



## **GRAMMY MUSEUM® PRESENTS LATIN GRAMMY®, 20 YEARS OF EXCELLENCE IN COLLABORATION WITH THE LATIN RECORDING ACADEMY®**

### **THE MUSEUM'S INAUGURAL EXHIBIT ON ITS NEWLY CONSTRUCTED THIRD FLOOR SHOWCASES ICONIC MOMENTS FROM THE LATIN GRAMMY AWARDS®**

**LOS ANGELES, CALIF. (OCT. 21, 2019)** — To celebrate the milestone 20th anniversary of the Latin GRAMMY Awards®, the GRAMMY Museum® proudly presents Latin GRAMMY®, 20 Years Of Excellence. On Nov. 18, the Museum will kick off the opening of the new Latin music exhibit and its new third floor with a full day of programming, including an education program for students, live performances, and a ribbon-cutting ceremony with Gabriel Abaroa Jr., President/CEO of The Latin Recording Academy® and Michael Sticka, President of the GRAMMY Museum, along with prestigious Latin artists and personalities. The evening event is free, including entry to the Museum, and is open to the public on a special first-come, first-served basis. The exhibit will run through spring 2020.

Working in collaboration with The Latin Recording Academy, the Museum renovated its third floor in order to expand its Latin-themed exhibits to showcase the power of Latin music as it continues to grow as one of the leading influences worldwide. The third floor officially reopens to the public on Nov. 20.

Latin GRAMMY, 20 Years Of Excellence will highlight a variety of iconic moments and performances from the Latin GRAMMY Awards' 20-year history and celebrate the accomplishments of various Latin GRAMMY- and GRAMMY-nominated and -winning artists. The exhibit will also include a comprehensive overview of The Latin Recording Academy's Person of the Year celebrations, highlighting each honoree from the program's 20-year history. Some of the featured original pieces include artwork, personal items, instruments, media components, and audio playlists.

Latin GRAMMY, 20 Years Of Excellence will be the inaugural exhibition in the Museum's newly constructed Latin music gallery, which is a result of The Latin Recording Academy committing more than half a million dollars over a three-year period to expand the Museum's Latin music-focused exhibits and education programs and toward the hiring of a Latin music curator.

The newly renovated third floor also includes a refreshed On The Red Carpet presented by Delta exhibit, including GRAMMY Awards looks from BTS, Rihanna, Nipsey Hussle, Alicia Keys, Miranda Lambert, Lang Lang, Maren Morris, Michelle Obama, Rita Ora, Carlos Santana, Kanye West, and Amy Winehouse. The Mono To Surround interactive will be upgraded to a Mono To Immersive presented by Harman experience and the interactive GRAMMY and Latin GRAMMY timeline will now have user-controlled capabilities.

"Our expanded partnership with The Latin Recording Academy will significantly increase the GRAMMY Museum's impact by creating a consistent presence dedicated to celebrating the many genres of Latin music," said Sticka. "Latin GRAMMY, 20 Years Of Excellence and our newly renovated third floor will greatly amplify the Museum's mission to educate, inspire, and share the significance of all forms of music."



“Latin music is a worldwide influence and we are honored to partner with the GRAMMY Museum to showcase the talented musicians, monumental Latin music moments, and significant milestones that have contributed to its popularity,” said Abaroa. “With the exhibit opening the week after this year’s Latin GRAMMY Awards, we can’t think of a better way to highlight the importance of our 20th anniversary celebration and look to the future to showcase our beautiful art form.”

Exhibit highlights include:

- Instruments played by Latin GRAMMY and GRAMMY winners, including Lila Downs, Banda El Recodo, Los Tucanes De Tijuana, Alejandro Sanz, and Julieta Venegas
- Juan Gabriel's tuxedo from his memorable 40-minute performance at the 10th Annual Latin GRAMMY Awards
- Luis Fonsi's outfit from his performance of "Despacito" at the 18th Annual Latin GRAMMY Awards
- Ricky Martin's paint-stained tuxedo shirt from his performance with the Blue Man Group at the 8th Annual Latin GRAMMY Awards

Latin artists who will be featured in the exhibit include:

- Marc Anthony
- Miguel Bosé
- Roberto Carlos
- Plácido Domingo
- Emilio Estefan
- Vicente Fernández
- Juan Gabriel
- Gilberto Gil
- Juan Luis Guerra
- Julio Iglesias
- José José
- Juanes
- Maná
- Ricky Martin
- Luz Rios
- Carlos Santana
- Alejandro Sanz
- Shakira
- Joan Manuel Serrat
- Caetano Veloso

Nov. 18 Schedule:

- 11 a.m.–Noon: Education Program for Students
- 4–6 p.m.: Official Ribbon-Cutting Ceremony
- 6–7 p.m.: Performances



- 7–10 p.m.: Free Public Museum Entry (first come, first served)

Press photos [here](#).

### **ABOUT THE GRAMMY MUSEUM**

The GRAMMY Museum is a nonprofit organization dedicated to cultivating a greater understanding of the history and significance of music through exhibits, education, grants, preservation initiatives, and public programming. Paying tribute to our collective musical heritage, the Museum explores and celebrates all aspects of the art form—from the technology of the recording process to the legends who've made lasting marks on our cultural identity.

For more information, visit [www.grammymuseum.org](http://www.grammymuseum.org), "like" the GRAMMY Museum on Facebook, and follow @GRAMMYMuseum on Twitter and Instagram.

### **ABOUT THE LATIN RECORDING ACADEMY**

The Latin Recording Academy is an international, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers, and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the Latin music community either directly or through its Latin GRAMMY Cultural Foundation®. For more information about The Latin Recording Academy, please visit [LatinGRAMMY.com](http://LatinGRAMMY.com).

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