



To my mom and sisters, my life has meaning because of you. And for you daddy - no hay palabras for what you meant to me. Thank you for loving me and showing me the ways of this life. Thank you for making me think and reflect. Thank you for being lo máximo and reminding me of who I was, who I could be, and who I am. Thank you for raising, but more importantly, supporting me, as a peruana. Thinking of you always.

Te adoro.



la dedicación



Let's talk about racism

...

BIENVENIDO

to the colorism within the
Latinx community

Francesca Florindez

El Mercado Indio

Self & community identifications

When in Perú.

We go out and eat churros
at Mercado's.

we eat butifarras en la
calle.

and we shop at el Mercado
Indio.

But - I'm not allowed to
speak in el Mercado
Indio.

My tía and prima won't
let me.

Los vendedores will
increase the price if I
do.

So - that means my Span-
ish is bad?

But my dad told me I had
the best accent out of
all of my sisters?

He might have lied to
support me learning his
beloved language, bless
his soul.

But I still don't speak
in el Mercado.

Even after growing up
with it, learning the
vocab and grammar in
school, and it being my
major

I'm still not allowed to
speak it.

How is my fluidez
supposed to get better if
I can't practice with a
fellow Peruvian?

I am Peruvian.

But I don't look it.

I'm grateful I can speak
and understand Spanish,

so why can't I speak it
in el Mercado Indio?

Is it what I look like?
What I sound like? What I
come off as?

I'm waiting for the day I
walk in to the tienda
and I get the look from
my tía that I can speak
on my own.

I think that will be the
day that I

¿Cómo se dice?

I will have made it as a
peruana.

Representation Matters

Dana Danelys De Los Santos, more commonly known as Amara La Negra, is a singer that currently stars on the tv show Love and Hip Hop: Miami. She began her entertainment career as a child star on Univision's popular Sábado Gigante. Amara La Negra, a proud Dominicana, has opened up about her struggle of not being accepted as a Latina because of the color of her skin. Her fame in the recent years has come not only from her music, but also her deliberate and meaningful discussions on colorism in the Latinx community. She doesn't believe in conforming to Eurocentric ideals of beauty.



"It's hard because, and I always mention these women. They're amazing women I admire them, I really do. But it's unfortunate that when you talk about Latinos, you talk about Jennifer Lopez, Shakira, Sofia Vergara, Thalía. You talk about these women that look a certain type of way but you never mention women that look like myself. And there isn't a Latin country where you don't have Afro-Latinos—Colombia, Venezuela, Chile, Honduras, it doesn't matter where you go there's Black people. But why aren't we portrayed in the magazines? Why aren't we in movies? Why aren't we in novelas or soap operas? What's wrong with me? Why can't I represent what a Latina woman should look like?...They make it seem like we don't exist." - Amara La Negra on the lack of Afro-Latinx media representation on *The Real* talk show

THANK YOU twitter

liza
@gutterover_

Non-black latinxs are anti-black. It's been proven over and over again. Saying things like, "At least we work" or "we don't pull the race card" is literally ignorant and racist. And of course you can't pull the race card when YOU'RE A WHITE LATINX. YOU'VE GOT PRIVILEEEEEEEEEEEEE

12:19 AM - 17 Feb 2018

64 Retweets 153 Likes

tonitaapplebum
@carmes_p

I just had a professor say "this is why we don't study Central America" when talking about Garifuna people since their history is so "complicated" lol. Shouldn't that be more of a reason to study the complex history of CA? Lol I hate davis

8:11 PM - 13 Feb 2018

81 Retweets 318 Likes

mahj
@mahjbn

if you're brown but fair skinned, you have an equal responsibility to tackle colourism in our families. dont accept compliments on how pale you are. defend people with darker skin. reject any idea that paler skin is better.

1:10 PM - 19 Feb 2018

15,900 Retweets 41,720 Likes

Thanks to social media, I am always aware, or better yet, becoming aware of the world operating around me. I use it daily to update myself. + I found out about Amara La Negra on Twitter.

Lexi
@balynn

"There will never be unity in the latinx community until white and white passing latinxs recognize and fight against anti-blackness and colorism and anti-indigenous racism within our communities."

1:10 PM - 8 Feb 2018

2 Retweets 2 Likes

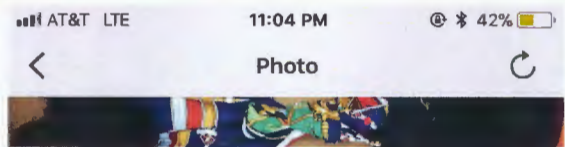
All the Stars are Kosher
@esta_carbone

Non-black Latinxs mad af at Black Panther while Afro-Latinxs showed tf out in support at theaters. We were overjoyed alongside the rest of the fam in the diaspora. So please, when y'all ask for a "Latinx version" of anything black, specify that you mean non-black Latinxs.

