreno  
ADÁL  
1984 Gelatin silver print  
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to share your time, service  
and connections.



*Thank you for following the Smithsonian Latino Center, being part of our growing story and supporting our important work. Let's keep the dialogue going....*

Lin-Manuel Miranda


## Stay Connected

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