

# SMITHSONIAN LATINO CENTER IMPACT

8

**STAFF MEMBERS**

“My child has not had the opportunity to participate in hands-on activities in a museum before. This experience will show him that a museum is a fun place.”

—2012 Central American Family Day participant

**seven**

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

“Before the program I didn’t realize the different issues and types of scholarship that existed in the Latino museum community. My perspective has been expanded and I feel confident in pursuing my goal of becoming a museum director.”

—2012 Latino Museum Studies Program scholar

**ONE HUNDRED THIRTY**

Young Ambassador participants since 2006

“These experiences have sharpened my skills and helped me attain new tools and insight on how to start and succeed in various careers.”

—2012 Young Ambassadors Program participant

**220** Latino Museum Studies scholars since 1997

**\$20,000,000**

Federal funds directed by the Smithsonian Latino Center to support Latino programs and initiatives at the Smithsonian since 1995

**798** Latino artists represented in Smithsonian collections



Smithsonian Latino Center

## COMING IN 2013

- 3/29 **Exhibit:** *Cerámica de los Ancestros: Central America’s Past Revealed* National Museum of the American Indian
- 9/14 **Family Day:** Hispanic Heritage Month National Museum of the American Indian
- 9/15–10/15 **Celebration:** Hispanic Heritage Month Smithsonian Institution
- 10/25 **Exhibit:** *Our America: The Latino Presence in American Art* Smithsonian American Art Museum
- 10/31–11/2 **Festival:** *Día de los Muertos* Smithsonian Latino Virtual Museum
- 11/7–1/9 **Conference:** *Latino Art Now!* Smithsonian Institution

## JOIN OUR EFFORTS

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

II. Young Ambassadors Program, 2011. Photographer Michael Barnes. Courtesy Smithsonian Latino Center.

III. Young Ambassadors Program, 2012. Photographer Michael Barnes. Courtesy Smithsonian Latino Center.

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

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

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

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

VIII. Ulúa River vessel, AD 650-750, Honduras. Formerly in the collection of Marco Aurelio Soto, former president of Honduras. National Museum of the American Indian purchase, 1917 (6/1262).

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

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

XI. Vessel depicting the god of fire, AD 900-1200, El Salvador. National Museum of the American Indian, (24/7225).

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Smithsonian Latino Center

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## 2012 MILESTONES

**3,500,000** Hits to our website

**250,000** Visitors to our Smithsonian Latino Virtual Museum

**65,000** People attending our education and family programs

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

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

**40** Internships for high school and college students

**3,400+** Facebook fans

**1,400+** Followers on Twitter

OVER 15 YEARS OF  
CELEBRATING LATINO  
CONTRIBUTIONS AND  
ACHIEVEMENTS

latino.si.edu



## DIRECTOR AND CHAIRMAN MESSAGE



**Eduardo Díaz**  
Director  
Smithsonian Latino Center



**Gilberto Cárdenas**  
Board Chairman  
Smithsonian Latino Center

We at the Smithsonian Latino Center are excited about the future and the opportunities that lie ahead for our community. As we celebrate over fifteen years of work, we remain committed to exploring and presenting the rich history of Latinos in the United States.

We continue to celebrate Latino culture and achievement by working collaboratively with artists, scholars, museums and cultural centers to share inspiring stories and hidden treasures. We work tirelessly to strengthen our Latino collections, support innovative research in the arts and sciences, and present engaging programs and exhibits.

As our community continues to grow, with a population of over 50 million, it is ever more important to ensure that the Latino story and experience be heard and shared for generations to come. We thank you for your support and ask you to join our family and efforts this year.

Sincerely,

Eduardo Díaz      Gilberto Cárdenas

## SMITHSONIAN NATIONAL LATINO BOARD OF DIRECTORS

### WHO SERVED IN 2012

**Gilberto “Gil” Cárdenas, Ph.D. (Chair)**  
Executive Director  
Inter-University Program for Latino Research  
Professor of Sociology  
University of Notre Dame  
Notre Dame, IN

**Ivelisse Estrada (Vice Chair)**  
Senior VP, Corporate & Community Relations  
Univision Communications, Inc.  
Los Angeles, CA

**Guillermo Jasson (Vice Chair)**  
President  
Cross Fields Capital  
Greenwich, CT

**Representative Xavier Becerra**  
United States House of Representatives  
Los Angeles, CA

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CEO  
Border Media Partners  
Houston, TX

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Nomura Securities International, Inc.  
New York, NY

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AARP Member Value  
Washington, DC

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AT&T  
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David L. Gonzales & Associates, LLC  
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Director, Board Services  
The Walt Disney Company  
Burbank, CA

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Artes Miami  
Miami, FL

**Richard “Cheech” Marin**  
Los Angeles, CA

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CEO  
Kell Muñoz Architects  
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Southwest Airlines  
San Antonio, TX

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Interdisciplinary Faculty in Residence  
University of the Incarnate Word  
San Antonio, TX

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Arlington, VA

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MV&E International, Inc.  
Irvine, CA

**Johnny Yataco**  
President  
Washington Hispanic  
Washington, DC

**Tomás Ybarra-Frausto, Ph.D.**  
Independent Scholar  
San Antonio, TX

# LATINO CENTER AT A GLANCE



## LEADERSHIP DEVELOPMENT

### Young Ambassadors Program

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

### Latino Museum Studies Program

For almost 20 years we have hosted Latino and museum scholars in Washington, D.C., promoting dialogue and scholarship of Latino art, culture and identity. With over 200 program alumni, we have created an impressive network of museum professionals throughout the country.



## RESEARCH

### Caribbean Indigenous Legacies Project

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

### Latino DC History Project

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

## OUTREACH

### Education and Family Programs

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

### Public Programs

We offered a diverse sampling of Latino concerts, films, and lectures in 2012 serving more than 3,000 people. A free concert honoring musician and activist Joe Bataan, known as the 'Afro-Filipino King of Latin Soul,' drew a crowd of over 500 at the National Museum of Natural History.

### Bilingual Resources

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

### Internships

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

## WORKING ACROSS THE SMITHSONIAN

### Latino Initiatives Pool

Since 1995, the Latino Center has directed over \$20 million through the federally funded Latino Initiatives Pool, supporting more than 400 Latino projects at the Institution including exhibits, public programs, research, fellowships and internships. In 2013, three curatorial positions will receive Pool support as part of a larger Latino curatorial initiative further ensuring Latino presence at the Smithsonian now and for years to come.



## EXHIBITIONS

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

This exhibit, opening at the National Museum of the American Indian in March of 2013, draws from over 12,000 Central American ceramics pieces from the Museum's collection. Spanning the period from 1000 BC to the present, these objects introduce visitors to the richness and complexity of Central America's ancestral cultures.

### Our America: The Latino Presence in American Art

Opening at the Smithsonian American Art Museum in October of 2013, this exhibit presents and interprets significant works from the Museum's pioneering collection of Latino art. Our America is the first large-scale exhibit to explore the relationship between Latino art as it emerged in the post-World War II era and the broader field of American art.

### Smithsonian Latino Virtual Museum & Gallery

Our virtual museum is an innovative lab for online games, simulations and virtual worlds highlighting Smithsonian art and science collections. Last year visitors to our virtual museum attended poetry readings and concerts, learned more about our area ecology and watersheds and participated in our *Día de los Muertos* festival.

# YOUR STORY

BE A PART OF IT