



## NYC & COMPANY INVITES VISITORS AND LOCALS TO CELEBRATE HISPANIC HERITAGE MONTH WITH SUGGESTED LIST OF 21 THINGS TO SEE AND DO FOR 2021 COMMEMORATION

*—City's Tourism Organization Announces List of Exhibitions, Performing Arts, Cultural Opportunities, Attractions, Parades, Films, Dining, Virtual Opportunities and More to Celebrate Latino Heritage from September 15 to October 15—*

**New York City (August 30, 2021) – NYC & Company**, the official destination marketing organization for the City of New York, invites visitors and locals to participate in a diverse roster of activities to commemorate **National Hispanic Heritage Month** with 21 things to see and do in 2021.

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DATE  
August 30, 2021

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The organization is joining the celebration as it continues to be committed to spotlighting authentic Latino experiences across the five boroughs. From September 15 to October 15, New Yorkers and visitors will have the opportunity to experience theater, concerts, Latin jazz, art exhibitions, parades and many other activities that will allow them to take a deep dive into the Hispanic culture without leaving the City. Currently more than 61 million Latinos live in the United States, representing 18% of the country's total population, making this community the largest minority in the US. According to the Hispanic Federation, the New York City metro area is home to 4.8 million Latinos, representing the second largest metropolitan area concentration in the country.

In relation to the month celebrating Hispanic American diversity in New York City, Fred Dixon, President and CEO of NYC & Company, said, "NYC & Company is pleased to spotlight the rich Latino culture in all five boroughs all year-round and especially during this year's Hispanic Heritage Month. In New York City, all are welcome, and we look forward to showcasing new opportunities for Hispanic visitors to discover and experience our iconic five-borough destination."

National Hispanic Heritage Month is an annual celebration through which the US government recognizes the contributions of the Hispanic community to the development of North American culture. This momentous occasion coincides with the anniversary of the discovery of America, as well as the celebration of the declaration of independence in countries like Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Chile and Mexico.

As part of the ongoing Latino Experience campaign, NYC & Company proudly presents the [Rising Stars of the Latino Community on NYCgo.com](#), showcasing seven unique and inspiring stories of community members advancing Latin culture from various industries. Launched earlier this year, [The Latino Experience in NYC campaign](#) is an initiative that encourages



New Yorkers and visitors to explore places that represent the rich and diverse Latino culture.

As part of its commitment to the celebration of diversity in the most vibrant city on the planet, for 2021, NYC & Company curated 21 events scheduled from September 15 through October 15. The events are organized by cultural institutions and community organizations with the purpose of celebrating diversity, folklore, cuisine and culture.

The following will take place across the five boroughs and are subject to change, so please double-check before heading out:

**1. MEXICAN MANUSCRIPTS AT ROCKEFELLER CENTER**

Exhibition organized by the Mexican Consulate in New York.  
*10 Rockefeller Center South Plaza (lobby)*  
*September 15–November 2*

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Join Mexico to celebrate its 200 years of independence, with an unusual display of codices and ancient manuscripts that belonged to the Mayan, Mexica (or Aztec) and Mixtec cultures. The event that will take place at Rockefeller Center will show some of the most important artifacts protected by different museums and libraries around the world. <https://www.mciny.org/>

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**2. PEOPLE’S THEATRE PROJECT RETURNS TO THE STAGE WITH THE WORLD PREMIERE OF DOÑA MAÑANA**

*The Riverside Theatre, 91 Claremont Ave., Manhattan*  
*September 17–19*

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People’s Theatre Project, the largest performing arts organization based in Washington Heights and Inwood, has announced a full season of in-person events. The season will open with the world premiere of *Doña Mañana*, the final chapter in a theatrical trilogy investigating and celebrating the immigrant experience.

*Doña Mañana* is set in the year 3050. A group of immigrants have sparked revolution in the Nation, a dystopia where assimilation was forced. Hearing the collective voice of the people, Doña Mañana—one of the revolutionaries and now the first female, Afro-Latina president, and her team set out on a quest to dismantle the system and bring full liberation to the people.

