

THE MOLINA FAMILY LATINO GALLERY

¡PRESENTE!

A Latino history of the United States
A Latino history of the United States

WE WERE
ALWAYS
HERE
STAY

MAKING

HACIENDO
HISTORIA LATINA

LATINO

HISTORY



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PHOTO: Anacostia Community Museum, Smithsonian Institution

DIRECTOR'S LETTER

Querida Comunidad,

Where does one begin in recapping 2020? Many of us would like to distance it from our memory and move quickly to restore a recognizable normal. As we lurch forward into 2021 and grapple with what has become a “new normal,” it is important to assess what we accomplished in a mostly virtual 2020.

As with the rest of the Smithsonian, our leaders sent Latino Center staff home in mid-March, where we quickly set up remote workspaces and got used to meetings on Teams and Zoom. “You’re on mute” became a familiar watchword. Despite the disruption, we packed up our things, moved to temporary digs, and renovated our office space to better accommodate existing and new staff.

We made significant progress with the Molina Family Latino Gallery, completing space and exhibition design, beginning construction on the gallery’s infrastructure, making headway on the exhibition script, and setting up what will be a production flurry in 2021, particularly in the digital media realm. Throughout, we maintained our abiding commitment to full accessibility.

We are grateful for the support of the Smithsonian National Latino Board and all of our donors for their continued commitment to making Latino history at the Smithsonian. We look forward to working with you to achieve our 2021 goals.

I want to commend our educators for contributing digital and bilingual education resources to Learning Lab, the Smithsonian’s massive online education portal. While our traditional in-person public and professional development programs are on hiatus, our educators ensure access to rewarding and impactful Latino content.

The year 2020 closed with two significant developments. First, the president signed the National Museum of the American Latino into law, which will have considerable implications on Latino Center programs and operations. Second, we received a large grant from the Mellon Foundation to expand and consolidate our pathway programs for emerging Latina and Latino museum professionals. There will be much more to report on these developments in 2021 and beyond.

In closing, it is important to recognize the horrific toll the pandemic has taken on our population. Too many people have contracted the virus and perished, leaving devastated families and communities behind. As we mourn this loss let us continue to also summon the inspiration and energy to propel us all forward in our individual and collective *jornadas* (enterprises).

Con mucho aprecio,

Eduardo Díaz, Director
Smithsonian Latino Center

SMITHSONIAN NATIONAL LATINO BOARD AND CENTER STAFF

The Smithsonian National Latino Board is a volunteer advisory board that advises the Smithsonian Latino Center's director and other Smithsonian leaders. Through its 19 members and alumni network, the National Latino Board members contribute their advice and service through committees and ad hoc working groups. They have shown their extraordinary commitment to philanthropy through gifts and pledges of over \$3 million, which fueled the Molina Family Latino Gallery campaign's momentum.

Leadership

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Los Angeles, California

Ann Serrano Lopez

Moving Target Productions
Woodland Hills, California

Millie Magid

Magid Realty
Albertson, New York

Dr. Martha Molina Bernadett

The Molina Foundation
Long Beach, California

Richard Neri

Schulzman-Neri Foundation
Los Angeles, California

Carlos Orta

Diversity Inc.
Miami, Florida

Christine Ortega

San Antonio, Texas

Juan Otero

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Melissa Carrillo**

New Media and
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David L. Coronado

Senior Communications Officer

*Alumni of the Young Ambassadors Program

**Alumni of the Latino Museum Studies Program

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José Ralat**

Digital Media Manager

Lola Ramírez**

Assistant Gallery Manager

Ranald Woodaman**

Exhibitions and Public
Programs Director

WHO WE ARE

Mission

The Smithsonian Latino Center unlocks dynamic U.S. Latino stories that shape our national experience and identity.

Vision

The Smithsonian Latino Center empowers a greater understanding and deeper appreciation for the enduring contributions of Latinos to our country. It preserves a growing collection of diverse stories and experiences that reflect Latino presence in our history and culture, and convenes conversations, inclusively, about the stories and connections that continue to inspire generations to come.

About the Smithsonian Latino Center

The Smithsonian Latino Center increases awareness and access to Latino history and culture in the United States. As the *corazón* of *Latinidad* at the Smithsonian, the center collaborates with Smithsonian museums to expand Latino scholarly research, public programs, digital content, collections, resources, and more. In 2022, the center will open the Molina Family Latino Gallery at the National Museum of American History. The gallery will be the Smithsonian’s first national Latino gallery on the National Mall. For more information, visit latino.si.edu.



