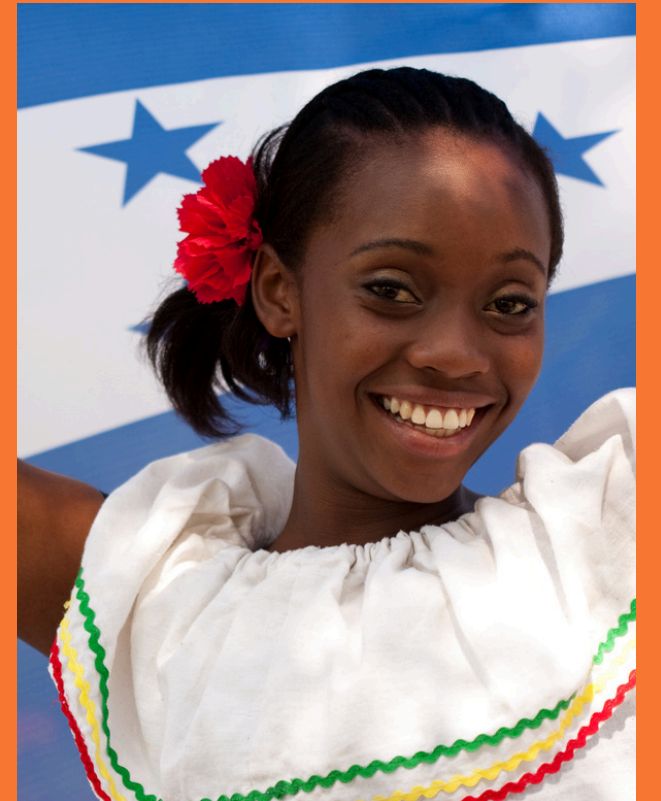


LATINE HERITAGE MONTH

THE SOUNDTRACK TO OUR STORIES



College of San Mateo

BIENVENIDES

Hispanic Heritage Month, observed from **September 15 to October 15**, is a time to celebrate the diverse cultures, music, and contributions of people from Spain, the Caribbean, and Central and South America.

Our music includes genres like salsa, merengue, cumbia, reggaeton, flamenco, and mariachi, expressing **our emotions, stories, and joy.**





HISTORY OF HISPANIC HERITAGE MONTH

Since 1968, the United States has celebrated Hispanic Heritage Month.

The dates coincide with the independence anniversaries of several Latin American countries.

- Originally signed into law by President Lyndon B. Johnson in 1968.
- Expanded to a full month in 1988 by Ronald Reagan
- Celebrates cultures from over 20 countries

MUSIC AT THE HEART

Diverse Genres

Our music includes **a broad spectrum**, such as the upbeat rhythms of salsa, the traditional sounds of mariachi, the energetic beats of merengue and reggaeton, and the passionate art form of tango.



Cultural Expressions

Music acts as a powerful medium for **expressing cultural heritage, connecting generations, and uniting people** from various backgrounds.



Artists and Composers

The celebration highlights both **established and emerging Hispanic and Latine artists**, recognizing their contributions and unique sounds, from traditional folk music to modern electronic styles.



DIVERSITY WITHIN THE LATINE COMMUNITY

Our community is a **mosaic of countries, accents, and customs**. This diversity enriches our experiences and helps us connect with different perspectives.

Latine identity includes **people from Mexico, Central America, South America, the Caribbean, and Spain**. Each region brings unique language traits, traditional clothing, folklore, and celebrations.