2:21 PM - 28 Feb 2018

878 Retweets 2,000 Likes

Instagram



AT&T LTE 11:04 PM 42%

Photo

23,796 likes

monicastylemuse #Rant TAG: EVERYONE!!
!!! Let's make something very CLAROOOO!!! The fact that we are now in 2018 and people have the audacity to ask someone "Are you sure it's not in your mind that your struggle is real!!!! Mira let me tell you something. Oh and btw video will be coming soon. Being an Afro latina has always been something I've devoted my career towards. I'm very disappointed to see people try to invalidate our struggles. @amaralanegraaln keep doing what you are doing mama!! Keep making them mad!! OH AND for those (cough cough) who think that we are just begging to fit in, in your big screens and you think we have no right to complain. Tell me when was the last time you saw a WOMAN OF COLOR!! As big as CELIA CRUZ or better yet be the leading actress in Telemundo? Oh and the Celia Cruz show doesn't count! I remember being called Charcoal and hating my skin. I remember the little girl in day care who didn't let me use her towel because she said my skin was dirty. Growing up in Bushwick i always had to prove I was Dominican and people would sit there and tell me I COULD NEVER BE DOMINICAN BECAUSE I WAS DARK!! So no it isn't in our heads. No it isn't a cry for help. We here Baby. Whether you need to be educated on the subject or not. WE ARE HERE!!! So no @cthadog it's not in our heads. Oh and @truehollywoodstory women can be bald, can have an Afro can have braids and still be accepted because thankfully what comes first is TALENTO!!!! Oh and here are some bomb Afro Latino just in case you didn't know we exist. @irisbeilin @massy.arias @miss_rizos @peraltaprjct @iveloz look them up you might learn a few things from Makeup to photography to fitness the list goes on and on! No te metas en lo que no te importa!

Anti-blackness is so engrained in the Latino community that it subjects individuals to othering. Right after the Amara La Negra controversy in mid January, beauty/lifestyle blogger Monica Veloz wrote this Instagram caption.

"Hold on. Afro-Latina? Elaborate. Are you African or is that just because you have an Afro?" - Young Hollywood

On the tv show *Love & Hip Hop: Miami*, Puerto Rican music producer Young Hollywood talked with Amara La Negra about a possible collaboration. Before any producing started, Hollywood first wanted to change Amara's image because he didn't think "afros can be elegant." Amara immediately called him out, at one point saying, "I'm proud of my color, of the way my hair curls," and "because I'm dark skinned that doesn't make me any less Latina," while Hollywood's ignorance fueled all of his comments, including "you're just so intense about this whole African thing," while mockingly raising his fist. This conversation between Young Hollywood and Amara La Negra is a prime example of why there needs to be a greater conversation about representation of Afro & Indio-Latinxs in media and society. Hollywood's comments are all rooted in Eurocentric forms of beauty that have infiltrated the Latino community, which Amara is avidly against.



Black and Latino documentary: Afro-Latinos getting casted



"I would get really positive reactions at auditions for both African-American and Latino parts. But, I didn't look Latino enough because of the curly hair, and the freckles, and the nose and all that stuff."

Judy Reyes



"I'm Cuban but [people] didn't get it because I was also brown-skinned, and you usually see a fair-skinned Latino. So it was just like, 'Oh, what are you? Are you black? Are you white?' I didn't feel like I had to make a choice. I am what I am."

Christina Milian



"I'm a black woman. I am. Culturally, I would say African-American culture is different. I would say I'm more Afro-Caribbean. My heritage, with my culture, who I am...I'm not going to choose. I am both."

Tatiana Ali



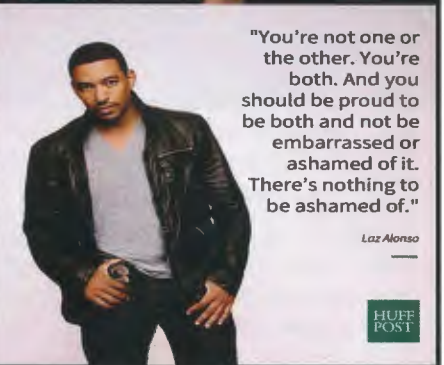
"When I became an actress I quickly realized that 'the world' liked their Latinas to look Italian, and not like me."