LATINO MUSEUM STUDIES PROGRAM

Despite postponing the Latino Museum Studies Program until 2021 due to COVID-19, the Latino Center continued developing new plans for the fellowship program.

In 2021, the Latino Center will expand its internship and fellowship programs, launch predoctoral and postdoctoral fellowships, and consolidate them under its Latino Museum Studies Program (LMSP) umbrella. A new \$2.1 million grant, provided by the Andrew W. Mellon Foundation, will support the undergraduate internships and related components. The Latino Center will fund the graduate, predoctoral, and postdoctoral fellowships.

LMSP is a pathway program designed to increase hands-on training opportunities for emerging museum professionals with an academic focus and interest in Latino Studies and the U.S. Latino experience. The Latino Center will partner with the National Gallery of Art and five colleges and

universities that serve large or significant Latino student populations, most of them Hispanic Serving Institutions. They include: East Los Angeles College, Arizona State University, New Mexico State University, University of Texas-El Paso, and The City College of New York. Through those partnerships, LMSP intends to diversify opportunities into non-curatorial museum studies and practice to include museum conservation (New Mexico State), exhibition design (Arizona State), digital culture (Arizona State), and museum education (UT-El Paso and City College NY). Students from East LA College will pursue internships in general museum studies.

The Mellon Foundation has committed itself to studying and improving workplace diversity in U.S. art museums, helping them become more welcoming and accessible spaces. For more than 30 years, the Mellon Foundation has partnered with the Smithsonian on a wide range of initiatives.

OPPOSITE: Interns from East LA College, left to right: Constance Villalvazo, Michael Soto, and Angelica Viramontes.

During January, three students from East Los Angeles College (ELAC) spent four weeks at the Smithsonian as part of their museum studies internship program. The intensive program was made possible through a partnership with the Smithsonian Latino Center and ELAC's Vincent Price Art Museum.

The 2020 cohort completed their internships at the National Museum of the American Indian, ARTLAB+ at the Hirshorn Museum and Sculpture Garden, and

the Freer Gallery of Art and Arthur M. Sackler Gallery, the Smithsonian's National Museum of Asian Art.

The ELAC museum studies internship program is for Latina and Latino students interested in the museum field. The program gives interns work opportunities to mirror and expand upon their experience at the Vincent Price Art Museum.

EAST LOS ANGELES COLLEGE MUSEUM STUDIES INTERNSHIP PROGRAM

Latino Curatorial Initiative

The Latino Curatorial Initiative is a cohort of Latinx content experts throughout the Smithsonian. The Latino Initiatives Pool provided nearly \$864,000 of funding in 2020 for Smithsonian museums to hire professionals, particularly curators, archivists, and curatorial assistants, in Latino history, art, and culture. These individuals conduct research, organize exhibitions and public programs, inform educational programs and web content, and build collections and archives that reflect the contributions of Latinos to the United States.

Since 2018, the Latino Initiatives Pool has provided contracts for emerging museum professionals to support Latino projects throughout the Smithsonian Institution. These curatorial assistants work closely with members of the Latino Curatorial Initiative and non-Latino colleagues who are spearheading Latino projects. Three of the curatorial assistants are alumnae of the Smithsonian Latino Museum Studies Program.

LATINO INITIATIVES POOL

The Latino Initiatives Pool, a \$5 million federally funded pool managed by the Smithsonian Latino Center, provides financial support to Smithsonian units for research, exhibitions, collections, conservation, archival work, public and educational programs, and professional development programs such as internships and fellowships. Funded projects must further the understanding and appreciation of U.S. Latino contributions in the areas of science, history, art, and culture.

Acting on the recommendations of a review panel, the Latino Center directs funds to programs and projects that demonstrate the greatest public impact and represent and highlight the U.S. Latino experience. The Provost/Under Secretary for Museums, Education, and Research makes the final decision on the awards.

In the 2020 fiscal year, LIP distributed more than \$1.6 million in support of 25 projects throughout 16 Smithsonian museums and centers. Those projects support education and access, collections and archives, research, and exhibition programs. Also, \$2.5 million went to support the Latino Center's Molina Family Latino Gallery.

