

About Latin American Cultural Week 2011

Presented by Pan American Musical Art Research, Inc.



From Latin American Cultural Week Founder and Director

Dear Friends,

On behalf of Latin American Cultural Week 2011 and its parent organization Pan American Musical Art Research, Inc., I wanted to let you know that things are moving ahead for this year's events from November 10 through 17.

This will be the sixth LACW and the best yet. We're very excited that the Queens Borough President is launching LACW 2011 at the LaGuardia Performing Arts Center.

The event has grown to become a city-wide celebration of all of the arts in our Latin American communities. More than 30,000 people attended LACW 2010 events and we reached more than 400,000 worldwide. Music, literature, theater, visual arts, film, and auctions have all been a part of our past and will be part of LACW 2011 as well.

The Latin Media and Entertainment Commission of the City of New York has made us one of their supported projects and have issued proclamations to that effect three years in a row. We're very grateful for their support!

This mailing will give you an idea of the scope of LACW 2010, which can only point the direction for LACW 2011.

About LACW 2010 and 2011

PAMAR's annual LACW, now working on its 6th edition, reaches out internationally to individuals through a world-wide promotional and marketing campaign through the internet, print and broadcast media, including significant presences on PR Newswire, Facebook, Twitter and YouTube



Many institutions and artists throughout New York City participated in hosting LACW 2010 presentations of music, dance, film, theater, literature, visual and performing arts from or influenced by the diverse cultures of Latin America. Among them were the Centro Civico Cultural Dominicano, The World Music Institute, Sotheby's, Christie's, the Consulates General of Argentina, Brazil, Colombia, Chile and Uruguay, Clemente Soto Vález Cultural & Educational Center, Gallery 1500, Greenwich House, Miyako Yoshinaga Art Prospects, Mexican Cultural Institute, Symphony Space, Instituto Cervantes, Museo del Barrio, Americas Society, Cuban Artist Fund, Music Artist Guild, Jose Limon Dance Foundation and Repertorio Español. In addition, more than 30 individual artists and performing ensembles participated Visit LACW 2010 at www.lacw.net

We anticipate the number of participating institutions and individuals growing in 2011, when our LACW theme will be "**The Influence of African Culture on the Arts of Latin America.**"

LACW Supporters

LACW enjoys support from the Department of Cultural Affairs of the City of New York, the Latin Media and Entertainment Commission, NALAC (National Association of Latino Arts and Culture), LMCC (Lower Manhattan Cultural Council) and several corporate sponsors. A complete list of 2010 supporters can be seen at www.lacw.net



About CEO/Founder

Polly Ferman

Polly Ferman has been called "musical ambassador of the Americas" by the Japan Times. One of the leading interpreters of the music of the Americas, her extensive tours as a soloist have included performances with the Symphonies of San Francisco, Colorado, Vancouver, and Indianapolis, as well as orchestras in Japan, Ukraine, Philippines, Brazil, in addition to recitals in New York, Tokyo, Washington D.C., London, Munich and Buenos Aires. She has performed in Cuba with the all-female chamber orchestra Camerata Romeu and is the Creator and Music Director of GlamourTango - www.glamourtango.com. Her recordings are available on Music Masters, Musical Heritage Society, PAMAR and Sondor. She is a Steinway Artist. Visit her at www.pollyferman.net.



About PAMAR

Pan American Musical Art Research, Inc. (PAMAR) is a 501(c)3 non-profit organization seeking to promote a better knowledge, understanding and coexistence between the various cultures and countries of the Americas, primarily through an ongoing and vital exchange of their artistic fields including music, dance, theater, film, visual arts and literature, as well as educational programs through the NY Public School system. Throughout its history, PAMAR has served as a comprehensive and inclusive art service organization showcasing the talent of many musicians, composers and dancers of the Americas.

PAMAR reaches out to people of all ages, backgrounds, and communities, spreading awareness of the richness and value of the cultures of the Americas, and makes efforts to provide the underserved student population with high quality music opportunities and programs. In October 2006, PAMAR received a special citation from New York City Council Member Daniel Garodnick recognizing the outstanding value of the organization, "worthy of the esteem of both the community and the great City of New York" for sparking city-wide interest and support.

Founded in 1984 in New York City by Uruguayan born pianist Polly Ferman, PAMAR has established itself as an important artistic resource center.