Following the premiere at the Riverside Theatre, the production will tour throughout New York City from October 18 through December 3. All tickets are \$25 and can be purchased at <https://peoplestheatreproject.org/>

**3. HISPANIC DAY PARADE 2021**

*Fifth Avenue, from 44th to 77th Street*  
*October 10*

Don't miss the 57th annual Hispanic Day Parade that is taking place on Sunday, October 10, on Fifth Avenue, between 44th and 77th Streets. Twenty-one countries are participating this year with delegations that show their folklore and music. With an audience of approximately a million attendees, the parade runs through iconic destinations in Manhattan such as Rockefeller Plaza, Central Park and St. Patrick's Cathedral.

**4. ARGENTUM BY GRIMANESA AMORÓS**

*80 White St., Manhattan*

*Sculpture commissioned by the **Bronx Museum of the Arts***

*Ongoing exhibition*

Head to Canal Street to see the permanent site-specific light sculpture by contemporary American-Peruvian artist Grimanesa Amorós. **Argentum** is a 9-foot-wide sculpture commissioned by the Bronx Museum of the Arts, currently on view at 80 White St., which has become home to the Artist in Marketplace (AIM) Program. Argentum occupies most of the entrance of the building, so the viewer can interact with it when entering and exiting. <https://www.grimanesaamoros.com/argentum-bronx-museum-of-the-arts/>

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**5. QUEENS LATINO CULTURE CARNIVAL**

*Junction Boulevard, Corona, Queens*

*September 12*

For the past 15 years, the Queens Latino Culture Carnival (El Carnaval de la Cultura Latina) is held on Junction Boulevard in Corona, Queens, offering art, music, dance and local food with a variety of activities for the whole family. <http://www.carnavalculturalatina.com/>

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**6. EL MUSEO DEL BARRIO  
ESTAMOS BIEN – LA TRIENAL 20/21**

*1230 Fifth Ave., Manhattan*

*On view until September 26*

Discover the artistic landscape of Latino, Caribbean and Latin American cultures by visiting *Estamos Bien – La Trienal 20/21* at El Museo del Barrio. This exhibition is the first national large-scale exposition of Latino contemporary art. The institution currently is featuring more than 40 artists from across the United States and Puerto Rico. <https://www.elmuseo.org/exhibitions/>

**7. HERITAGE FARM AT SNUG HARBOR CULTURAL CENTER &  
BOTANICAL GARDEN**

*1000 Richmond Terrace, Staten Island, (north side of Gazebo Road;  
Chapel Road side)*

*Ongoing event through November 20, Saturdays 9am–2:30pm*



On Saturday mornings and during Hispanic Heritage Month, grab a basket, head to the Heritage Farm Snug Harbor in Staten Island and enjoy a diverse selection of fresh, community-grown vegetables and fruits at affordable prices. <https://snug-harbor.org/find-heritage-farm-produce/>

**8. COLUMBUS DAY PARADE**

*The parade starts at Fifth Avenue and 44th Street and heads north to 72nd Street.  
October 11*

The Columbus Day Parade is an event that commemorates the discovery of America in 1492. Thirty-five thousand people participate in the parade with troops, marines and floats. Annually this traditional event attracts an audience of 1 million New Yorkers and visitors.

<https://www.nuevayork.com/columbus-day-en-nueva-york/>

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**9. QUEENS COMES BACK! CELEBRATE CULTURE, FOOD + SMALL BIZ by Queens Economic Development Corporation – Free**  
*Kaufman Astoria Studios, 34-12 36th St., Queens  
Saturday, October 9, noon–4pm*

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Local vendors are getting ready for a massive party in Queens. The borough is open for business, and the small-business owners will sell great food, drinks and novelty items while local artists provide entertainment. The Queens Economic Development Corporation and Queens Tourism Council will host Queens Comes Back! at the Kaufman Astoria Studios Backlot on Saturday, Oct. 9, from noon to 4pm.

[https://www.eventbrite.co/e/queens-comes-back-celebrate-culture-food-small-biz-tickets-166721188563?aff=ebdssbdestsearch&keep\\_tld=1](https://www.eventbrite.co/e/queens-comes-back-celebrate-culture-food-small-biz-tickets-166721188563?aff=ebdssbdestsearch&keep_tld=1)

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**10. EXPO LATINO**

*14b 53rd St., 3rd fl, Brooklyn*

Between October 2nd and 3rd, celebrate the Hispanic culture visiting Expo Latino in Brooklyn. Three hundred small businesses will be featuring products and services. The event will feature gastronomy while spotlighting arts and culture through a select group of musicians and artists.