Those projects included four upcoming exhibitions, eight collecting initiatives, five academic programs, and seven public programs, among other areas of support.



PHOTO: Courtesy Rael San Fratello

SUPPORTED PROJECTS IN FISCAL YEAR 2020

Access Smithsonian

See Me: Facilitating Programming for Adults with Dementia in Spanish

Archives of American Art, National Museum of American History, Office of the Chief Information Officer (Transcription Center)

Digitization and Transcription of Latinx Archival Collections

Asian Pacific American Center, Smithsonian Latino Center

Civil Intersections: A New Civil Discourse Framework

Center for Folklife and Cultural Heritage

Building Latino Audiences through Digital Equity and Access

Tradiciones: Folkways Música Latina Documentation and Presentation Initiative

National Air and Space Museum

Estrellas y Cuentos: Latino Futurism Oral History Project

National Museum of African American History and Culture

Latinx Collections Acquisitions and Accessibility

National Museum of American History

Acquisition of Photography for Photographic History Collection

DACA Collecting Initiative

Entertaining America

Escúchame! Latino USA and the Rise of Spanish Language Broadcasting

Founders of Latin Boogaloo

Lowriders

Medicine at the US Mexico Border

Remembering Maria:

Preserving History in Precarious Times

September 11 NYC Latino Collecting Initiative

National Museum of American History, Smithsonian Institution Traveling Exhibition Services

Pleibol: In the Barrios and the Big Leagues

National Museum of the American Indian

Día de los Muertos

National Museum of Natural History

Reflections on Practice: Representing the Latino Community at the National Museum of Natural History

National Portrait Gallery

Deepening the National Portrait Gallery's Collecting of Latino Portraits

Smithsonian Affiliations

Conservation of Caribbean Culture: Training Future Conservators of Cultural Patrimony

Smithsonian American Art Museum

Fellowship at SAAM for the Study of Latinx Art
Printing the Revolution: The Rise and Impact of Chicano Graphics - 1965 to Now

Smithsonian Center for Learning and Digital Access

Supporting the Innovative Teaching of High School Level Ethnic Studies Courses in Texas (Year 2)

National Zoological Park

Developing Leaders in the Conservation Sciences: University of California, Santa Barbara, Smithsonian Scholars

COVID-19 PROJECTS

The Smithsonian Latino Center granted funds from the Latino Initiatives Pool to nine Smithsonian projects in support of research, collecting, exhibitions, and programming related to the impact of COVID-19 on Latinos. An internal review panel selected five Smithsonian museums and centers for support totaling \$199,800 during a special, out-of-cycle call for proposals.

These are the selected projects, the requesting units and project summaries:

- “Latino Art in a Pandemic,” Archives of American Art, conducts a series of short oral-history interviews to gauge the impact of the COVID-19 pandemic on diverse communities, the consequences of social isolation and the economic crisis, and enrich the understanding of the Latino experience and identity in American art during this time.
- “DC-area Latinx Food Workers and Food Businesses in the Era of COVID-19,” Anacostia Community Museum, documents the impact of the COVID-19 pandemic on Latino food workers and food businesses in the region for a future exhibition.
- “Empowering the Latinx Community Through Digital Design Resources,” Cooper Hewitt, Smithsonian Design Museum, increases access to the museum’s Latino and other design resources as well as underscores the shared humanity and vulnerability during this time.
- “Collective Care: Responding to COVID-19 in Puerto Rico,” National Museum of American History, starts a research and collecting initiative that builds on ongoing work in and with communities in Puerto Rico to document and collect physical objects and born-digital assets related to the impact of COVID-19 on the island.
- “¡Escúchame! Spanish-language Television in the United States, 1950–2020,” National Museum of American History, explores the impact of COVID-19 on Spanish-language broadcasting.
- “Mary’s Center during COVID-19,” National Museum of American History, documents the experiences of the staff and patients of Mary’s Center, a Washington, D.C., community health center, and its affiliated bilingual public charter school. Digital engagement and collecting strategies will also be piloted.
- “New York City Latino COVID-19 Collecting Initiative,” National Museum of American History, collects Latino stories of front-line workers, patients and their families, business owners and employees affected by the work stoppage, and undocumented recovery workers.
- “Día de los Muertos at the Portrait Gallery,” National Portrait Gallery, creates a Día de los Muertos program on the steps of the museum, featuring a video and sound installation that will be projected onto the facade of the building. The artist produced installation will incorporate images of victims of COVID-19 and traditional Día de los Muertos iconography.
- “Telling Our Stories: Portraits by Latinx Youth and Their Families in the DMV,” National Portrait Gallery, develops a workshop series in collaboration with a local artist and equips participating students and caregivers with the tools to recount their own stories.