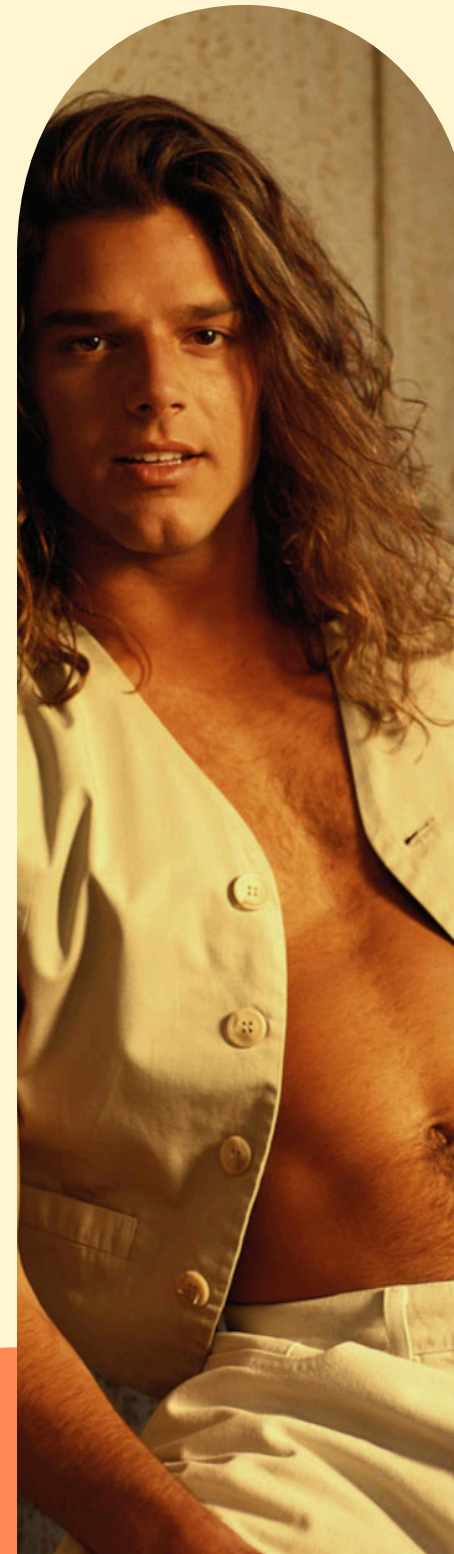
Even within the same country, there are **subcultures** defined by indigenous heritage, African roots, and regional customs. This internal richness allows the Latine community to be vibrant, dynamic, and always evolving.



LATIN POP – BOLERO

Derives from a mix of Latin and modern music in both English and Spanish. The beat can be slow and romantic or fast-paced

Artists: Ricky Martin, Shakira, Jennifer Lopez, Luis Fonsi, Enrique, Luis Miguel, Iglesias, Selena, Camila Cabello, Gloria Estefan, Carlos Santana, Pit Bull, Chayanne, Kany Garcia, Pedro Capo, Andres Cepeda.



SALSA

Hybrid musical form derived from Afrocaribbean music and conceptualized in New York City.

Artists: Celia Cruz, Tito Puente, Marc Anthony, Fania All Stars, Victor Manuelle, Jerry Rivera, Frankie Ruiz, La India, Tommy Olivencia, Grupo Niche, Joe Arroyo, Gilberto Santa Rosa, Ruben Blades.



MERENGUE

Upbeat music, originally from the Dominican Republic. It is a widely recognized form of dance for its simple steps.

Artists: Olga Tañon, Los Ilegales, Melina Leon, Elvis Crespo, Chichi Peralta, Lisa M, Las Chicas del Can, Proyecto Uno, Grupo Mania



VALLENATO

Traditional sounds of Colombia accompanied by an accordion, “guacharaca” (indigenous instrument that imitates the call of a bird), and a small drum. Vallenato originated in northeastern Colombia, on the banks of the Guatapurí river (Valledupar).

