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Before we get started, I just want to let remind everybody that am I seeing companies always pushing to be more accessible on our webinars so this zoom platform is accessible by screen reader and by captioning, so if you'd like to turn the closed captioning

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off you can do that at the bottom of your screen. Next to the q amp a button you'll see a live transcript option. Once you click on that you will be able to hide or show the captioning.

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We will also be providing a full transcript of this webinar, along with the recording and our follow up email you will receive in the next couple days.

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Okay, so now that we've got that out of the way. Thank you for joining us for another episode of our embracing diversity webinar series. If you've been following along at home, you know that this series was launched and developed to shed light on underrepresented

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communities and experiences in New York City, and to host conversations that talk about diversity and its role in the travel industry. We begin with five episodes learning about different aspects of the black experience and travel and talked with the

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members of the API community about their reactions to the recent attacks on that community.

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This webinar today begins a three part series discussing the Latino experience in NYC and in traveling Latino communities in NYC are a huge part of what of what the city is, and we are excited to hear from these communities, over the course of the next

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couple of months to kick us off, I'd like to introduce you to Prisca Sanchez the Senior Director of Marketing at NYC and company was spearheading this Latino arc, and whose passion for the topic has been completely obvious as we've been working on this,

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this episode in the next couple of episodes so you're all really in for a treat. And with that, I will give it off to Prisca.

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Thank you so much john and thank you everyone for joining this webinar, I am incredibly excited, I really kind of hide it. I also feel very very humble for having the opportunity to share with you all.

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My personal passion and the passion that our team members that NYC and company share in the way we're promoting New York City, so welcoming vibrant destination, and in the way we're highlighting the destination as the most diverse representation of the

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Latino community in one single place in one single destination so we are super excited to be sharing with you all the work that our team has been putting together to celebrate the Latino heritage that New York City festival for.

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So before we get into that, we thought it would be very interesting and hopefully impactful and valuable for you all to share some of our personal experiences as Latino members of NYC and company, living in New York City, so we decided to invite those

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Latinos that are working at NYC and company that have different backgrounds very different old bringing very different stories but we have one thing in common and that is our love and passion for New York City.

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So with that, I would like to invite my amazing colleagues Eliana Lisa and Miguel for a very casual and honest conversation about our own experiences working for NYC and company and living in New York City.

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So guys, if you want to come join me. Welcome, and thank you so much for being open to sharing your stories with with everyone attending.

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Thank you so much for. Thank you. Thank you very much for inviting me pleasure.

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Thank you so much. Please go. So let's start by introducing ourselves.

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JOHN over the introduce myself but I just want to add that I am born and embrace Mexican, I never been prouder before I am and where I come from, and I've been working for NYC and company for five years and I've been calling New York City my home for

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the past eight years.

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So I would like for you guys to introduce yourselves and say who you are, what did what NYC and company where you're from, and what's your heritage and how long you've been calling New York City home so let's start with you again.

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Okay.

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Thank you.

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Thank you. Yes I handle my name is Adriana Aristizabal consultant and a spokesperson for NYC and company in the Hispanic market. And I'm founder and CEO of AI voice communications and you started my career as a journalist and a war correspondent in Colombia,

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I started my career as a journalist and a war correspondent in Colombia, in the night in 1998, and I have two books published in English and in Spanish where I tell my story about how he was to be in the front line covering the drug war in the late 90s

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in Colombia, and I was forced to leave my country for security reasons, and 16 years have passed since I immigrated to the United States. And when I arrived to this great country I have to start from scratch, to reinvent my life, and it was, it was more

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contemporary like it has been a great journey and a very amazing experience. And then are working with a tourist industry in New York City.

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Thank you, man. Thank you, Lisa, how about you. Yes So hi I'm Lisa Tejeda. I am consultant for NYC and company part of the tourism development team in charge of Latin America and you will see Hispanic market.

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I've been in the country 15 years from Dominican Republic.

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Completely graduated, everything back home and just move here, and the same way I had some start professionally from start on the hospitality industry because that's what I've always been involved with with hotels me.

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And part of NYAYCN company for almost three years, kind of, and it's been a pleasure and here I am.

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Thank you, Lisa.

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Tell us more about yourself.

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Well, my name is Miguel, I am the Director of Product Design here at NYC and company in other words, my team is the one responsible for building our website and yc goes calm.

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As for the amount of time that I've spent in NYC it's been my whole life. I'm a first generation Mexican American. So that means my parents came here from Mexico and I'm incredibly proud of that.

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And I'm really excited to be chatting with you all today.

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Thank you so much. So as you guys can see, we again we're all Latinos would we have very different backgrounds, so that's why we thought it would be interesting to get us all together because we're also learning from each other as we talk in front of

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you. So why don't we start talking about the first time you guys came to New York City and this of course applies to lease and other data specifically, I do remember the first time I came to New York, as a tourist and being a child, and I feel like you

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grow up listening and knowing, or thinking that you know so much about New York City you see it in movies, you see it in postcards you hear about it in music, so I want to, I do you guys remember why do you failed.

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And what were you thinking the first time you came to New York City at least, let's start with you.

