The John F. Kennedy Center for the Performing Arts celebrates

HISPANIC HERITAGE MONTH
with a series of events including

Kennedy Center Family Day: Con Las Puertas Abiertas

Art Installation: Con Los Brazos Abiertos—Embracing Mexico
by Mexican visual artist SANER

JFKC Premiere of ¡Viva César, Viva Kennedy!
featuring Dan Guerrero, Eugenia León, and La Marisoul y La Santa Cecilia

(WASHINGTON)—The Kennedy Center announced today a series of programs honoring Hispanic Heritage Month, a national celebration that is observed annually from September 15 to October 15. The events will kick off on Saturday, October 1, 2016 with a free Family Day, Con Las Puertas Abiertas (With Open Doors), and the unveiling of a Kennedy Center co-commissioned installation by Mexican graffiti artist, SANER. The celebration’s highlight will take place on Thursday, October 13, 2016 with ¡Viva César, Viva Kennedy!, a multi-disciplinary program that explores the connections in the fight for justice and civil rights by Mexican-American labor leader and social activist, César Chávez, and the 35th President of the United States, John F. Kennedy. The ticketed event features theater, music, historic visuals, and an enlightening conversation with those who knew and worked with Chávez.

Con Las Puertas Abiertas opens the Center’s doors for families and children from Washington and beyond to learn more about Latin-American culture and revel in its contributions to our society. The Family Day activities will be held throughout the Terrace Level, with hands-on activities and crafts such as coloring, face painting, instrument building, interactive art, poetry, and games. Over the course of the day, the Terrace Gallery will house a myriad of local artists and groups who will offer performances and dance lessons to visitors.
of all ages. In a symbolic act, as part of the JFKC Centennial Celebration of John F. Kennedy, the Center invites Family Day attendees and all members of the D.C. community to participate in THE BIG HUG “Un Fuerte Abrazo” of the building. Batalá Washington will lead the crowd in a musical parade surrounding the outside of the Terrace level and joining hands in a gesture of friendship and unity, and a celebration of the diversity in our communities.

The upcoming Family Day will also launch a special art installation in the Hall of States, Con Los Brazos Abiertos–Embracing Mexico, by Mexican graffiti artist SANER. The exhibit celebrates approximately 20 important figures in Mexican culture through SANER’s style, showcasing some of his signature visual elements which include vibrant colors and masks. SANER’s artwork for this celebration is a Kennedy Center co-commission with support from the Mexican Cultural Institute of the Embassy of Mexico.

As the core event of this Hispanic Heritage Month celebration, ¡Viva César, Viva Kennedy! will convene celebrated artists and iconic special guests for a one-of-a-kind evening of performance and spirited conversation. The program is centered on the topics of civil rights and social justice, and how these intersect between the work and ideals of two pivotal figures in history of the United States: César Chávez and John F. Kennedy. To explore these connections, a group of guests will engage in personal and revealing conversations about their roles and interactions with these influencers— Chávez, the front-man of a workers’ movement who became an inspiration for an entire community; Kennedy, the beloved leader of a powerful nation. Dan Guerrero, who worked with Chávez to produce events for the United Farm Workers Union (UFW), will serve as moderator of this distinguished gathering of guests who are coming together for the first time. Speakers include illustrator, painter, and sculptor Andy Zermeño; artist and muralist Barbara Carrasco; community organizer, social justice activist and co-founder of the Farm Workers Association with Chávez, Dolores Huerta; international health care luminary and daughter of the United States’ first Hispanic ambassador Dr. Cynthia Telles; El Teatro Campesino founder and artistic director Luis Valdez; and Paul F. Chávez, son of César Chávez and President of the César Chávez Foundation.

The program also will feature performances by: actors/musicians from El Teatro Campesino, who will recreate scenes from Las Dos Caras del Patroncito (an adaptation by Valdez)— first performed in the fields to introduce farm workers to the fledging UFW; international superstar singer and Mexican cultural ambassador, Eugenia León; and the
Grammy®-winning Mexican-American band, La Marisoul y La Santa Cecilia, which creatively fuses diverse musical genres including cumbia, bossa nova, and boleros.

A listing of Hispanic Heritage Month events follows:

**Kennedy Center Family Day: Con Las Puertas Abiertas (With Open Doors)**
Saturday, October 1, 2016 at 10:30 a.m.–4 p.m.
Throughout the Terrace Level
Free

Families are invited to enjoy a fun-filled day of free performances, live demonstrations, and hands-on activities inspired by Latino culture. Events for youth of all ages will include music and dance performances by local Latino artists, open dance classes, instrument demonstrations, coloring, musical instrument-making, face painting, poetry writing, and interactive games and murals.

Children are encouraged to attend in their native/traditional dress.