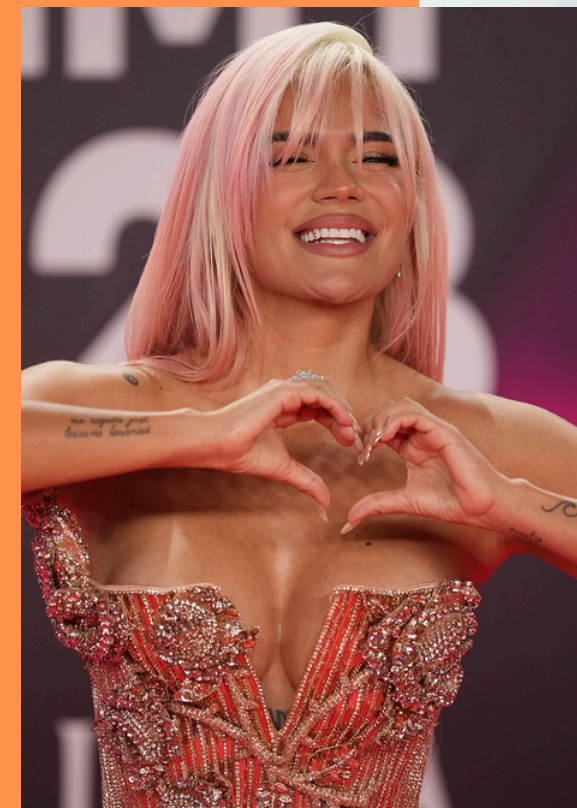
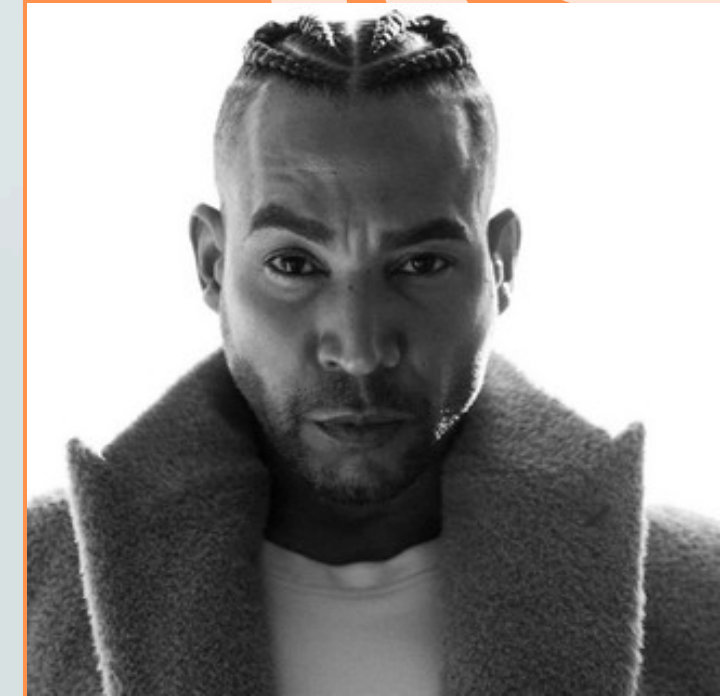
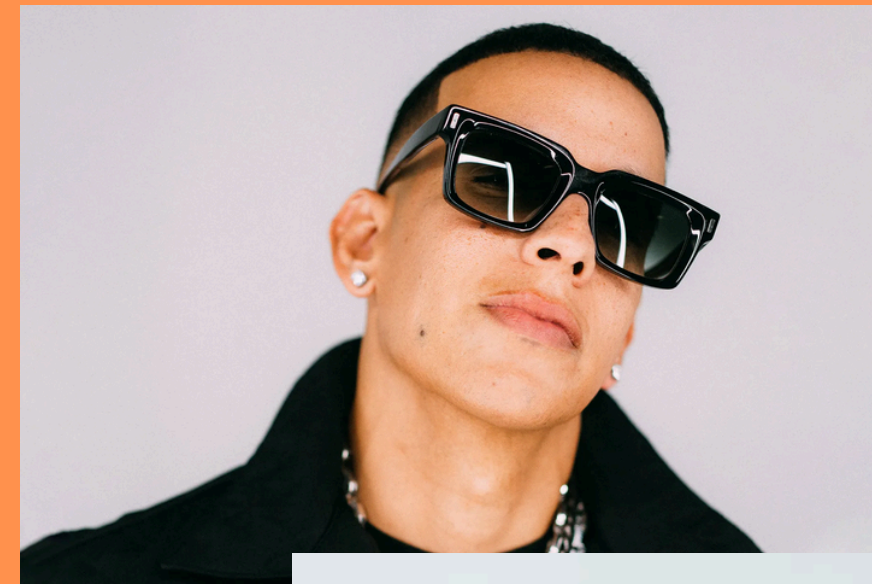
Artists: Carlos Vives, Jorge Celedon, Diomedes Diaz, Binomio de Oro, Rafa Perez, Silvestre Dangond, Rafael Orozco, Fonseca.



REGGAETON

Born on the streets of Puerto Rico, Reggaeton is Latin music mixed with storytelling and hip-hop influences

Artists: Daddy Yankee, Bad Bunny, Ivy Queen, Cardi B, Becky G, Carol G, Ozuna, Natti Natasha, J. Balvin, Vico C., Maluma, Tego Calderon, Don Omar



