

NYC™ Latin Media
& Entertainment
Commission

Latin Media &
Entertainment Week

Official Program, October 4-10, 2010



A celebration. A destination.
And where new ventures forge.

Commissioners

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THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

October 4, 2010

Dear Friends:

It is a great pleasure to join the New York City Latin Media and Entertainment Commission in celebrating the first Latin Media and Entertainment Week, October 4-10.

New York's preeminence as an international media and entertainment capital is not a recent development. Throughout our history, we've attracted and kept the best and brightest from around the world, and our City continues to hold boundless potential for hard-working people of all backgrounds, including the nearly one-third of New Yorkers proudly claiming Latino heritage. Especially during these challenging times, the exchange of ideas and information is vital to the well-being of individuals and businesses alike, and that's why we're pleased to lend our support to all those participating in this year's festivities.

Latin Media and Entertainment Week presents a wonderful opportunity for entrepreneurs and industry leaders to come together and discuss the latest developments in their respective fields, and strengthen New York City's position as a global capital of Latino art, culture, and commerce. Please accept my best wishes for an enjoyable week and continued success.

Sincerely,

Michael R. Bloomberg
Mayor

About the LMEW



The Latin Media and Entertainment Week (LMEW) is a project conceived by the Latin Media and Entertainment Commission, whose mission is to make New York a leading hub for Latin Media and Entertainment. The Commission works closely with industry leaders in the Latin media, entertainment, technology, Hispanic advertising, marketing, and public relations communities. With media companies such as Univision, Telemundo, Vme Media, HITN, People en Español, Univision Radio, Spanish Broadcasting System, and El Diario based in New York, the Latin media and entertainment sectors are stronger than ever.

The 40-member Commission created the LMEW to present a week of Latin events that showcase the range of talent and the diversity in Latin culture. The week allows for entrepreneurs to mingle, network, develop new ventures, and make New York a destination and center for Latin media and entertainment.

LMEW captures the heart, essence, and diversity of Latin New York and provides opportunities for people to come together and explore new ventures. In the coming years, the Latino market is poised to have a more profound influence and effect in our City's and our nation's economies. With a growing population, stronger buying power, and a better educated workforce, Latino New Yorkers will continue to shape the future of the City and enhance its diverse cultural life.

About the LMEC



The Latin Media and Entertainment Commission (LMEC) was created by Mayor Michael R. Bloomberg in October 2003, to make New York a strong and vital worldwide Latin media and entertainment center.

Through strategic initiatives and plans, the LMEC is working to accomplish the following.

- Develop strategic plans to retain, recruit, and expand Latin media and entertainment productions, businesses, and jobs in New York City
- Attract and host high-profile Latin entertainment productions and events and to support and create New York based events.
- Partner with business and professional associations and educational institutions to contribute to the development of the media and entertainment workforce.

The LMEC is made up of 40 leaders from the Latin and mainstream media industry, community leaders from the nonprofit and cultural sectors, and leading executives from the financial, advertising, publishing, new media, and real estate sectors; the heads of seven City agencies, under the direction of the Deputy Mayor for Economic Development, serve on the commission as *ex officio* members.

Sponsors

Thanks to our sponsors and media supporters, we celebrate the first-ever Latin Media and Entertainment Week in New York.

Together, let's make New York the capital of Latin media and entertainment and a worldwide destination.

TITLE SPONSORS

Time Warner



MEDIA SUPPORTERS



OTHER SUPPORTERS

Web Photos Courtesy of Michael J. Palma, Carlos Manzano and DoITT.

Latin Media and Entertainment Week is supported in part by the Mayor's Fund to Advance New York City. The Mayor's Fund is a not-for-profit organization established to strengthen public programs with private sector support from individuals, corporations, and foundations. As a 501(c)(3) public charity, donations to the Mayor's Fund are tax-deductible to the extent permitted by law.