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Oh my god, yes, so I've been coming to the States, as a tourist. My first Street was when I was three years old, and coming to the CD, it was overwhelming like I just saw so many big buildings and looking up and you don't see the sky and from our public

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you see the sky everywhere you see the sunrise from anywhere you can see the sunset anywhere. So he was overwhelming and thinking of the subway was the scariest thing for me.

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I just thought like you just get lost on the ground like I didn't understand how that worked.

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But at the same time it was so beautiful, just to see how everything work and how was different from what I know at that point in my life, and but I would have never thought that I would leave here, and it really feels a privilege, and I've definitely

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have embraced being here, and I adopted so well that. I mean, moving here it's only 15 years since I moved here.

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So moving here as an adult already working and everything. It was kind of scary at the beginning or even applying for jobs, it was like, Oh my god, you know, writing emails because I obviously speak Spanish and then the English that I learned let's see

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how I can do it and I've done it so it's this country, and this city specifically offers a lot of opportunities for the people that want to grab them.

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So, I agree with that and I would you agree.

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Oh yes, absolutely. I'm going to share my part, part of my story. My first time in New York City was in 2002. Six months after 911, and I came for a weekend.

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But the tree was enough for me to follow with the city, even though, you know the crisis and everything that was happening at the time. I remember the first time, the first time I visit Empire State, the Empire State Building, I stand up in those Observatory,

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new studies so this amazing image on New York City all the buildings, the vibrancy of the city, even though it was in the middle of that awful crisis.

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But I find all all all, I was able to absorb all the beauty of the city, like, what was happening around, and I stand. I remember vergeer the moment because I stand in that building.

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And so every every everywhere. I say, I imagine how it would be to leave on work in New York City, but I have any plan and if you have any opportunity, like any clear, you know, like a, like a plan for the future to to to do that but actually my first

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trip to United States. It was when I was 26, years old, you know, I was 26 when it came to United States for first time, I remember that three was to Los Angeles and few years later and can do to New York City.

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So, and two years later, after that experience that that became true, and he was in was in plan, he just he just happened.

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And I love that you're saying you were referring about absorbing everything I do remember like looking around and I am come I come from Mexico where we kind of all look the same, right, we're all Mexicans we kind of like have the same shade of color we

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have the same tone of skin. And yeah, we have our differences, but overall we're all Mexican and I do remember coming to New York City and looking around and just finding every single flavored and every single person represent that I'm hearing all the

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languages in one single subway train. And I remember feeling super excited about that. And that brings me to what I want to ask you me Gail, like you were born in Brooklyn and you are from New York City, where you aware of this growing up, like Were you

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aware of your surroundings and how rich, it was from a multi cultural standpoint.

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No, speaking very personally. And I don't mean this to sound too cheesy at all I was really spoiled by New York City as I was growing up, for example, every Sunday I remember my family and I would go out to eat for dinner.

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And so every Sunday we had the same conversation, as we were all rushing to get ready, deciding where we were going to go well spot we were going to pick.

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So in Brooklyn, that men are pick between the Dominican spot the Puerto Rican spot. The Mexican spot, the Cuban spot the spots that I'm forgetting. So, to me, the reality of growing up as you mentioned in a diverse and multicultural place that was just

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home. I know in this context, we're referring to New York City as a destination but to me as a Latino it was just my home. And that's what I think not only makes it an ideal destination for Latinos, but it's deeper than that to me I think it's an authentic

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display of the multiple layers of the Latino experience encapsulated in one place.

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And I like that, that you were saying that because in my personal experience I've had the opportunity to leave in Spain for six years before coming to New York City, and even if Spanish or Spanish speaking country, and it shares a lot of cultural things

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with Mexico. I feel like I've never been so Latina in my life like the past six or know this past eight years I've been been both Latina I've ever been in my entire life.

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And I love that New York City allows me to be that side of myself or to even explore that side of myself.

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That was always so natural because I was always a Latina because I was born and raised in Mexico but I love that New York City so allowing me to explore that side of me and to be so proud of it and be so loud about it so with that said, How do you guys

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feel like, what do you think it is about New York City that allows us immigrants to feel so connected to the city.

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Let's start with you.

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Well I personally feel connected because New York City, as the capital of the world is a friendly place where anyone who decide to estate, you kind of say, you know, language has lower barrier because even though in my personal experience when I arrived

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to the United States, in this case to New York City I didn't speak English for almost three years, I have to start over. I mean, have to learn the language from zero, and I remember does Thursday or was very tough, especially because they felt Australia,

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like I said, hospitals who will I don't know how to speak English. I mean, was happening, but it was the process was long to learn the language by Finally, add, and the CD and especially all the English is what I have been working either have been like

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very flexible in a way like i given me the time and the opportunity to learn, and I were like I have been able to expand in my career and grow and start a new life, or do something new is something really really amazing and we can find.