“GIVEN THE DISPROPORTIONATE IMPACT OF THE PANDEMIC ON THE LATINO COMMUNITY AND THE EXIGENCIES OF THESE TIMES, WE FELT IT NECESSARY TO PROVIDE OPPORTUNITIES FOR THE UNITS TO ADDRESS THE PERTINENT ISSUES.”

EDUARDO DÍAZ, DIRECTOR, SMITHSONIAN LATINO CENTER

STORIES
LATINO
CENTER



DE LA TORRE *BROTHERS*

The Smithsonian Latino Center is collaborating with the Riverside Art Museum's new Cheech Marin Center for Chicano Art (The Cheech) on the development of a retrospective exhibition of the De La Torre Brothers, opening from spring-fall 2022. Einar and Jamex De La Torre are bi-national (U.S.-Mexican) glass and mixed media artists whose exhibition will debut the The Cheech before traveling to other venues across the United States.

This project was intended initially as a section of the Molina Family Latino Gallery when the Latino Center was considering the Smithsonian's Arts and Industries Building. The work of Einar and Jamex De La Torre was selected based on its visually straightforward and usually humorous engagement with art, history and culture. Working with glass, resin, lenticular prints and a variety of media, the De La Torre Brothers deploy familiar images, ranging from consumer culture to religious art, to create visual games and word play that keeps laughter in

the gallery. Its materials, construction techniques, imagery and anti-snob approach create entry points for visitors who are unfamiliar, unwelcomed or turned-off by contemporary art museums.

Since the size and location of the Molina Family Latino Gallery could not accommodate a separate contemporary art space, this project shifted location and approach. To reflect its national reach, relevance and authenticity, the Latino Center redeveloped this exhibit as a collaboration with The Cheech, which shares a mission with the Latino Center, to disseminate knowledge about the work and legacy of Latina/o artists. Now titled "Collidoscope" [intentional spelling], this bilingual exhibition will also feature public programs targeting local families in greater Riverside/San Bernardino. The Latino Center will collaborate on one of these family programs, developing connections between science, technology and design, and the process and materials used by the brothers.

TOP LEFT, OPPOSITE: Selene Preciado, a Los Angeles-based independent curator, also has worked as a program assistant at the Getty Foundation since 2015. She curated and developed the De La Torre Brothers exhibition "Collidoscope."

TOP RIGHT, OPPOSITE: Cheech Marin Center for Chicano Art will open in fall 2021 as a new wing and initiative of the Riverside Art Museum. "The Cheech" will debut the exhibition "Collidoscope" before it travels to others venues across the United States.

BOTTOM, OPPOSITE: Einar and Jamex De La Torre are U.S.-Mexican bi-national artists who work with glass, resin and a mix of materials to make sculptures and installations. Their humorous works comment on history and contemporary culture.



EDUCATION FOR THE NATION

Throughout the year, Smithsonian Latino Center Education has created online and no-tech resources to support caregivers and families in the Washington, D.C., metro area and across the nation.

Learning Lab Re-launch

As part of a rapid response to educational needs during the COVID-19 pandemic, the Smithsonian Latino Center re-launched its bilingual resources onto the Smithsonian Learning Lab, an institution-wide education portal. This move allows for K-12 activities to reach caregivers and

children across the nation. Users can interact with Smithsonian objects, videos, activities, and other content for free. The Latino Center shared over 60 educational resources for students, caregivers, and families via nine new Learning Lab collections.

Art for Social Change: Conversations on Protest Series

Latino Center Education launched Art for Social Change: Conversations on Protest series. These Learning Labs connect historical moments and movements with events

and topics that are happening today. They also help contextualize difficult conversations on race and ethnicity while exploring connections, conflict, and collaboration between Latinas/os, Afro-Latinas/os, African Americans, and other communities of color. The Learning Labs feature thinking routines, discussion questions, and activity worksheets on Art for Social Change for Elementary through High School for teachers and students.