MONDAY, OCTOBER 4

CEOs Summit Conference

Time: 8 a.m. - 6 p.m.
Location: Time Warner One Time Warner Center entrance on 58th Street (between 8th & 9th Avenues)
Organization: LatinVision/LMEC-IAB

Groana Melendez: Family Work Series

Time: 10 a.m. - 6 p.m.
Location: Aguilar Library/NYPL 174 East 110th Street New York, NY 10029
Organization: En Foco

Mexico + Afuera: Contemporary Mexican and Mexican-American Voices

Time: 10 a.m. - 6 p.m.
Location: Aperture Gallery 547 West 27th Street New York, NY 10001
Organization: En Foco

El insólito caso de Mis' Piña Colada

(The Preposterous Case of Miss Piña Colada)
Time: 11 a.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

Solavaya

Time: 7 p.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

TUESDAY, OCTOBER 5

El Escaparate A Storefront Art Show by Latinos Uptown

Time: 10 a.m. - 6 p.m.
Location: 3855 Broadway (at 161st Street)
Organization: Northern Manhattan Arts Alliance and Vantage Residential

Mexico + Afuera: Contemporary Mexican and Mexican-American Voices

Time: 10 a.m. - 6 p.m.
Location: Aperture Gallery 547 West 27th Street New York, NY 10001
Organization: En Foco

El insólito caso de Mis' Piña Colada

(The Preposterous Case of Miss Piña Colada)
Time: 11 a.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

Groana Melendez: Family Work Series

Time: 11 a.m. - 7 p.m.
Location: Aguilar Library/NYPL 174 East 110th Street New York, NY 10029
Organization: En Foco

Special General Audience Performance Way to Heaven

Time: 7 p.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

WEDNESDAY, OCTOBER 6

El Escaparate A Storefront Art Show by Latinos Uptown

Time: 10 a.m. - 6 p.m.
Location: 3855 Broadway (at 161st Street)
Organization: Northern Manhattan Arts Alliance and Vantage Residential

Groana Melendez: Family Work Series

Time: 10 a.m. - 6 p.m.
Location: Aguilar Library/NYPL 174 East 110th Street New York, NY 10029
Organization: En Foco

Mexico + Afuera: Contemporary Mexican and Mexican-American Voices

Time: 10 a.m. - 6 p.m.
Location: Aperture Gallery 547 West 27th Street New York, NY 10001
Organization: En Foco

LIBROFORUM: Ventanas de Manhattan por Antonio Muñoz Molina

Time: 11 a.m. - 1 p.m.
Location: El Café 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Nueva York Exhibition

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Voces y Visiones: Four Decades Through El Museo del Barrio's Permanent Collection

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Joe Kutcher a - Latino Link: Building brands online with Hispanic communities and content- featuring case studies from Best Buy, BabyCenter and American Family Insurance

Time: 12 p.m. - 2 p.m.
Location: IAB Offices 116 East 27th Street, 7th Floor, New York NY
Organization: IAB Multicultural Council

Celebrating Our Heritage, Our Music! ¡Celebrando Nuestra Herencia, Nuestra Música!

Time: 6 p.m. - 8 p.m.
Location: The Recording Academy New York Chapter

11 West 42nd Street, 27th Floor New York NY

Organization: The Recording Academy

NUEVO CINE: Antonia Pantoja: ¡Presente!

Time: 6:30 p.m. - 8:30 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Special General Audience Performance Way to Heaven

Time: 7 p.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

THURSDAY, OCTOBER 7

El Escaparate A Storefront Art Show by Latinos Uptown

Time: 10 a.m. - 6 p.m.
Location: 3855 Broadway (at 161st Street)
Organization: Northern Manhattan Arts Alliance and Vantage Residential

Mexico + Afuera: Contemporary Mexican and Mexican-American Voices

Time: 10 a.m. - 6 p.m.
Location: Aperture Gallery 547 West 27th Street New York, NY 10001
Organization: En Foco

Groana Melendez: Family Work Series

Time: 11 a.m. - 7 p.m.
Location: Aguilar Library/NYPL 174 East 110th Street New York, NY 10029
Organization: En Foco

Nueva York Exhibition

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Voces y Visiones: Four Decades Through El Museo del Barrio's Permanent Collection

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Loisaida & Teatro Circolo Hispanic Art Exhibition

Time: 5 p.m. - 8 p.m.
Location: Teatro Circolo 64 East 4th Street New York, NY
Organization: Loisaida, Inc. and Teatro Circolo

CortoCircuito Latino Short Film Festival of New York

Time: 7 p.m.
Location: King Juan Carlos I of Spain Center 53 Washington Square South, NYC
Organization: NYU's King Juan Carlos I of Spain Center & Diana Vargas

El gato con botas

Time: 7 p.m.
Location: The New Victory Theater 209 West 42nd Street, NYC
Organization: The New Victory Theater presents in partnership with TeatroStageFest - Latino International Theater Festival of New York, Inc.