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For example, around the rose Hall entire communities have to build have been building a kind of micro cosmos, and where every cute recap can experience their own gastronomy, and they become preserved in language literally shows or float fourth floor,

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and that that is what makes New York City, the most diverse city on the planet, and obviously the place I love, I love that that you say that I want to share with you something that is super personal to me, and that's the fact that I became a mom, last

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year. And I love that I am choosing New York City to raise my son. I don't think I would be able to do it anywhere else in the world and I love the fact that he's a first generation American but I know that these plays will allow him to stay connected

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with his heritage he's Latino and makes it kind of heritage and be proud of that. And also will allow him to blend into all the amazing things that New York City festival for so that is I think the most personal side of me but I feel like it's very relevant

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to share, as we're talking about it I'm Lisa, what would you say is what makes you feel the most connected to this place. I think is the fact that we, we are seeing like all of our countries that we have a little bit of a community in the CD, so everybody

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knows Dominicans you know we have a large community in Washington Heights, and everywhere you go, there's a piece of of my country, and actually not even in New York, only New York in many places, even if it's just the music.

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A lot of people might know Dominican Republic just because of you know me being gay or by our, you know, artists, um, but in this CD specifically use, I can find my food I can find pieces of me and yet also get the opportunity to connect, like all of

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my friends are pretty much from completely different countries and we come together here, and we become a family, so it's something that New York City offers that not that many countries CD sorry can offer.

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So that's something how you really feel welcome and seen no I really like that, that you said that, um, any thoughts on that, and we go for you as an insider.

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Why do you think people like goals, why do you think immigrant Latino immigrants can feel so connected to your city.

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To me it just makes all the sense in the world. Look, my, my parents immigrated to this country from Mexico in order to provide us, my siblings and I with with better opportunities and all of that, but in doing so, they didn't just establish a new life

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here, they brought their country with them their culture, their traditions, and I've seen so many others do the same thing, bring their authentic experiences with them, for example, and, but he's God knows I love to talk about this I talked about it all

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the time there's this amazing well known local attraction in Sunset Park Brooklyn where I was raised.

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It's called don't bucko Lopez binary and it's a bakery.

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You might be surprised to hear that people actually travel from all over the five boroughs, just to eat that bread, and the reason they do so is because it's so damn good.

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But it's so good because it's so incredibly authentic. I'm actually related to don't buckle up is, I feel cool every time I get to say that. So just some promo for the fan.

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But that's how I know that the recipes they use are the exact same ones that they use in Mexico and that's just one example. But there are endless authentic reflections of the Latino countries cultures perspective sprinkled throughout the five boroughs

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that makes it easy for any Latino to find themselves and and that to me is what really pulls people in. I love that and I do remember when I learned that you were related to them by Columbus I was like I have to, to become like friends with this guy.

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He's like maybe I can get some special discounts or benefits every time I visit.

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Oh. Our friendship is based on my connections.

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That's exactly right.

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Nobody It is a great place for you guys. For those visiting New York City, if you want to go to Sunset Park in Brooklyn, there are a lot of things to do, but these can be your first stop when you go to Sunset Park because ETS and authentic Mexican bakery.

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You really feel like you are in Mexico when you're eating bad breath and the whole experience and like everyone speaking in Spanish and like being super loud inside the bakery it's just, it's a whole experience besides how amazing the bread is so we definitely

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you guys should check it out. Let's talk about travel. Now, this is what we're here to talk about travel and New York City, so this the nation. How do you guys think Latino travel has changed or evolved in the past few years and what do you guys think

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the segment is looking for and I would like to start with you, Lisa because I know that you are an avid traveler, and that you spent a good, an entire year of your life, traveling and you visited 70 countries which is the most fascinating story about

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you as a Latina traveler What are you looking for when you choose a destination to visit.

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Well, I would say, specifically for Latina for Latinas, like myself, the number one thing is obviously the main, the first thing actually not obviously for people from the United States may not be obvious but it's visa visa is so important.

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There's so many requirements that we have to look at. Before choosing a destination, making sure we have everything that it's needed to be able to make that trip.

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Also another 536 change rate, and then flights and connections and cost of the overall experience so besides a big thing.

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Locally that's not the case for me anymore. So, if you are from the United States be so thankful the wonderful passport you hold, because to visit any countries, some make so many countries, especially Latin America.

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They have to go through so much to just visit us here in New York City or any state, it's, it's a challenge so those are the main things of course safety.

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It's important.

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And of course, what are your interest when choosing a destination, whether its cultural or just enjoying the beach relaxing.

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Historical so there's food. There's many different topics to try to think about when choosing a destination, but the starting point is the fest specially for for the Latino community I would say, and this is I think an opportunity for the travel trade

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to keep promoting these are to make sure that they're Latino travelers one they are planning a trip to New York City combing forum com knowing what to expect when it comes to the visa requirements to make sure that we're promoting that New York sees actually

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safe, that is backing business that it's open and it's never been more vibrant. Thanks for that Lisa, other than that in your case you were actually brought into the organization because we identify the need to be communicating with the US Hispanic audience

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in language, and in a more tailored and personalized way.

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Yes, you are right.

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Yes. Ever since I would like to share with you guys that is a recent study from MMGY Global Research Agency from LA and a study published by unit you see on the past month revealed that 444 million Latinos travel for leisure, in the United States in 2019.

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And this is the 12.8% of the leisure travel market, and innovation in the whole country. And you know the issue of the study revealed that the Latino you is leisure travelers to spend 113 billion, billion dollars on domestic travel in 2019.

