



# Smithsonian Institution Traveling Exhibition Service

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## **Fact Sheet** **“American Sabor: Latinos in U.S. Popular Music”**

### **Overview**

Latino musicians have had a profound influence on traditional genres of music in the United States, including jazz, rhythm and blues, rock 'n' roll and hip-hop. At the same time, their experiences living in the United States triggered the creation of new rhythms and music styles, such as mambo and salsa. *American Sabor: Latinos in U.S. Popular Music*, a traveling exhibition from the Smithsonian, presents the musical contributions of U.S. Latinos from the 1940s to the present, exploring the social history and individual creativity that produced stars like Tito Puente, Ritchie Valens, Celia Cruz, Carlos Santana and Selena.

The exhibition was created by EMP Museum and the University of Washington. It was organized for travel by the Smithsonian Institution Traveling Exhibition Service (SITES). “American Sabor,” its national tour and its related programs are made possible by Ford Motor Company Fund. The exhibition will travel to 12 cities through 2015.

### **Exhibition Highlights**

- Divided into five sections, *American Sabor* explores the influence of Latino musicians in post-World War II America through the lens of major centers of Latino music production—New York City, San Antonio, San Francisco, Miami and Los Angeles.
- Based on the 5,000-square-foot exhibition of the same name created by EMP in partnership with the University of Washington, *American Sabor: Latinos in U.S. Popular Music* is a 2,500-square-foot educational experience designed for smaller museums and cultural centers.

- Two films made specifically for the exhibition bring Latino music and dance to life. Each short film features performance footage and filmed interviews with artists and experts, and the narratives examine key events in the history of post-World War II Latino music:
  - *The Palladium Ballroom* tells the story of New York’s mythic 1950s dance hall, and the worldwide mambo craze created by the club’s performing stars, like Puente and Tito Rodriguez.
  - A second film, called *American Sabor Voices*, features exclusive, highly illuminating interviews with stars of the Latin music scene, including salsa legends Johnny Pacheco and Willie Colón, virtuoso guitarist Santana, pop icon Herb Alpert and the musicians who created San Antonio’s famed Westside Sound.
- Guided listening stations allow visitors to listen closely to key artists and genres—from Santana to salsa to San Antonio R&B. Expert commentary identifies elements such as ethnic roots, rhythmic patterns, form, texture, instruments, vocal style and lyrics.
- Visitors can dance to their favorite music on the exhibition’s dance floor.
- Visitors to the interactive website—[www.AmericanSabor.org](http://www.AmericanSabor.org)—may explore expanded exhibition content, watch exhibition films, view extensive oral history interviews with renowned Latin musicians, download lesson plans, listen to “*American Sabor*” jukebox and make their own Latino inspired music mix on the mixing board.

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