Themes included:

- Conversations on protest and police brutality, exploring:
 - Chicano Moratorium, 1970
 - Mt. Pleasant Riots, 1992
 - Black Lives Matter, 2003-ongoing
- Conversations on voting rights, unpacking:
 - Protest events leading up to the passage of the Voting Rights Act
 - Subsequent amendments and court cases
 - How voting ties to presidential elections

These Learning Labs feature Smithsonian collections and archival images and documents. They are also available in Spanish.

No-Tech Outreach

The Smithsonian Latino Center, in collaboration with the National Museum of American History and Smithsonian Affiliations, distributed 1,000 Color and Discover coloring books through museums and community-based organizations in the Washington, D.C., area and Springfield, Massachusetts. “Color and Discover: A Journey Through Central America” was developed in collaboration with the National Museum of the American Indian.

In collaboration with the Smithsonian Asian Pacific American Center, the Latino Center developed a bilingual no-tech activity as part of a broader Smithsonian effort. The “Look, Talk, Play” activity explored Asian-Latino foodways connections through Smithsonian collections. This activity was part of a series of five. Over 21,000 cards were distributed to 17 sites across the Washington, D.C., metropolitan area.

Latinas Talk Latinas

A collaboration between the Smithsonian Latino Center and the Smithsonian’s National Museum of American History, Latinas Talk Latinas is a video series exploring the lives of 10 Latinas, as told by curators, scientists, and educators across the Smithsonian. The videos delve into stories of labor organizing, fashion, music, science exploration, performance, and art that

have shaped the United States. We launched the first five videos during Hispanic Heritage Month. The next half of the series continued during Women’s History Month 2021.

EDUCATION
LATINO
CENTER

ABOVE, LEFT TO RIGHT: Image courtesy of Rick Reinhard; Leo Arango, YAP ’08; National Portrait Gallery, Smithsonian Institution; Smithsonian American Art Museum, museum purchase made possible in part by the Luisita L. and Franz H. Denghausen Endowment.

ABOVE, LEFT TO RIGHT: National Museum of American History, Smithsonian Institution; National Portrait Gallery, Smithsonian Institution, acquisition made possible through the Smithsonian Latino Initiatives Pool, administered by the Smithsonian Latino Center; portrait of Jessica Govea, courtesy of the Govea family; Los Angeles Public Library, Shades of L.A.

YOUNG AMBASSADORS PROGRAM

The Young Ambassadors Program (YAP) celebrated 15 years in 2020. Though the summer program and internships are on hiatus, the Young Ambassadors Program Alumni Network went virtual in offering alumni engagement opportunities during the COVID-19 pandemic.

Cafecito and Chisme

In response to the COVID-19 pandemic, the Latino Center implemented this monthly online Zoom program in April to provide a space for alumni to feel connected. Each month, alumni explore a different theme featuring stories found in the Molina Family Latino Gallery and Smithsonian Latino Collections. Examples include a cooking demonstration featuring 19th Century recipes of Encarnación Pinedo, the first Mexican American woman to publish a cookbook, and making *pan de muerto* for Day of the Dead.

Post-Collegiate Seminar

In its tenth year, the Post-Collegiate Seminar provides alumni of the Young Ambassadors Program career and future academic consulting, mentoring, and skill development. This program typically supports program alumni transitioning from college to the workforce. However, given the pandemic, it was expanded to support all professional alumni during the pandemic with virtual interviewing, networking, and job matching skills. Post-Collegiate Seminar also featured workshops on financial literacy and self-branding and alumni panels on workforce and graduate school transitions. Participants also received electronic resources accessed asynchronously via Canvas.

The 2020 seminar was made possible, in part, through support from the Peralta Correa Family Fund and the Corvias Foundation.

Nuestro Quinceaños: A Retrospective Video Series

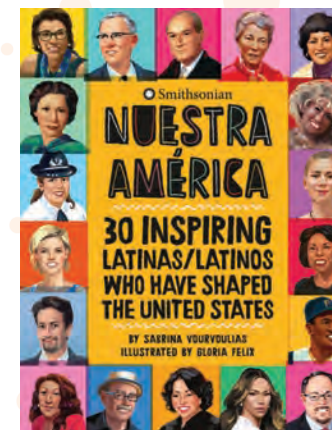
The center launched the first of 13 vignettes celebrating the 15th anniversary of the Young Ambassadors Program. Alumni were invited to reflect on their experiences as YAP participants and members of the YAP Alumni Network *familia*. They looked back to how YAP has inspired them to give back to their community in future vignettes. Alumni also reflected on the importance of Latino representation at the Smithsonian through the Molina Family Latino Gallery. The center will feature these vignette videos monthly through December 2021.