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I mean, wanting to Spanish said they will spend more on travel than they did prep pre pandemic. So, with this number numbers I mentioned a, this is a way to highlight the importance of the segment for the travel industry and the impact that Latinos are

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having in transportation in hotels and food, beverage, and entertainment just to mention a few industries.

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So, it's a segment where obviously all the strategies of communications are very, very important and personally I'm very grateful with Fred Dixon and please Hayward who bring me more with a team to support all the strategies that NYC and company are developing

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in a way to target the Hispanic market in the United States because, as we mentioned before we have, we are 61 million Latinos in the United States, and 70% of that of that number people that choose to speak Spanish at home.

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So in this one it would like to ask to me yeah because me gay is a Latino who was born in the United States. So we get when you were a child. Do you, do you speak Spanish at home with your parents or your grandparents.

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They they really forced me to do so I didn't quite have an option but I find that that was actually where I started my, my journey in design.

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It was caring about accessibility growing up, I was witnessed I grew up witnessing my parents trying to use products and services on my behalf to sign me up to doctors schools and all of this stuff and they weren't able to use it and so now that I work

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for NYC and company I get to solve that problem for other audiences for Latino audiences. navigating themselves to to our city.

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So I've been on a very deep mission to practice inclusive design and and in a second and a few minutes you'll hear one of my colleagues talk about one of the projects we've been working on to showcase the Latino experience on our website but aside from

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that, though I know I work in a marketing team. I do come to the team first with a background in design and and design thinking and I think we can borrow some of that to answer your question, but he's got.

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So how to reach Latino audiences and engage with them. So I just can think of a couple of examples right now, that might be helpful.

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Though I know that a cross pollination between product design and and travel might might not seem natural but but here are just a couple of things that come to mind so number one in in product and UX we typically follow a process called design thinking,

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and it's made up of five phases and the first phase of that process is to empathize with our audience through qualitative and quantitative research so before speaking to an audience, I think is incredibly important to try to understand them their needs

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and their goals and then feel we should do that here.

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Second, through inclusive design, we don't focus on token gestures, but more so deeply embedding the voices of those we're trying to speak to directly into our efforts so not just putting a picture of a Latino on a payment plan fit pamphlet, but bringing

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in those voices when the plans behind those pamphlets are being created. And lastly, just to come back around to what other Deanna was saying.

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A big part of inclusive design is accessibility. So it's incredibly important to speak in the language of those you're trying to reach. So in this case, Spanish, Portuguese, just like my parents forced me to.

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So, that's it.

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Yeah, thank you for that and we, we definitely have a lot of work to do but it's incredible to see how we have evolved as an organization I mean the way we are talking to Hispanic audiences and in the way we are promoting New York City.

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So it is incredible to see how far we've gone but we know that we still have some work to do. So we're running out of time but I do have one last question for you all, I would like for you to share what is your favorite way of experiencing a Latino culture

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that is not yours in New York City and I'll start by sharing my example. My favorite thing to do in New York City, used to go then salsa all night long, added on Sally's hang on salads, it is a club anything Soho until I am out of that place.

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I've been kicked out of that place at least two times where they're like, no more music Time to go home. So that is my favorite kind of like hidden gem and it's not that heated but it's like my favorite way of experiencing salsa dancing in New York City

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City in the middle of Soho so what would you, what would you say is your favorite experience Lisa.

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Um, so if you like summer Brazilian music, Miss favela in Brooklyn, you can dance until you can't anymore. And I know you said about another culture but I'm Dominican so I need to put it out there, Washington Heights, any food from my country.

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When it comes to fresh juice when it comes to translators when it comes to having rice and beans or having my phone goal or having anything on everything.

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I have literally the first time I went to Washington Heights, I literally felt like these people are more Dominican than myself, and I was born and lived my entire life, 25 years of my life there, and you walk the streets, or you find street cars that

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fell the food exactly like my country, tastes the same so if you want to venture there and try Dominican food. That's where you need to go.

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Miguel.

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I already talked about, don't Bako.

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Please guy you basically still would have been my answer that places super bopping, but the other thing that I can come up with a top of my head is the Puerto Rican Day Parade but not the one in the city.

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So, in Sunset Park. It's not mostly it is mostly Mexican but it's not just Mexican heavy it's also really populated with Puerto Ricans and they have their own version of the Puerto Rican Day Parade once they come back from the, from the city's parade.

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And so I remember one time being I remember being young and seeing that parade all the time and being so excited I probably thought I was Puerto Rican for that day myself, but I remember this one time I was looking from outside the window I must have

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been like seven or eight, I'm not sure. And my mom, caught me, waving a flag out the window, because I was wanting to be a part of the Puerto Rican Day Parade but it was an American flag was the closest thing that I could find.

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It was the closest thing that I could find. But anyway, yeah, the, the, the smaller Puerto Rican Day Parade throughout the five boroughs on on that day.

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Thank you for that and then a banana.

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One for me is that I love them. I love museums and something that I recently, I find out was like, for example the museums in New York, collect up to 3000 years in pre Columbian history for Latino America.