Special General Audience Performance Way to Heaven

Time: 7 p.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

The Latin Rock Conference Finale

Time: 7 p.m.
Location: Club Amnesia 609 West, 29th Street, NY 10001
Organization: Soneros Entertainment

The Return of Christopher Columbus

Time: 7 p.m.
Location: New York Public Library 5th Avenue & 42nd Street
Organization: The Spain Consulate of New York and The New York Public Library

Sabrina y Lucrecia Performance

Time: 8 p.m.
Location: Teatro Circolo 64 East 4th Street New York, NY
Organization: Loisaida, Inc. and Teatro Circolo

Sizzling Salsa

Time: 9 p.m. - 3 p.m.
Location: Club Cache 221 West 46th Street, between 7th & 8th Aves New York, NY
Organization: Mambo Fateegz

FRIDAY, OCTOBER 8

El Escaparate A Storefront Art Show by Latinos Uptown

Time: 10 a.m. - 6 p.m.
Location: 3855 Broadway (at 161st Street)
Organization: Northern Manhattan Arts Alliance and Vantage Residential

Mexico + Afuera: Contemporary Mexican and Mexican-American Voices

Time: 10 a.m. - 6 p.m.
Location: Aperture Gallery 547 West 27th Street New York, NY 10001
Organization: En Foco

El insólito caso de Mis' Piña Colada

(The Preposterous Case of Miss Piña Colada)
Time: 11 a.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

Nueva York Exhibition

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Voces y Visiones: Four Decades Through El Museo del Barrio's Permanent Collection

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Groana Melendez: Family Work Series

Time: 12 p.m. - 5 p.m.
Location: Aguilar Library/NYPL 174 East 110th Street New York, NY 10029
Organization: En Foco

Loisaida & Teatro Circolo Hispanic Art Exhibition

Time: 5 p.m. - 8 p.m.
Location: Teatro Circolo 64 East 4th Street New York, NY
Organization: Loisaida, Inc. and Teatro Circolo

Circo Hermanos Vázquez

Time: 6 p.m.
Location: 725 Exterior Street, Between 145th and 150th, Bronx, NY
Organization: Circo Hermanos Vázquez

"NEW TANGO VISION", Binelli-Ferman Duo

Time: 6:30 p.m.
Location: Leonard Nimoy Thalia at Symphony Space Broadway and 95th Street
Organization: Pamar Concert Series

CortoCircuito Latino Short Film Festival of New York

Time: 7 p.m.
Location: King Juan Carlos I of Spain Center 53 Washington Square South, NYC
Organization: NYU's King Juan Carlos I of Spain Center & Diana Vargas

Afro-Peruvian Superstar Eva Ayllon

Time: 8 p.m.
Location: Town Hall 123 West 43rd Street, New York, NY
Organization: World Music Institute

César Reyes, Piano Recital, Mexico 2010 Celebration

Time: 8 p.m.
Location: Weill Recital Hall at Carnegie Hall 154 West 57th Street
Organization: The Latin American Piano and Song Festival, The Mexican Cultural Institute

El insólito caso de Mis' Piña Colada

(The Preposterous Case of Miss Piña Colada)
Time: 8 p.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

Sabrina y Lucrecia Performance

Time: 8 p.m.
Location: Teatro Circolo 64 East 4th Street New York, NY
Organization: Loisaida, Inc. and Teatro Circolo

Circo Hermanos Vázquez

Time: 9 p.m.
Location: 725 Exterior Street, Between 145th and 150th, Bronx, NY
Organization: Circo Hermanos Vázquez

SATURDAY, OCTOBER 9

El Escaparate A Storefront Art Show by Latinos Uptown

Time: 10 a.m. - 6 p.m.
Location: 3855 Broadway (at 161st Street)
Organization: Northern Manhattan Arts Alliance and Vantage Residential

Groana Melendez: Family Work Series

Location: Aguilar Library/NYPL 174 East 110th Street New York, NY 10029
Organization: En Foco

Mexico + Afuera: Contemporary Mexican and Mexican-American Voices

Time: 10 a.m. - 6 p.m.
Location: Aperture Gallery 547 West 27th Street New York, NY 10001
Organization: En Foco

New Children/New York

Time: 11 a.m.
Location: Quad Cinema 34 West 13th Street
Organization: Havana Film Festival New York

Nueva York Exhibition

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Voces y Visiones: Four Decades Through El Museo del Barrio's Permanent Collection

