

UC SANTA BARBARA

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[Andrea Estrada](#)

Sounds Latino! Exhibition at UCSB Accessible Via Telephone

An innovative exhibition that traces the genesis and evolution of Chicano and Latino music over the past 70 years is currently on view at the University of California, Santa Barbara and is accessible via telephone. "Sounds Latino!" continues through June 30 and highlights renowned singers and groups whose papers and other collections are represented in the California Ethnic and Multicultural Archives (CEMA) located in UCSB's Davidson Library.

The bolero, mambo, corrido, swing, boogie, Tex-Mex, and even punk rock are woven into the fabric of Latino cultural heritage, and the multidisciplinary exhibition engages visitors through the visual and theater arts as well as recorded music.

"We bring to life some of the music that many people may not have known was part of the historical chronology of Latino music over the last seven decades," said Salvador Güereña, director of CEMA. "It's important for younger people to know the impact it had on music across the spectrum."

Vintage recordings were brought back to life for the exhibition -- which also includes interpretive texts, photos, artifacts, and historical documents -- and Güereña included the telephone component because he wanted "Sounds Latino!" to appeal to young people and engage them through the music. Over 40 music selections can be accessed by telephone, including pieces by Lalo Guerrero, whose archives are housed at UCSB; Tito Puente; Perez Prado; Adelina García; Ritchie Valens; Don Tosti;

and the Chicano punk rock group The Brat.

"Not everyone has an iPod or an iPhone, but pretty much everyone has a cell phone," he said. "Also, Latino music lovers aren't limited by the four walls of the exhibition room. They can pick up a phone anywhere and at any time call in for a bolero or mambo or boogie and listen to their heart's content."

More information about the exhibition, including directions for accessing the recordings, is available at http://cemaweb.library.ucsb.edu/cema_exh_present.html

Related Links

["Sounds Latino!"](#)

About UC Santa Barbara

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.