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So it's a lot of, we have in New York City. One of the riches, our collections from pre-columbian, our collections that people can go unexperienced itself and learn about who we are, where we come from, you know, and understand, for example, all the amazing

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civilizations that we have from indigenous to be essential done we have from that genomatica. So this is, this is our way home I like to observe a pure to resolve.

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And besides, other things other interests that I have I love, you know, a, a history from from Egyptian history and all kinds of stuff so museums for me are very fun place to be.

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Amazing. So I think hopefully you guys can get a good sense of all the different offerings that there are across the five boroughs of New York City to experience a very authentic Latino Latino culture.

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Thank you so much Lisa Vedanta Miguel it's been my pleasure I am incredibly proud to be working with you all and to capture the space with you, and thank you all for attending these webinars for allowing us to share as personal side of our experience

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in New York City.

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Thank you guys. Thank you.

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Thank you, Joe. The no joke about what our team has been working on to celebrate and highlight the Latino community and the Latino experience in New York City and with that I'm going to pass it on to rumble holder.

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He's a senior director of multicultural content here at NYC and company and he's been spearheading this amazing effort so Ron they'll have to you.

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Thank you so much for your skin.

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So New York City's over 25% Latino, and the contributions of the community are tremendous. There's representation from every Latin American country right here in the five boroughs as the panel just discuss, creating a beautiful nexus of experiences food,

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music, and overall Latin American cultures. So the Latino experience NYC isn't always on platform that we created celebrating the Latino community and Latin American culture right here in New York City on the platform we have Latino neighborhood guys

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for Bushwick Ridgewood East Harlem, Washington Heights these neighborhoods have very rich and diverse Latin American culture represented there are very only going to be working on one for Sunset Park soon.

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We have country first guides, as they also discussed on the panel.

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You know, Latin American the Latin American community is very country first so we have guides to exploring Peruvian culture in New York City Uruguay and culture in New York City, will continue that as well for Dominican culture Puerto Rican culture Mexican

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culture, etc. And that explore as the culture through food music fashion, art, cultural experiences. We have interviews museum guides we have great nuanced stories like what it means to be Afro Latino 20 over 20% of Latino people in New York City identifies

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Afro Latino you know I have a lot of friends from Latin American countries who look exactly like me, you know, very similar skin tone hair texture facial features, and they identify with Latino culture so what does that mean exactly.

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We have a beautifully written and vibrant dedication to summers in the Bronx from a native the Bronx is over. 50% Latino and over 50% of Latino people in new york city you live in the Bronx so the Bronx, as a borough and the whole uptown as a whole is

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part of the Latino experience. And again this platform is always on so we'll continue to create content throughout the year, with some really special projects in the works in the next few months so please keep a lookout for that.

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And it's also very important to me and the rest of the team to work with local Latino writers photographers and other creatives to ensure that the storytelling is truly authentic and from the community's perspective.

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So you'll see that when you go on the website as well so be sure to visit NYC. go. com slash the Latino experience.

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And in partnership with Warner Brothers we developed a really robust content package for the film. In the Heights, which of course was about the vibrant neighborhood of Washington Heights, the content included a guide to Latino culture in Washington Heights

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up we updated venues on all of the Washington Heights restaurants, bars and attractions. We had interviews with the cast and executive and creative teams behind the scenes of the film and so much more.

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Washington Heights is an amazing vibrant neighborhood in New York City, so please be sure to check out our partnership with In the Heights to learn more about that experience.

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Thank you so much and we'll I'll turn it over to john Marshall.

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Thanks Rondo.

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I always love hearing about the new content packages that we put up really in the last couple of months, we've really put together some amazing things that that make me remember my childhood in New York and my, my continued experiences in New York with

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the cultures here. But with that, we're going to turn it over to now Anna thereto. Director of government and Community Affairs that album salle de barrio, which is one of the most important institutions of Latino art in the US and an integral part of

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the New York City Art and community landscape, Anna.

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Hi Hello everyone, thank you john for that warm introduction and thank you to New York City and company for the amazing work that you're doing this enriching conversation and also the invitation to be able to talk to you today about animals so then back

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And so I hope that audiences will also come to visit and we'll sell battery oh I'm honored to talk about our institution today, and as john was mentioning, we are the nation's leading Latinx institution, and we'll sell that battery or translates to the

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museum of the neighborhood, and I'm honored to say that the museum was selected as one of one of the US is American cultural treasures by the Ford Foundation we were one of the 20 only 20 organizations nationwide to receive this designation, and we're

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proud to be among the oldest museums representing Latinos and Latin Americans in the visual arts in the US.

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We're located in the cradle of Puerto Rican culture in New York, East Harlem, right on 104th Street and Fifth Avenue. So we're an anchor of museum mile nestled in between our neighbor the Museum of the city of New York, and the future Africa center.

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So visitors to mo sale have a wealth of resources walking distance from the museum to visit in addition to him will say that about him.

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Founded in 1969 by Puerto Rican artists educators and activists, the early history of a Muslim body was deeply intertwined with civil rights era struggles over representation in mainstream institutions, and also organizing towards education that acknowledged

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the diverse cultural heritage of a city whose demographics were quickly changing at that time.