Gina Torres



"I couldn't get an audition as a Latina. People didn't know what that was, they just said, 'Well our vision of a Latina looks more Mexican, or Central American, or Spanish.' And that was an interesting journey to take and something that I had to struggle with initially."

Lauren Vélez



"You're not one or the other. You're both. And you should be proud to be both and not be embarrassed or ashamed of it. There's nothing to be ashamed of."

Laz Alonso



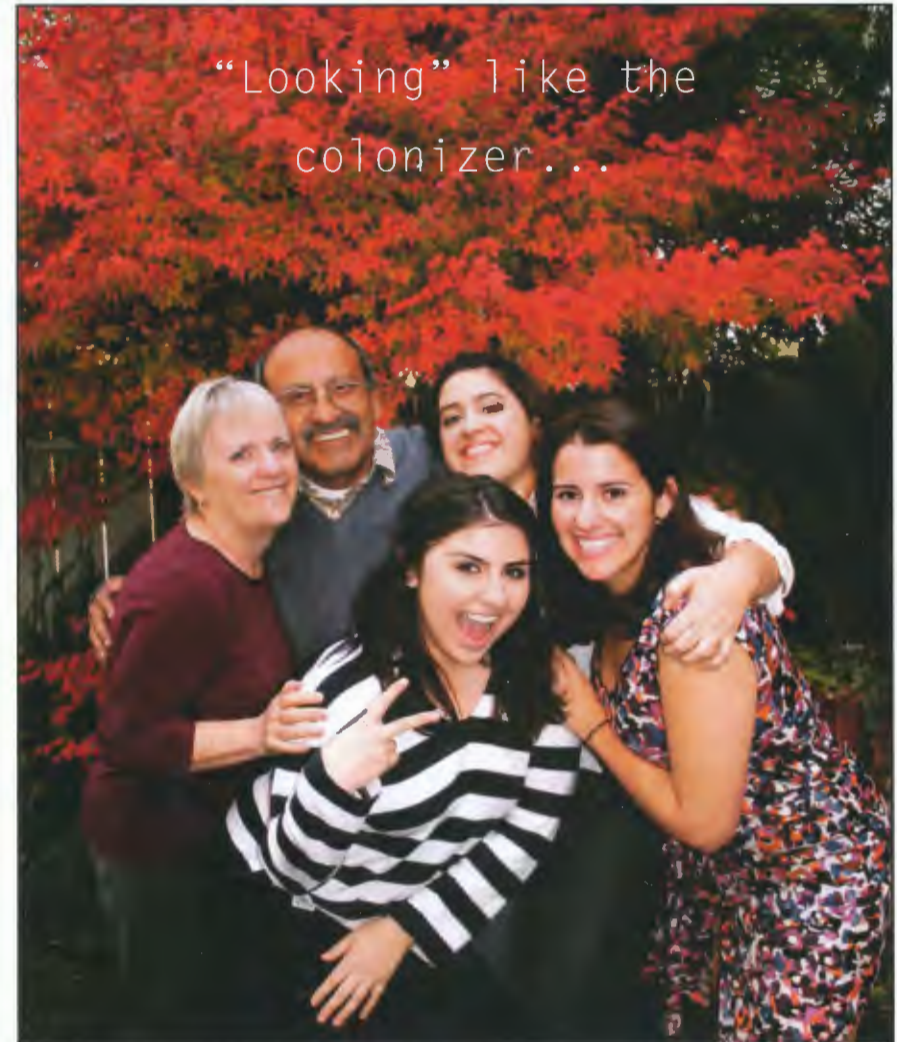


Just a quick search of the most famous actors and actresses in telenovelas...

"I think that anybody who watches Univision regularly ... will notice the white, white space that station historically has been," she says. "You're not going to see Indo-Latinos, you're not going to see Afro-Latinos." In fact, she says, the Univision landscape is often whiter than mainstream U.S. television." - Arlene Dávila, professor of anthropology and American studies at NYU.



Novelas are so white because of a lil' something called colorism.



"Looking" like the colonizer...

I'm grateful to not only my family, but my fellow peers at Willamette, for keeping me in check, and reminding me about the privileges I hold as a white-passing Latina. I am a proud Peruvian and there are moments where I feel like I am so Peruvian but then there are those other moments where I feel like I'm not *Latina* enough. Latinxs are part of such a diverse community, that we all look, talk, and celebrate culture differently. Because I'm white, I navigate certain spaces in distinct ways, BUT, IT DOES NOT MEAN I AM NOT LATINA.