NORTEÑO



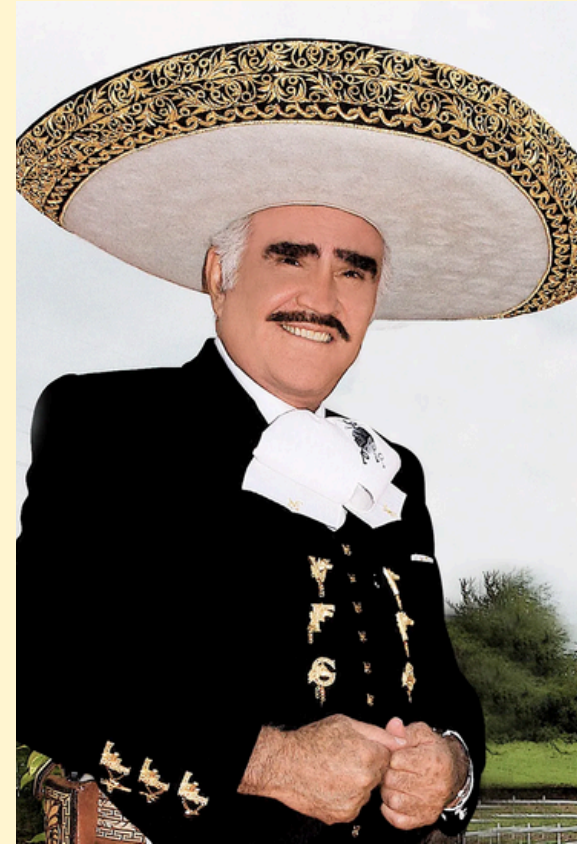
Mixes Mexican traditional music with Germanic beats to create a blend of sounds commonly played in Northern Mexico and U.S. border towns.

Artists: Los Tigres del Norte, Jenny Rivera, Intocable, Conjunto Primavera, Los Tucanes de Tijuana.

MARIACHI

Traditional Mexican music commonly used in romantic serenades with musicians dressed in traditional attire.

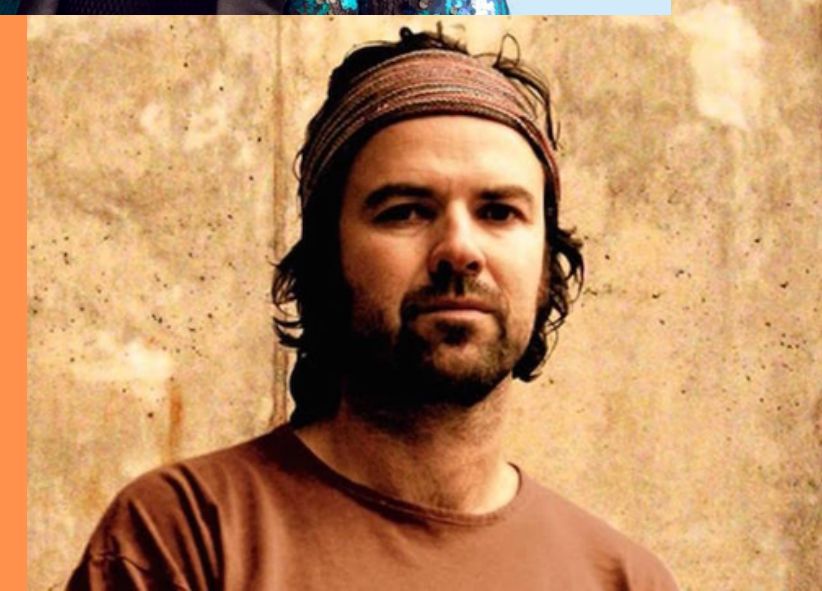
Artists: Vicente Fernandez, Pepe Aguilar, Alejandro Fernandez, Linda Ronstadt, Pablo Montero, Juan Gabriel, Luis Miguel, Ana Gabriel, La Santa Cecilia.



LATIN ROCK & ALTERNATIVE MUSIC

“Rock en Español” does not need much explanation...

Artists: Jarabe de Palo, Gustavo Cerati in Soda Estereo, Enanitos Verdes, Mana, Cafe Tacvba, Los Rabanes, Fito Paez, Aterciopelados, Hombres G, Heroes del Silencio.



TANGO

Passionate and powerful music originally from Argentina and Uruguay, commonly used in ballroom dancing.

Artists: Carlos Gardel, Gotan Project, Bajofondo, Tangoclub, Astor Piazzolla.



CUMBIA

Folkloric music originated in the delta of the Magdalena river (Colombia). The traditional style of cumbia is known for the sound of the drums, maracas, and “gaitas” (wooden, yard-long flutes). Modern versions have extended all across Latin America.

Artists: Los Gaiteros de San Jacinto, A.B. Quintanilla, Toto La Momposina, Tonada, Kchiporros.

Although not a cumbia, this piece of Colombian folklore music, “Sirveme el Cafe” by Tonada, will make you want to dance.