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As a result, and will sail was a response a solution, really to social conditions. The community was experiencing. And because of this unique founding, especially unique within the context of the museum sector and will still remains an anchor, not only

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for the East Harlem community and the Puerto Rican community, but also the larger Latino diaspora as Miguel was mentioning, we are a multi layered community in new york city that has really become its own kind of its own mixture it's a melting pot with

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different nationalities different immigration patterns, but it will still really remains the the art house that we built.

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And so I'll talk a little bit about our, our wonderful bathroom. It's the largest of its kind, and he's Harlem it seats almost 600 visitors, one of the oldest theaters of town built in 1922, and we've hosted jazz and Boogaloo legends local legends like

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Eddie Palmieri Joe baton don't equal on, and also contemporary acts like let's plan it was 11 do no matter macro sound system and La from Puerto Rico, or theater underwent an $8 million renovation in 2019 a top to bottom renovation.

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I'll also talk a little bit about our permanent collection it's one of the things that makes them wholesale truly special.

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It consists of 8000 pieces, and it's really a way to tell it's a way to do deep storytelling about the Latino community, the stories that are artists are telling his house in this beautiful way and almost sale, and I love hearing.

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Visitors say that they feel seen we've heard that in this conversation that they feel seen that the artwork has points of reference that they understand that really resonate deeply with them.

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And so I have a selection for my permanent collection we have political prints and graphics here. This one is by medical steam us but we also have pieces magnified to female or title artifacts we've heard how special it is the title artifacts in New York

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City, but the experience of seeing these title and pre Columbian artifacts in a Caribbean institution is truly special.

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We have found items that speak to the unique culture of these Harlem and Latinos communities here we have the ubiquitous beat out what cart. And we also have contemporary art installations that explore the complex and unique identities of the diaspora,

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as seen here by Nicholas to meet as services the flag and other other artists represented contemporary artists are but one was audio bubble colo and a final modeling user to tease it really is a hidden gem just a wealth of storytelling through the cultural

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production that happens in our, in our community.

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In addition to our collection we host an array of ways to engage our audiences, such as guided tours, including our popular around the block tour in which you walk with a teaching artist threes Harlem, and you learn about the history of the murals community

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community gardens bodegas, you're really exploring trademarks of Latino neighborhoods, whether you're in Sunset Park or South Bronx, these iconic iconic in the neighborhood so that around the block tour is extremely popular.

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We also host free public programs, such as panels, social nights streets festivals, we host the region's largest Three Kings Day Parade, and which hundreds thousands of spectators can march through East Harlem with our 13 foot tall puppets.

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And we also have a Dia de los Muertos day long program around central parts Harlem mere.

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Of course no trip to mo sale is complete without a visit to our galleries. And so, it almost there was no stranger to dynamic authentic educational experiences creating those experiences for the entire family.

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The work on displayed on will say it was purposeful, with the goal of amplifying the creativity and resilience of Latinos, celebrating our diversity.

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And you can see this through one of our promotions that we did actually for our current show which you'll learn more about now. This is Elaine Rodriguez.

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We had her piece up on the 42nd Street jumbotron in Times Square and it's all in the goal of having people visit these Harlem, visit Latino art, visit on will sail, and it's my pleasure.

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This piece is included in our DNA, which is my pleasure to introduce right now assembles bn Latina, 2021 is our first ever national survey of Latin x artists and instead of hearing from me about the show we have the delight of hearing directly from our

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three curators, we have a virtual tour for for you today and this show digs deep into the exploration of Latinx identity and the result is a multi faceted show representing a diversity of genders generations ethnicities races, and it's beautiful dynamic

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and soulful, so please enjoy the virtual tour of Ludhiana.

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Hello, my name is Rodrigo Maura, I'm the Chief Curator of Elmo Santa Barbara, and today I'm joined here by my co curator Suzanne attempting an album.

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The stumbles bn is the first of a new series of trying new exhibitions organized by almost sale, featuring 42 artists and art collective, whose work is presented here for the first time.

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This exhibition is inspired by institutions groundbreaking series The X Files, following two years of research and studio visits by the curatorial team stumbles bands expands upon this legacy and extends its scope to include the artists from throughout

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the United States and Puerto Rico.

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United States and Puerto Rico. The exhibition centres on an intersection will approach to the concept of Latinx the much contested term that departs from binary understandings of us Latino identity through the adoption of the gender neutral subsets.

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Having emerged in the mid 2000s from Queer Studies and communities. The term replaces previous iterations like Latino Latina Latin and person distancing itself from Bridget definitions to allow a nuanced more inclusive understanding of identity.

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Here Latin neck serves as a meeting point, rather than a singular definition as the artists participating in the show represent diverse generations genders ethnic and racial backgrounds and other multiplicity.

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As seen in the many works in the exhibition and embrace and centering of black indigenous and queer epistemologies will lead to a richer understanding and brought a representation of Latin next.