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Arturo O'Farrill and Company: Latin Jazz

Time: 2 p.m.
Location: Museum of the City of New York 1220 Fifth Avenue
Organization: Museum of the City of New York

Circo Hermanos Vázquez

Time: 2 p.m.
Location: 725 Exterior Street, Between 145th and 150th, Bronx, NY
Organization: Circo Hermanos Vázquez

CortoCircuito Latino Short Film Festival of New York

Time: 3 p.m.
Location: King Juan Carlos I of Spain Center 53 Washington Square South, NYC
Organization: NYU's King Juan Carlos I of Spain Center & Diana Vargas

Panel Discussion. VOCES: Arriba el Sur, Art in Argentina from Buenos Aires to Tierra del Fuego

Time: 4 p.m. - 6 p.m.
Location: El Café 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Circo Hermanos Vázquez

Time: 5 p.m.
Location: 725 Exterior Street, Between 145th and 150th, Bronx, NY
Organization: Circo Hermanos Vázquez

CortoCircuito Latino Short Film Festival of New York

Time: 5 p.m.
Location: King Juan Carlos I of Spain Center 53 Washington Square South, NYC
Organization: NYU's King Juan Carlos I of Spain Center & Diana Vargas

Loisaida & Teatro Circolo Hispanic Art Exhibition

Time: 5 p.m. - 8 p.m.
Location: Teatro Circolo 64 East 4th Street New York, NY
Organization: Loisaida, Inc. and Teatro Circolo

CortoCircuito Latino Short Film Festival of New York

Time: 7 p.m.
Location: King Juan Carlos I of Spain Center 53 Washington Square South, NYC
Organization: NYU's King Juan Carlos I of Spain Center & Diana Vargas

El gato con botas

Time: 7 p.m.
Location: The New Victory Theater 209 West 42nd Street, NYC
Organization: The New Victory Theater presents in partnership with TeatroStageFest - Latino International Theater Festival of New York, Inc.

Circo Hermanos Vázquez

Time: 8 p.m.
Location: 725 Exterior Street, Between 145th and 150th, Bronx, NY
Organization: Circo Hermanos Vázquez

Sabrina y Lucrecia Performance

Time: 8 p.m.
Location: Teatro Circolo 64 East 4th Street New York, NY
Organization: Loisaida, Inc. and Teatro Circolo

Special General Audience Performance Way to Heaven

Time: 8 p.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

SUNDAY, OCTOBER 10

El Escaparate A Storefront Art Show by Latinos Uptown

Time: 10 a.m. - 6 p.m.
Location: 3855 Broadway (at 161st Street)
Organization: Northern Manhattan Arts Alliance and Vantage Residential

Mexico + Afuera: Contemporary Mexican and Mexican-American Voices

Time: 10 a.m. - 6 p.m.
Location: Aperture Gallery 547 West 27th Street New York, NY 10001
Organization: En Foco

Memories of Overdevelopment

Time: 10:30 a.m.
Location: Quad Cinema 34 West 13th Street
Organization: Havana Film Festival New York

Nueva York Exhibition

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Voces y Visiones: Four Decades Through El Museo del Barrio's Permanent Collection

Time: 11 a.m. - 6 p.m.
Location: El Museo del Barrio 1230 Fifth Avenue at 104th Street
Organization: El Museo del Barrio

Hispanic Day Parade

Time: 12 p.m. - 6 p.m.
Location: 5th Avenue (Starts on 44th Street)
Organization: Galos Corporation

Circo Hermanos Vázquez

Time: 2p.m.
Location: 725 Exterior Street, Between 145th and 150th, Bronx, NY
Organization: Circo Hermanos Vázquez

El insólito caso de Mis' Piña Colada

(The Preposterous Case of Miss Piña Colada)
Time: 2:30 p.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

Circo Hermanos Vázquez

Time: 5 p.m.
Location: 725 Exterior Street, Between 145th and 150th, Bronx, NY
Organization: Circo Hermanos Vázquez

Special General Audience Performance Way to Heaven

Time: 6:30 p.m.
Location: Repertorio Español 138 East 27th Street, New York, NY 10016
Organization: Repertorio Español

Circo Hermanos Vázquez

Time: 8 p.m.
Location: 725 Exterior Street, Between 145th and 150th, Bronx, NY
Organization: Circo Hermanos Vázquez

For detailed information on each event, visit

www.nyc.gov

and search for LMEW



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