<https://www.maslatinos.co/expolatino2021/>

**11. UNICORNIOS EN CAUTIVERIO (UNICORNS IN CAPTIVITY)**

*Thalia Spanish Theatre  
41-17 Greenpoint Ave., Queens  
September 17–18, 8pm; September 19, 4pm*

*Unicornios en Cautiverio* (Unicorns in Captivity) by Puerto Rican playwright Leo Cabranes-Grant and directed by Josean Ortiz will have a world premiere

at Thalia Spanish Theatre on September 17. Starring Josean Ortiz and Jorge Alexander, the theatrical work is presented by New York City Artist Corps in collaboration with Latinx Performance Ensemble.

<https://www.eventbrite.com/e/unicornios-en-cautiverio-tickets-165337828897>

**12. EI GRITO MEXICANO ON THE HUDSON, MEXICAN NIGHT ON A YACHT!**

*Pier 36 NYC, 299 South St., Manhattan  
Wednesday, September 15, 8:45pm*

Celebrate the commemoration of Mexican independence on a luxury yacht with three floors of fun. Besides a charming mariachi band, the boat will offer visitors a variety of Mexican snacks. <https://www.eventbrite.com/e/el-grito-mexicano-en-el-hudson-noche-mexicana-en-yate-a-bordo-tickets-143220764161>

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**13. ART OF KATHERINE MIRANDA ON-SITE**

*Art Exhibition at Glyndor Gallery  
675 W. 252nd St. (Wave Hill), the Bronx  
August 28–October 10*

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Katherine Miranda is a Latina nonbinary artist from the Bronx. She uses found and recycled objects to recreate personal family experiences. This year with the support of the New York Community Trust Van Lier Fellowship, the artists will create a large-scale sculptural shrine referencing a photograph of her maternal grandparents seated on chairs and honoring the story of their relationship. <https://www.wavehill.org/calendar/katherine-miranda>

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**14. ECO-URGENCY: NOW OR NEVER ON-SITE**

*Glyndor Gallery  
675 W. 252nd St. (Wave Hill), the Bronx  
August 28–December 5*

Artist Allora & Calzadilla, Tatiana Arocha, Hannah Chalew, Lionel Cruet and Nicky Enright unfold the global ecological crisis through their exhibition *Eco-Urgency: Now or Never On-Site*. Co-organized by Wave Hill and Lehman College Art Gallery, the exhibition will show varied responses from artists to global climate change, pollution, exploitation of natural resources and food insecurity. <https://www.wavehill.org/calendar/eco-urgency-now-or-never>

**15. DANCE ARGENTINE TANGO**

*La Nacional, 239 W. 14th St., Manhattan  
Thursdays, September 16 and 23*

You don't need to travel to Argentina to learn how to dance the tango. La Nacional offers lessons for beginners and professionals. To enjoy this rhythm from the Southern Hemisphere, the only thing you must do is to wear your



dancing shoes and show up on the dance floor. You can dance all night from 7pm to 2am. If you are a beginner, be brave and take a lesson at 7pm. <https://www.newyorklatinculture.com/things-to-do-in-nyc/in-2021/september/>

**16. ARTURO O’FARRILL AND THE AFRO LATIN JAZZ ENSEMBLE  
PLAY CUBAN JAZZ**

*At Birdland in Hell’s Kitchen, 315 W. 44th St., Manhattan  
Sunday, September 26, 7pm*

Soulful jazz meets the powerful beat of Cuba for an unforgettable night. Bring your family, a friend or just yourself to enjoy the rhythm of the Caribbean in Manhattan. <https://www.newyorklatinculture.com/things-to-do-in-nyc/in-2021/september/>

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**17. FORT TRYON PARK – CONCERT, MOVIE & MORE**

*Fort Tryon Park Trust, Manhattan  
September 15, 16 and 19*

Fort Tryon Park, located in Manhattan in Washington Heights, offers stunning views of the Hudson River and the George Washington Bridge. Don’t miss the concerts, yoga lessons and movies scheduled in this oasis of nature and space for exploring. <https://www.harlemonestop.com/event/29832/enjoy-the-first-of-3-wonderful-wednesdays-in-fort-tryon-park-concert-movie-more>

When?  
Thursday September 16, 6pm

September 15, 6:45–8pm  
Enjoy free yoga classes while overlooking the beautiful Hudson River and basking in the glow of the setting sun.