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The title is Thomas bn is adapted from a painting they can do to address the only artists in the show with a previous history with them sale at declaration of resistance, it is a phrase that simultaneously deflects and provokes conflating sarcastic and

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positive tones. The sound must be and also echoes the anthemic song by bad bunny yet, while connecting with the post hurricane Maria framework, the words hold broader applications particularly within the context of today, including the rise of totalitarian

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regimes and democracies in the Americas and beyond the ongoing Black Lives Matter movement and continue to exposure of systemic racism and society and its cultural institutions, and the devastating impact of coven 19 on by pop populations worldwide drawing

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from these positions and others it is that's also the apt title thesis and guiding principle of the inaugural lottery and we hope you enjoyed today's exhibition preview, and we look forward to welcoming you to visit, Elmo sale back to soon.

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Originally scheduled to coincide with the 2012 the US Census, and the presidential election system has been has been reimagined to respond and adapt to recent events expanded into a year long initiative.

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The show opened with a series of online projects in the summer in the fall of 2020, some of which are presented, also in new formats in Amazon's gallery spaces here at the entrance of the exhibition, we can find a number of this works, such as lasagna

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cruise, or be two hours of the American Dream conceived as a website that invited participants to share testimonies, as to when and how the American Dream died for them.

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San Diego based collective magpies poet exploration of race survey is a virtual platform that invited participants to complete an anonymous online survey that shift is standardized questions about race and ethnicity, some of the answers are presented

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in an infographic.

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He may scare the grass online archive combines photographic portraits can audio testimonies of their chosen family, giving a poetic and intimate perspective of a community also presented as photos in the exhibition, two videos were also presented as part

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of the online projects Basilica restaurants samosa demos documents their creative process performance in the streets of parenting someone. Why am I coming Chuck has the wall focuses on the former presidents campaign promise to build a wall on the border

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between Mexico and the United States.

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The first two galleries of Islam has been featured artists working in a variety of media, ranging from painting and sculpture to textile and video. These artists engage in spirit formulas art histories, introducing new perspectives and expanding upon

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a cannon that has long prioritized European narratives, your base artists Lucy a hero and God sorties both engage with the language of minimalism yet.

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Each introduce new visual codes into their practices, drawing on his experiences with his father or Jesus large scale floor piece Let there be light is composed the vernacular vinyl floor tiles and was specially commissioned for lottery and for her rack

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series yellow engages bodega culture, whose references to commodities are echoed and event my yard goes possibility and formed paintings that subvert Rocos FedEx, as well as Joey Morales pop art influence wristwatches still lives.

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Francis and Doris is video montage similarly questions established higher of us through a reminiscence on traditional foods.

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Traditions also influenced the practices of El Nido Jada and Eddie Aparicio who use such materials as rubber Colaba soap carbon paper and found glass and their interdisciplinary practices.

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Finally, although working in different media Manuela Gonzalez and Mr realistic and Sue Smolenski question the privileges of male hierarchies by creating works that spirit traditional artistic media and imagine, new femme narratives.

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Many of the works in this room deal with ideas of representation and place the work of episode of a site specific permission for this exhibition is an architectural intervention that harks back to her house or bars that adorn the windows of Puerto Rican

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homes on the island in the works of michelman Chaka Carlos might be in his Devon Jefferson grow on a Melinda's Simonetti Amina pls Vasquez and Vincent Valdez ideas of representation or express through the figure.

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And these along with Roberto Luongo Luis FLOTUS Dominique persona, Maria de spawn and Antonio comas presented the viewer works that embrace indigenous black and queer identities to popular culture, the vernacular in history.

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The paintings and Vincent Valdez explore the widespread lynching of people of Mexican descent, in Texas, between 1848 and 1928, the photographs are grow on a Melinda's look to her Dominican family to leave a narrative between those living on and off the

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island for Carlos materials performance video he becomes a living temporary monument to the bodies that historically and continue to be discriminated oppressed and excluded.

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This gallery features the work as soyabean by Candida Alvarez, a double sided painting from her air painting series. The work was created in the wake of Hurricane Maria and reflects her response to people who would ask her, she was doing her response

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to IBM is written in the blue Thought Bubble behind me, and is both elusive and emotion films and helped inspire the title for lottery and all other works in this gallery also reflect on personal ideas related to the family, the home and healing.

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For example, He may scare to gases portraits of their chosen career family show their family and friends at different sites throughout New York City Lima, and Miami Fontaine compels painterly architectural renderings of a New York City apartment building

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is a reflection on her own family's experience with gentrification nearby is an installation by one William Chavez, which reflects on his work as a social practice artists gardener and beekeeper making a comparison between the collective actions of the

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hive and protesters scenes of protests are also on view infancy leave crayons fanciful so most, most video next door we see two works that reflect on institutional critique.

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Justin favelas mural scale rendering of Carlos marry those Popemobile fills the gallery and draws from Elmo sales on collection holdings. We also see a retrospective exhibition of the 17 year history of the Museum of pocketknife culturally we have ideologies

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that place value on certain things as opposed to others, and in some cases completely erasing them. The works of actor Garcia Newton Smith, Elaine Rodriguez, Maria Jose, and San Diego Rodrigues speak of the power of ambiguity and healing, while highlighting

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different epistemologies of knowledge. The artist shared desire to contest repressive orders and to speculate on new forms and aesthetics, developing new vocabulary through a reworking of historical configurations.