YAP Legacy Campaign

Working with the Latino Center, the YAP Alumni Network Advisory Group launched the YAP Legacy Campaign, an alumni-driven fundraising campaign supporting the Molina Family Latino Gallery. The advisory group coordinated a live launch event via Instagram and shared opportunities to get involved in this extraordinary effort.

LITERACY INITIATIVE

Nuestra América: 30 Inspiring Latinas/Latinos Who Have Shaped the United States



Through a partnership with Running Press Kids, the Latino Center published its first children's book for middle-grade readers. This book is the first of a series of children's publications that the Latino Center

is spearheading as part of the Molina Family Latino Gallery Literacy Initiative. *Nuestra América* is an anthology that tells the stories of notable Latino figures such as pioneers Luis Álvarez and Sonia Sotomayor; artists Celia Cruz and Lin-Manuel Miranda; activists César Chávez, Sylvia Rivera and Emma González; military veterans Olga E. Custodio and Macario García; and entrepreneur and health care advocate C. David Molina.

Illustrated by Gloria Félix, each profile features a full-page color portrait. The book includes a glossary of terms and a discussion-question reading guide to

encourage further research and exploration. At least 20 of the stories featured in *Nuestra América* will be exhibited in the Molina Family Latino Gallery when it opens at the National Museum of American History in 2022.

The book also features companion educational resources available for free on the Smithsonian's Learning Lab. The book and resources are also available in Spanish.

Society for Children's Book Writers and Illustrators (SCBWI) Non-Fiction Conference

The Latino Center's director and director of education participated in the SCBWI Non-Fiction Workshop co-hosted with the Smithsonian at-large on November 6. The event featured authors as well as industry members.

The Latino Center's director keynoted the importance of first-voice representation in children's literature. The director of education was a panelist in a breakout session on special topics in research, discussing cultural representation and the use of archives and collections in the writing of *Nuestra América*.

The conference hosted over 750 attendees from the U.S. and 21 countries.

ABOVE: Gloria Felix, Running Press Kids

MOLINA FAMILY

Exhibition + Historical Content

¡Presente! A Latino History of the United States is the inaugural exhibition in the Molina Family Latino Gallery at the National Museum of American History. It is the first in a series of exhibitions that present U.S. history through a Latino lens, to better understand our national history and culture. Audiences will revisit the legacy of Spanish colonization, understand the impact of the Mexican- and Spanish-American Wars, appreciate the complexities of immigration, and see Latinas/os recast as community builders and nation shapers.

The overall exhibition integrates the universal principles of inclusive and accessible design. This means that the content and overall experience are in English and Spanish and accessible to visitors with varying physical, sensory, and brain-based conditions.

In 2020 *¡Presente!* evolved from an exhibition outline to a complete script illustrated by objects and images. Smithsonian and external advisors reviewed the script, including historians, art historians, and other scholars.

For some stories we involved family or community members. The son of Afro-Cuban lawyer Evelio Grillo provided photos to tell his story and commented on the parts related to his father's life. To tell the story of

the *danzantes* (or *matachín*) tradition in the New Mexico town of Tortugas, we consulted with community members to provide information and lend outfits for display.

Many of the objects and images displayed in *¡Presente!* come from outside the Smithsonian. Latino Studies is still an emerging field. Few museums hold collections about U.S. Latino history, art, and culture. Some are obvious, like the Autry Museum of the West; others, like the Missouri Historical Society, surprised us. Some collections come from small museums, like the Republic of the Rio Grande Museum in Laredo, Texas, once the home of the ranch-owning García family.

This exhibit has made it clear that Latino history is a group effort with many stakeholders—and some of our best storytellers are artists. Paintings, photographs, and posters from past and contemporary artists appear alongside historical artifacts. All the objects and graphics on display are in dialogue with each other.

The intentional diversity of objects, images, and stories clarifies that Latinhood is a dynamic exchange between related but distinct communities coming together under the label “Latina/o”.

