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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

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.

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.
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 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!

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 Exhibition
Nearly a decade in the making, the “Taíno: Native Heritage and Identity in the Caribbean” 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 Taíno 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.

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.
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/collaboration initiatives. 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
  - Ariana Curtis, Curator for Latinx History and Culture

- Archives of American Art
  - Josh Franco, National Collector

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/are we.

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

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

$4M Distributed through the Latino Initiatives Pool

45 Latino projects funded

$4M Distributed through the Latino Initiatives Pool
Supporting Research:

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 & Collections

Continued

1. 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
• María dei Carmen Cosso, Project Director for Latino Initiatives

National Postal Museum - supported by a curatorial assistant

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

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

Acquisitions secured through the Latino Curatorial Initiative

122

Curators and 8 curatorial assistants through the Latino Curatorial Initiative

2

Continued
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

National Portrait Gallery

- 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 Rodriguez-Duarte and Tico Torres; David Ortiz (Big Papi), by Freddy Rodriguez; Louie Pérez (Los Lobos), by Harry Gamboa, Jr.

Recent Acquisitions

- 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 Around the Country

Hunter Museum of American Art, Chattanooga, TN

Wyoming Territorial Prison Historic Site, Laramie, WY

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

Exhibitions and 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:

**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

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.
Mobile Broadcast

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

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

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

- 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.

1,363,929
Total digital reach in 2017

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:

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

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
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.

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.

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
- ¡Descubral! Family Programs (featuring science, arts, and culture experts in D.C. and nationwide)

Outreach
94.6% Graduation rate of Young Ambassadors Program alumni

Outreach
90 Public and educational programs/events
81 Educational and digital products produced

Hispanic Heritage Month Day of the Dead Festival ¡Descubral!
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

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

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

Outreach

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 (RES3) 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.

Young Ambassador Program participants
- 42

Latino Museum Studies Program participants
- 23

Molina Family Latino Gallery Development

Additional professional development programs include:

Young Ambassador Program participants

Latino Museum Studies Program participants

Molina Family Latino Gallery Development

Digital Immersion & Outreach Initiatives

Program Expansions/Additions

Rendering by: Branded Environments

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

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

¡Gracias!

Molina Family Gallery Lead Gift
$2,000,000
Mrs. Martha and Faustino Bermúdez

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

$300,000+
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Back Cover:
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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.

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