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The work of extra Garcia synthesizes his interest in queer culture through craft traditions that are strongly rooted in Mexico, creating hybrid forms that resist classification, Elaine Rodriguez is photographs objects and performances, look to Afro Socratic

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religions of the Caribbean, as a way to transcend difference and elevate the collective community, Sandy Rodriguez a series titled Codex Rodriguez Mondragon draws on the tradition of the Codex, a type of ancient manuscript, created in the pre and post

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Colombian errors, to examine the intersection of history, color, medicine, and culture.

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And then this gallery, we finish our walkthrough of stumbles being led three are now 2021 with works by because Patrick Martinez and Carolyn like I said, this works, I application of places they speak of urban landscapes social landscapes and the world

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we all live in.

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It's my pleasure now to introduce christian right here, and we'll say was lucky to have Christian as our public programs manager, and he's also a cultural producer of a party called Rosie Perez and associated.

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Thank you, Anna.

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Anna mentioned my name is Christian mark here, I am the public program manager Adam sale. In addition to doing a number of things in particular I think what I'm most well known for his party called Rosie Perez will give you a little bit of background

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on the party and sort of why why we started it so about five, it went on for five years. It started as a response, we felt the need to address.

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There was a time about five years ago, before that there was this idea of sort of broadening the, the Latino market of Latino music Latino culture to include other individuals and what have you.

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And the way this was happening we felt was they were actually getting people from outside of the community to represent the sounds and the music and the culture of the black, Latino experience of Latino diaspora, and particularly with the weather sort

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of stood out to us was.

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There was a 50 year anniversary of an iconic label that was held at some stage, maybe six years ago that we all attend day we were all excited to be there, and we were just confused by what was going on right so you have his label that's represents the

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Latino community, and there was really no Latino representation on stage.

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You were hearing comments in the audience from the elders from younger people. And we decided to address that right so at the time, I was doing a party called uptown in the heights.

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Laila, who's one of the other DJ was doing our party coffee ganda which is more centered on the African diaspora the rhythms from different island to countries, and as Seuss was a primarily a hip hop DJ and I felt like the three of us really represented

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the diversity of sound and Culture The represents the lucky enough to be in New York City. So we came together and we started a party called Rosie Perez, and you know we've been doing it now for five years we've done it throughout the city.

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Our primary home pre Kobe was in that side, located in a venue called Come on everybody which is actually owned by a Puerto Rican.

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Like I said, we've done it everywhere. We've gone beyond New York City we've done Sundance twice we've done Puerto Rico.

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Done Miami and beyond. But I think what was really important for us is to also to, you know, where we stand all those are the popular very popular party right now.

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It's also aligning yourself to a long tradition of, you know, the contributions of Latinos in nightlife in New York City, particular, you know, going back to the jazz era, you know, the influence of the Cuban migration had and that that sound right.

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Going into mom over 50 years of me look at the Palladium and all that did going into disco going into hip hop, you know, and now I think the Latino community has been at the forefront of what in New York City right right right and the UFC nightlife realistically

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is something that has brought the world you know as one of the reasons people come here in the daytime is great you get to experience, you know all the other beautiful thing but at night.

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It's really when New York comes alive right and it's greatly been at the Latinos had been there from from the jump, you look at, like I said, going back to the 30s.

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Up until now, so you know this party although it's contemporary party we try to we align ourselves with that history we what we want to make sure that you know we're not letting down our, our responsibility right you see in the photos there this is from

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some previous parties that we've held inside of what we play we you know I think we represent all that sound all that culture as as people of the Diaspora of people who live here I'm Puerto Rican about going to Puerto Rico.

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I want to make sure that I represent that in everything I do, lay those Dominican and Susan, what are we going as well. So you're hearing everything being sassy hearing that anger dp go you're hitting, you're hitting hip hop, you know, jazz, all these

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Follow your hitting hip hop, you know, jazz, all these things that we all grew up listening to, in our household and in our lives, we bring to our party so you're going to hear a diversity sound, which I think is unique to New York City right I think

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that's something that we want to make sure that we include.

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Here's some highlights that they're showing. I'm gonna cut it short, just so we can have time to educate you have any questions.

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I rather I rather hear from the audience and continue talking at this point.

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That's okay. And are you.

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was gonna say that that's great actually I with the time we have left we have about four minutes actually invite everybody to come back on and and turn on their cameras and to the audience. If you have any questions for any of our panelists any of our speakers today. This is your opportunity to ask the questions you have

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is your opportunity to ask the questions you have some really great top notch professionals experts in their industries. So you have any questions at all about things that we talked about today please ask them now.

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Okay, I think, I think, as we like to say here you guys answered all the questions before anybody could ask them so great job to everybody on our panel, and and for everyone who participated today, you all had a great webinar today it was great to kind

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of sit back and watch and learn a little bit. So really appreciative to everybody for that and just want to say thank you to everybody in the audience for attending.

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Here we have some resources on this Thank you slide, obviously you can you can view this webinar and other embracing webinars on are embracing diversity page and also check out those content hubs that Rondo talked about earlier, the black experience in

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the Latino experience. It's also a great time we're running a travel sweepstakes you can run a, you can win a trip to New York City by building your own itinerary on our website.