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UCLA Chicano Studies Research Center Media Alert

Ozomatli Day 2014 @ UCLA



April 11, 2014
For immediate use

Who: Ozomatli

What: Interactive event/performance with over 100 undergraduate students celebrating OZOMATLI DAY

When: Monday, April 14, 12-1PM

Where: UCLA Chicano Studies Research Center, 144 Haines Hall

Quintessential Los Angeles band Ozomatli partners with the UCLA Chicano Studies Research Center (CSRC) for a special interactive event allowing students to become engaged with the band's unique blend of music and message.

Celebrating the Los Angeles City Council's proclamation establishing "Ozomatli Day" in 2010, on **Monday, April 14, 12 noon – 1 p.m., the band will visit the CSRC Library, 144 Haines Hall, on the UCLA campus**, to share their ideas of how music and art can become instruments for advocacy.

The conversation will be moderated by UCLA professor and CSRC director Chon A. Noriega and will include a question-and-answer session with students, plus an acoustic performance that students will be encouraged to film.

Students will then be invited to personalize the video footage they film and add their personal vision of how their own studies and work after college will include principles of societal contribution. The band and their label, Vanguard Records, will make the title track of their latest album, *Place In the Sun*, available to the students to serve as the soundtrack for their videos. Those videos will be posted on Ozomatli.com on **April 23rd – the official "Ozomatli Day" in Los Angeles.**

About Ozomatli:

Place In the Sun, the eighth album by multi-genre, multi-cultural Grammy-winning and Latin Grammy-winning band Ozomatli, takes the band's street-party consciousness to

new heights of eclecticism. Shifting gears from electro-cumbia to garage rock, hip-hop, and Pérez Prado mambo, Ozomatli infuses a DJ party mix with dynamic live band chops and attitude. Bursting onto the L.A. stage with their first eponymously titled album in June 1998, Ozomatli capitalized on being the talk of the live music scene. By 1999, they were touring with Carlos Santana and soon won the Grammy for Best Latin Rock/Alternative Album for 2001's *Embrace the Chaos*. They repeated history in 2004 by winning again in the same category for their album *Street Signs*, which also picked up the Latin Grammy for Mejor Album de Musica Alternativa in 2005. Ozomatli became the first band to be asked to speak at the TED Conference, sharing their ideas about music and identities in the global age. In the band's nearly twenty years together, they have toured internationally, collaborated with the Boston and New York Pops Orchestras, and served as Cultural Ambassadors for the U.S. State Department.

About UCLA Chicano Studies Research Center:

Since its founding in 1969, the CSRC has established a national reputation for cutting-edge research that makes a difference with respect to the growing Chicano and Latino populations in the United States. The CSRC houses the largest library and archival holdings on the Chicano/Latino population, and publishes the premiere journal in its field as well as award-winning books. The CSRC also organizes free public programs on-campus and in the community throughout the year, and it reaches an international audience through museum exhibitions (including two now on display in Marseille, France, and Amsterdam, Netherlands). Current research projects focus on public health, education, law, economic security, media impact, and the arts. For more information, visit www.chicano.ucla.edu.

Note: Ozomatli band member Raul Pacheco has served as a CSRC community scholar and was a member of the research team for the CSRC's *L.A. Xicano* exhibitions at the Fowler Museum at UCLA in 2011-12 as part of the Getty's Pacific Standard Time Initiative.

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