TOP LEFT, OPPOSITE: Political cartoons like this reflect the racism that informed U.S. foreign policy during the Spanish American War. *School begins*. Louis Dalrymple, 1899. Courtesy of Library of Congress, LC-USZC2-1025.

TOP CENTER, OPPOSITE: Graciela helped lay the foundations for U.S. Latin music singing with bands like Machito and his Afroclubans.

TOP RIGHT, OPPOSITE: Portrait of His-oo-sán-chees, a half-Spanish (or Mexican) Comanche warrior. George Catlin, 1834. Smithsonian American Art Museum, Gift of Mrs. Joseph Harrison, Jr.

BOTTOM RIGHT, OPPOSITE: Rendering of the cases in the Molina Family Latino Gallery.





Digital Experiences + Contemporary Content

A proven leader in digital audience engagement, the Smithsonian Latino Center continued successfully implementing its digital strategy for the Molina Family Latino Gallery in 2020.

The plan builds on the center’s past successes to develop 20 digital immersion experiences that enrich the gallery’s exhibition content and creates a truly unique visit. Through coordinated efforts with internal partners, such as the Office of the Chief Information Officer, Access Smithsonian, and the Smithsonian Enterprises Digital Studios, the design and production teams took a holistic approach in designing the audiovisual and digital media elements to be sustainable for 10 or more years.

The digital team completed the digital concept and design phases in the fall of 2020. The principles of radical inclusivity informed our approaches to exhibit and digital design, accessibility, and storytelling Latinidad. The COVID-19 pandemic made reaching this significant milestone incredibly challenging because it affected content access in the digital/ touch environments. We accomplished our goals by embracing a robust technology and content rapid prototyping strategy. Prototyping included oral history content capture, interface physical and digital navigation, and inclusive design features, such as a QR code system and a universal keypad to aid with navigation and visual descriptions.

In 2020, the digital curatorial team completed research and content development for five signature media elements, including music and sound, to highlight contemporary perspectives throughout the gallery. The contemporary narrative will be in constant dialogue with the historical content through physical and software-based content bridges, positioning Latinos as Nation Builders and Culture Makers throughout the exhibition.

The Latino Center is also diversifying museum storytelling by telling contemporary Latino stories via first-person accounts and demographic snapshots of Latino communities across the United States. Telling those stories has been made possible by expanding existing content partnerships with the Pew Research Center and UnidosUS, and local community partners.

New contemporary content produced in 2020 includes:

- Sixteen oral histories for a commissioned video that will address questions such as “Who are we as Latinos?” and “Who are we as Americans?”
- Fourteen Latino proto interviews and content scripts for the Foro Storyteller experience, including stories featuring *fronteriza* (border person) scholar Yolanda Leyva.
- Ten data-powered national stories’ content scripts and five filmed community snapshots to be featured in the interactive contemporary map experience, including themes of racial violence, self-identification, heritage diversity, and tradition preservation.

TOP LEFT, OPPOSITE: Digital rendering of Mapping the U.S. Latino Experience.
 TOP RIGHT, OPPOSITE: Jaimielynn Amato, the songbird of El Paso, performs a rendition of *Amor Eterno* for the 2020 Day of the Dead celebration. The performance was captured for the gallery’s community stories.
 BOTTOM, OPPOSITE: Digital rendering of Foro and digital storytellers.

Experience. Learn. Transform.

Building on 15 years of learning and public experience engagement, active learning is at the core of the Molina Family Latino Gallery's learning program. SLC Education will activate the gallery space by developing programs that stimulate the five senses. Education experiences will center inquiry-based exploration of the themes found in the *¡Presente! A Latino History of the United States* exhibition. Our goal is to spark learners' individual and collective curiosity via hands-on and digital experiences centered on key questions and their manifestation in the Latino experience. Regional outreach also plays a critical role in our education plan. Education will be an entry point for the Latino community to engage with the Molina Family Latino Gallery and the Smithsonian at-large.

Learning and co-creation are at the core of the Latino Center's work. The Learning Lounge positions the Molina Family Latino Gallery as a vanguard in museum education in approach and design. This dedicated learning area within an exhibition space showcases the Latino Center's forward-thinking and visitor-centered approach that integrates learning at all visitor experience stages. Embedded within the Latino Gallery, the Learning Lounge is a flexible multipurpose space for intergenerational visitors and groups. With exhibition and digital content at an arm's reach, the Learning Lounge can deliver both on-site and online learning programs. These can range from a school program to a small artist talk.