September 19, 5pm–7:30pm, \$85  
A toast to Fort Tryon Park Fundraiser

September 19, 10am–1pm  
Sunday Stewardship Day

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**18. WELCOME TO THE PANAMANIAN PARADE**

*President Street and Classon Avenue, Brooklyn  
Saturday, October 9, noon*

The 26th Annual Panamanian Day Parade will take place this year at President Street and Classon Avenue. Join the Panamanian community in their celebration honoring community leaders, educators and artists that have left a cultural footprint on the United States. <https://panamanianparade.org/parade-gala/>



**VIRTUAL OPPORTUNITIES**

**19. HISPANIC HERITAGE MONTH OPENING CEREMONY**

Virtual event  
September 15, 3pm ET

Set the tone for the month and join the live opening ceremony to begin Hispanic Heritage Month on September 15 at 3pm ET. You can attend the event with co-workers, family and friends by visiting the following link.

<https://hispanicstar.org/events/https-hispanicstar-org-hispanic-heritage-month/>

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**20. HISPANIC HERITAGE 5K VIRTUAL RUN**

Free  
September 15-October 15

You can celebrate the Hispanic Heritage Month running. This 5K virtual run supports the Latino community. Participants can choose between a 1-mile walk or 5K run.

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What is a virtual run?  
It is a run that can be run or walked from any location you desire. Run, jog or walk on the road, trail, treadmill, park, beach, gym or even a track. You run your own race, at your own pace and time it yourself. Your medal will even be shipped directly to you.

<https://www.latinosrun.com/hispanic-heritage-month-virtual-run>

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You may register and complete these events at your convenience at any time between September 15 and October 15.  
Post your virtual run pics and tag us @LatinosRun or #LatinosRun

**21. MoMA MOVIE SELECTION**

*September 9, 14, 16 and 21*

*El Salvavidas (The Lifeguard)*

**Virtual Cinema screenings are available exclusively to MoMA Members.**

*El Salvavidas (The Lifeguard)*. 2011. Chile. Directed by Maite Alberdi. Screenplay by Alberdi, Sebastián Brahm. In Spanish; English subtitles. 64 min.

A deceptively simple and fascinating study on social behavior, this debut feature by the recent Academy Award-nominated Chilean documentarian Maite Alberdi (*The Mole Agent*) follows Mauricio, a lifeguard with a deep tan

and dreadlocks who, paradoxically, tries to steer clear of the water. Justifying his rigid work philosophy, he preaches that prevention is the best way to avoid drowning. Yet the crowds of tourists that flock to the Chilean beaches during the summer season, and Mauricio's co-workers, don't want to deal with his attitude and arrogance. From her very first film, Alberdi creates truer-than-fiction characters from her documentary subjects, using cinéma vérité narratives and humor as ingenious tools for poignant social commentary. Winner of the Cinema Tropical Award for best Latin American documentary, *The Lifeguard* heralded the arrival of an exciting and unique voice in world documentary cinema.

<https://www.moma.org/calendar/events/7202>

When?

Tuesday, September 14, noon, online

Tuesday, September 21, noon, online

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***Agua fría de mar*** (Cold Water of the Sea). 2010. Written and directed by Paz Fábrega. For members only.

Virtual Cinema screenings are available exclusively to MoMA members. Not a member? Join today and start streaming.

*Agua fría de mar* (Cold Water of the Sea). 2010. Costa Rica/France/Spain/Netherlands/Mexico. Written and directed by Paz Fábrega, with Monserrat Fernández, Lil Quesada Morúa, Luis Carlos Bogantes. In Spanish; English subtitles. 83 min.

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Winner of the Tiger Award at the Rotterdam Film Festival, a milestone achievement for Central American cinema at the time, Paz Fábrega's first film follows Mariana and Rodrigo, a young and affluent couple from San José, Costa Rica, who are spending their New Year's vacation on the Pacific coast when they find seven-year-old Karina, who has run away from her family. This random encounter will provoke anxiety for Mariana, particularly after the girl disappears the following morning after telling them she had been a victim of family abuse. Handsomely lensed by Uruguayan cinematographer María Secco and elegantly directed, Fábrega's understated, fascinating work earned her international acclaim and opened exciting possibilities for Central American cinema.

**When:**

Thursday, September 9, noon, online

Thursday, September 16, noon, online

**About NYC & Company:**

NYC & Company is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity, and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit [nycgo.com](http://nycgo.com).





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