**States Gallery**

Families will be greeted and welcomed with a fun photo opp. Attendees will be encouraged to check strollers and large items at a complimentary check area. Additionally, there will be a counter with Latin-inspired snacks and beverages available for purchase.

**Atrium**

The Atrium will feature stations for arts and crafts, including coloring, face painting, and instrument building. Additionally, there will be a station with bilingual (Spanish and English) youth poetry by Puerto Rican author Edwin Fontânez, and a create-your-own poetry book with samples, illustrations, and writing prompts to help children write their own poems.

**Atrium Foyer North**

The Atrium Foyer North will have tables with a variety of instruments from Latin-American countries for kids to try. In addition, musicians from Mariachi Los Amigos, Comunidad Cultural SurAndes, and Batalá Washington will offer musical demonstrations at scheduled times between 11:30 a.m. and 2:30 p.m.

**Atrium Foyer South**

The Atrium Foyer South will feature two large murals that will serve as interactive art walls. Children will be able to fill the murals with color by attaching mini-paper flowers to one of the murals and on the second, chalk will be used to fill in the 12’ long illustration.
Nations Gallery

The Nations Gallery will feature several activities including: soccer goals and foosball tables; live painting demonstrations by Colombian artist Juan Cabas; and a photo opp.

Terrace Gallery

The Terrace Gallery space will be the venue for ongoing performances and open dance classes from 11 a.m.-4 p.m. Featured groups include Mariachi Los Amigos, Comunidad Cultural SurAndes, the After School Dance Fund, Batalá Washington, and 123 Andrés.

Spanish Language Tours

The Friends of the Kennedy Center will offer two Spanish language tours of the Kennedy Center at 11 a.m. and 3 p.m. Groups will depart from the tour desk on A Level.

Con Los Brazos Abiertos–Embracing Mexico
Installation by Mexican Graffiti Artist, SANER
Saturday, October 1–Thursday, October 20, 2016
Hall of States
Free

The Kennedy Center, with the support of the Mexican Cultural Institute of the Embassy of Mexico, co-commissioned this installation by Mexican graffiti artist Saner. Saner’s installation features approximately 20 Mexican artists and icons—such as Frida Kahlo, Diego Rivera, and Octavio Paz—celebrating the significant contributions that they made to arts and culture.

Edgar “SANER” Flores is a contemporary artist, painter, illustrator, and graphic designer. He was born in Mexico City in 1981. From an early age, he was interested in drawing and caricature, developing his first strokes at the age of three and transitioning into graffiti art as a teenager. He graduated with a Bachelor of Graphic Design from the National Autonomous University of Mexico, FES Acatlán. As a child he grew up in the State of Mexico and vacationed surrounded by his mother’s family in the city of Matias Romero Oaxaca. It was then that developed an interest in Mexican culture and tradition, especially in masks. He later fully engaged in the graphic arts, developing initially with graffiti and specializing in mural painting and easel painting. Masks are the main element in his work, influenced by the Mexican folklore with characters and animals such as jaguars and coyotes, gods, and skulls. These make reference to the emotions that represent each character, showing its true face and reflecting the mysticism of Mexican culture. Saner’s work has been featured in galleries in Mexico, the United States, London, Berlin, and Barcelona.
¡Viva César, Viva Kennedy!
Thursday, October 13, 2016 at 8 p.m.
Eisenhower Theater
Tickets $15-$49

The intersection of the work and ideals of César Chávez and John F. Kennedy in the fight for civil rights and social justice are explored in this eclectic evening of theater, music, and visual projections. The event will include an enlightening conversation with distinguished members of the Chicano community who knew and worked with Chávez, as well as performances by a troupe of actors/musicians from El Teatro Campesino, legendary Mexican singer Eugenia León, and Grammy®-winning Mexican-American band La Marisoul y La Santa Cecilia.

Dan Guerrero (moderator and host) is a television and live event producer who has directed and staged multiple performances at the Kennedy Center. He is also an activist/educator and was recently appointed a 2015 UC Regents’ Lecturer at both the UCLA César E. Chávez Department of Chicana/o Studies and the LGBT Departments. He is the son of National Medal of Arts recipient, Lalo Guerrero, who is widely recognized as the “father of Chicano music.” The elder Guerrero knew Chávez before the founding of the UFW and wrote and recorded El Corrido de Delano, bringing the UFW to a national audience for the first time in the early 1960s. Thirty years later, the young Guerrero worked with Chávez to produce special events for the UFW, including a historic evening at the Directors Guild of America to introduce Chávez and his message to the Hollywood community.