On most days, the Learning Lounge will be configured as a gathering space conducive to storytelling and self-facilitated learning.

Additionally, schools, community organizations, clubs, and other groups can participate in facilitated interactions, small conversations, and hands-on activities at small tables. Also, community-based programming can come alive through collaborations with the Latino Center in this space. The Learning Lab will also host existing Latino Center programs like the Young Ambassadors Program and Latino Museum Studies Program.

The Learning Lounge and its active learning program will encourage visitors to build on their lived experiences and cultivate their agency as change-makers. Together, we will connect the historical and contemporary stories of Latino contributions to the arts, sciences, humanities, and culture. We will foster opportunities for intergenerational dialogue and discussion of family histories and their cultural legacies and traditions.

Learning experiences will be available for audiences not able to visit Washington, D.C., via our Smithsonian Learning Lab, our virtual programming, and regional on-site programs. Through this, we can extend the reach of the Molina Family Latino Gallery and its learning program, bringing Smithsonian content and resources to our communities directly.

**"ONE OF THE BIGGEST THINGS THAT MOST LATINOS HAVE IN COMMON IS...
WE ARE RESILIENT. WE ARE INCREDIBLY RESILIENT."**

XIUHTEZCATL MARTINEZ, ENVIRONMENTAL ACTIVIST AND HIP-HOP ARTIST
YOUTH DIRECTOR OF EARTH GUARDIANS, A WORLDWIDE CONSERVATION ORGANIZATION.





THE LATINO CENTER GRATEFULLY ACKNOWLEDGES OUR DISTINGUISHED BENEFACTORS FOR THEIR COMMITMENT TO BUILDING THE SMITHSONIAN'S FIRST LATINO GALLERY ON THE NATIONAL MALL.

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WAYS TO GIVE

For nearly 25 years, the Smithsonian Latino Center has served as the *corazón* of *Latinidad* at the Smithsonian, ensuring that the Latino community's contributions are celebrated and represented in innovative and unique ways to advance the Latino story as part of the American story. Your generous support empowers the Smithsonian to preserve Latino history and culture, engage diverse communities, and promote Latino representation in the United States.

With your support of the nation's gallery dedicated to celebrating the U.S. Latino experience, you are helping the Smithsonian reach millions of diverse, intergenerational audiences and continue to inspire generations to come.

We invite you to create a legacy for future generations and ensure all audiences can find their own stories reflected in the nation's museum. Help us lead a national conversation about what it means to be an American—one that is timely and critical to a vibrant democracy. Your philanthropic support will help amplify the contributions of U.S. Latinos.

Online Giving

Donating to the Smithsonian Latino Center is easy and secure. Make your tax-deductible gift today at <https://latino.si.edu/donate>.

Individual and Planned Giving

Your legacy gift to the Smithsonian Latino Center through your estate plans or life-income gifts ensures that future generations can find their stories reflected in the nation's museum.

Corporate and Foundation Support

Corporate and Foundation support play a vital philanthropic role in supporting the Latino Gallery, the Center's mission, programs and exhibitions, and leadership development.

Schomburg Circle

The Schomburg Circle includes members from across the nation that support the Latino Gallery campaign. Those who join the Circle pledge \$25,000 to the Latino Gallery (\$5,000 over five years) will receive recognition in the gallery. The Schomburg Circle is named after Arturo Alfonso Schomburg (1874-1938), a historian, writer and activist, and an important figure in the Harlem Renaissance. A Puerto Rican of African and German descent, Schomburg immigrated to New York City in 1891 and pioneered the African Diaspora concept, promoted Afro-Latino and African American research and scholarship.

Join us in making history by making your donation today at <https://latino.si.edu/donate>.



TO LEARN MORE ABOUT HOW YOU CAN SUPPORT THE SMITHSONIAN LATINO CENTER AND THE NATION'S LATINO GALLERY, PLEASE CONTACT JENNIFER PICHARDO, SENIOR ADVANCEMENT OFFICER AT [PICHARDOJ@SI.EDU](mailto:pichardoj@si.edu) OR 202.633.8711.



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