Program in Latino History and Culture (PLHC)

PLHC was established in 2004 to increase Latino visitation; create public programs; maintain a Latino presence on the NMAH Web site; and support and enhance scholarship and collections acquisition on Latino aspects of American history and culture. The Smithsonian Latino Center provided the seed money in support of the Program.

In 2009 the Program in Latino History and Culture received a Latino Initiatives Pool award of $30,000. Thanks to this award the program has been able to attract new visitors to the Museum, present engaging programming, and provide opportunities for our visitors to learn about Latino history and culture.

Since its reopening in November 2008, NMAH has welcomed over 2.5 million people. In addition to the physical transformation of the building, we have transformed our visitors’ experience through daily museum theater and hands-on interactive opportunities. The Latino Initiatives Pool award gave NMAH the opportunity to expand these programs, incorporating Latino themes and providing learning experiences to all our visitors.

Danilo Pérez Trio featured during Jazz Appreciation Month
The Program in Latino History and Culture, the NMAH Jazz Appreciation Month Program (JAM) and the Smithsonian Latino Center (SLC) joined forces once again to present the Danilo Perez Trio on Sunday, April 26 at 3:00 p.m. in Carmichael Auditorium. This event was part of JAM and also served as the launching of the Panama at the Smithsonian public program series organized by SLC throughout 2009. The program featured a musical performance by renowned international jazz pianist Danilo Perez and was followed by a short interview conducted by Museum curator Marvette Perez. The Ambassador of Panama, Mr. Humbert, attended the event and made remarks. The concert was overwhelmingly attended by over 300 people. Seating capacity in the auditorium was 270 and many people waited outside the auditorium doors waiting to get in.

The extraordinary Panamanian pianist and composer Danilo Pérez is among the most influential and dynamic musicians of our time. In just over a decade, his distinctive blend of Pan-American jazz (covering the music of the Americas, folkloric and world music) has attracted critical acclaim and loyal audiences. Danilo’s abundant talents and joyous
enthusiasm make his concerts both memorable and inspiring. Whether leading his own ensembles or touring with renowned jazz masters (Wayne Shorter, Roy Haynes, Steve Lacy), Danilo is making a decidedly fresh imprint on contemporary music, guided, as always, by his love for jazz.

**Museum Theater**

Last Fall the Museum launched a new Theatre Program featuring actors and actresses representing specific historical characters and times. The program has proven to be extremely successful reaching its goal of reaching 1 in 4 people that visit the Museum. PLHC added to the already successful program the life and story of David Farragut, the first US Navy Admiral and a little known story of this Hispanic hero. The program started on September 18 and ended on November 1st. It took place in the area outside of the Price of Freedom exhibition every Friday, Saturday and Sunday at 11:00, 1:00, 2:30 and 4:00. The program was enjoyed by over 4,500 Museum visitors.

**Translations**

Latino Pool funds have been instrumental in helping us reach out and engage the Spanish speaking audience, especially new immigrants from Latin America visiting the museum to learn about American History. Funding was used to translate and post online on the NMAH Website our core exhibitions. In 2009 we continued to add translations online. We will post the full Spanish version of the newest exhibition: On the Water: Stories from Maritime America this winter.

**Immigration Cart**

PLHC continues to increase the teaching collection on Latino history and culture and present these objects in a didactic cart on the museum floor. The objects on the cart serve as a jumping board to talk about the contributions of Latinos to American history and also for the members of the community to see some familiar objects in a new light. In 2009 the theme of immigration was implemented. Since its launch in July approximately 840 visitors have interacted with the immigration cart on a weekly basis. Other carts feature Day of the Dead material, carnival, and Día de Reyes.