Dolores Huerta (speaker) co-founded the Farm Workers Association with Chávez in 1962. It became the National Farm Workers Association in 1965 with Chávez as President and Huerta as Vice-President. An iconic figure in Mexican-American history, Huerta continued to work with the union after the sudden death of Chávez in 1993 and has remained a close advisor to Arturo Rodríguez, who became President after Chávez’s passing. Huerta was a key player in the Voters Register Drive for Latinos during the John F. Kennedy election campaign. The energetic and still vital 85 year-old Huerta continues her fight for civil rights and social justice through the Dolores Huerta Foundation, which was established in 2002 with the $100,000 prize monies from the Puffin/Nation Creative Citizenship award.

Cynthia Telles, Ph.D. (speaker) has enjoyed a long and distinguished career, and is currently serving on the White House Commission on Presidential Scholars appointed by President Obama in 2010. Telles has been on the faculty of the UCLA School of Medicine Department of Psychiatry since 1986 and has served on corporate boards, as well as governmental commissions and boards of civic/philanthropic organizations. She is the daughter of Raymond Telles, who was the first Latino to serve as Mayor of a major city in the United States when elected in El Paso in 1957. He later served as Ambassador to Costa Rica fulfilling a campaign promise John F. Kennedy made to Hispanic voters to appoint a Hispanic, making Telles the nation’s first Hispanic Ambassador.

Barbara Carrasco (speaker) heard César Chávez speak at UCLA when she was 19 years-old and immediately volunteered her talents to his movement. Over the next 15 years, Carrasco worked closely with Chávez to create monumental banners and posters for the UFW. As a visual artist, Carrasco is considered a “renegade feminist” whose work critiques dominant
cultural stereotypes involving socioeconomics, race, and gender. She continues her activism as a founding member of the Dolores Huerta Foundation.

**Andy Zermeño** (speaker) is the graphic artist that created art for the UFW movement from 1962–1970, including the iconic eagle symbol. His artwork and cartoons were on posters, calendars, flyers, and often on the cover of the UFW newspaper, *El Malcriado*. Zermeño was hand-picked by Chávez to create *Don Sotaco*, the wily, resourceful, self-deprecating, and sometimes bumbling farm worker character who represented the views of the striking farm workers. Forty years later, in 2010, the artist self-published a book of 282 ink drawings and short stories illustrating the early history of the farm worker movement.

**Luis Valdez** (speaker) is a playwright and director who is considered a pioneer in the Chicano movement. He founded El Teatro Campesino (the Farm Workers Theater) in 1965 to serve as the cultural wing of the UFW in California’s central valley. With a pointed political mission, ETC performed *actos* (short skits) on flatbed trucks in the fields, often in improvisational style, to get the UFW message and mission across to many that could neither read nor write. In a few years, ETC gained national and international reputation. Valdez is today considered the “father of modern Chicano theater” and is best-known for his play, *Zoot Suit*, and his film, *La Bamba*.

**Paul Chávez** (speaker) was a personal assistant to his father, César Chávez, and a union organizer and negotiator. He managed the UFW’s direct marketing operation and was the union’s lobbyist in Sacramento, California and Washington, D.C. Since 1991, he has led the César Chávez Foundation, impacting the lives of farm workers, Latinos, and working families across the Southwest. Under his leadership, the Foundation’s affordable housing portfolio has grown to serve 42 communities with nearly 5,000 units of high-quality, amenity-intensive housing and offering extensive social services for low-income working families and seniors.

Over the course of her illustrious career spanning more than three decades, **Eugenia León** has become a Mexican cultural icon. She has produced nearly 30 original studio albums and has toured in such countries as France, Japan, Spain, Germany, Brazil, Morocco, Egypt, China, and the United States. In 2003, she debuted as the presenter of the popular television program *Acústico* in Mexico City, conducting interviews and performing duets with Ibero-American music celebrities such as Daniela Romo, José Feliciano, Susana Zabaleta, La Sonora Santanera, Chavela Vargas, and Amaury Pérez, among many others.

**La Marisoul y La Santa Cecelia** is a Grammy®-winning musical group that performs a hybrid of Latino culture, rock, and world music. Their stirring bilingual version of the Beatle’s *Strawberry Fields Forever* is performed with a twist that pays homage to those that work in the fields picking the strawberries. They dedicated their Grammy® win to the approximately 11 million undocumented immigrants currently living in the United States.
TICKET INFORMATION

Tickets to ¡Viva César, Viva Kennedy! on Thursday, October 13, 2016 at 8 p.m. in the Eisenhower Theater start at $15 and are currently on sale. Tickets are available for purchase at the Kennedy Center Box Office, by calling InstantCharge at (202) 467-4600, or through the Kennedy Center website at www.kennedy-center.org. For all other ticket-related customer service inquiries, call the Advance Sales Box Office at 202-416-8540.

All Family Day activities are free and open to the public.

FUNDING CREDITS

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