Colorism has always been around so WHY NOW??

I embrace my LATINA & my BLACKNESS

Colorism is so embedded in the Latinx community, a concept easily visible when it comes to those who identify as Afro-Latinx. A significant contributor as to why so many Latinx individuals are colorist is because of popular Latino representation in mainstream media. These popular forms of media highlight what we fail to realize: Latino representation, whether it be in movies, social media, or other entertainment industries, overwhelmingly adheres to Eurocentric standards of beauty and being. The representation of Afro-Latinxs more often than not centers them as the help, or needing the help. Afro-Latinxs are not given the space, nor the types of opportunities to represent *Latinidad* because of their skin color. Colonialism enhanced and provided the pathway for *el blanqueamiento*, or whitening, a concept embedded in Latinx culture because of the inherent biases and racist ideologies against Black people. Because of the lack of Afro-Latinx representation, to be Black and Latino isn't a connection many understand, or worse, want to understand.

The Amara La Negra v. Young Hollywood controversy is so important because she has used that moment to start a larger conversation in pop culture on colorism in the Latinx community.

Negro: A docu-series about Latino Identity

This docu-series employs many professors, historians, and Afro-Latinx individuals in the city. Their interviews and experiences embody catharsis.



"People don't realize the blackness of Argentina, the blackness of Peru, the blackness of Bolivia, the blackness of Ecuador, the blackness of Venezuela, the blackness of Panama..." - Giovanni

"People in America, in the U.S., do not know there are about the 150 million Afro-Latinos, but Latinos do not know that either." - Giovanni

"Being Latino is complex...the census and check boxing things doesn't account for those complexities." - Betty



All of these candid testimonios help unpack and remind us that blackness is present in Latin America. The census offers many Afro-Latinos limited options in expressing their identities, causing internal and external issues.



Obatala, the Afro-Mexican dance group: Keeping their roots alive

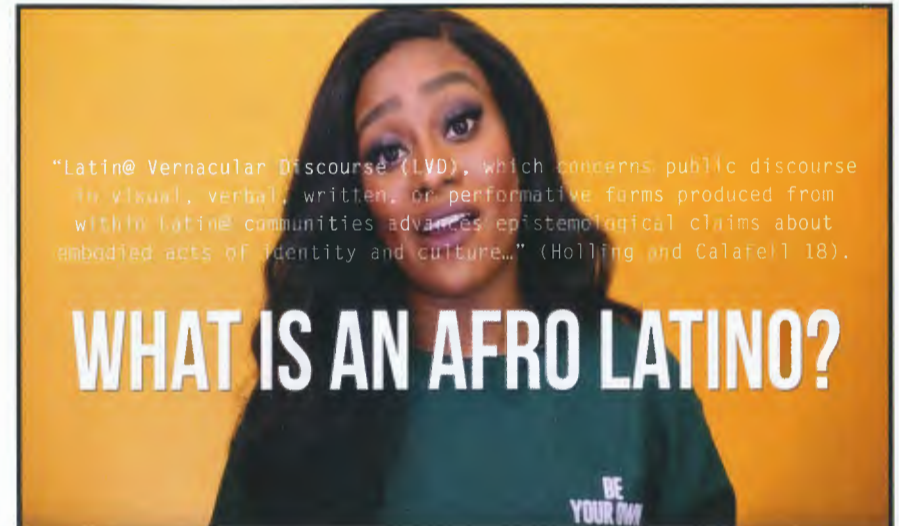
AFRO-MEXICAN PRIDE

“Seguimos bailando porque intentamos dar a conocer nuestra cultura...y así, consolidar nuestra cultura—consolidar nuestra propia identidad, como pueblo negro.” - Anai Herrera

“Que nosotros estamos orgullosos de ser negros y que también los transmitamos.” - Anai Herrera

The women that make up Obatala are proud Afro-Mexicans who are dedicated to learning and performing dances with deep rooted connections to their heritage. The Obatala have recognized and made sure the dances they've chosen to learn and perform represent their African heritage.

I think the Obatala, whether or not their intentions are, their determination to learn and perform, include younger generations in their dances indicate their resistance against systems meant to shut them out.



“Latin@ Vernacular Discourse (LVD), which concerns public discourse in visual, verbal, written, or performative forms produced from within Latin@ communities advances epistemological claims about embodied acts of identity and culture...” (Holling and Calafell 18).

WHAT IS AN AFRO LATINO?

Monica Veloz, aka MonicaStyle Muse, is a first generation Dominican, and popular lifestyle/beauty vlogger on Youtube. Since her start, she has never strayed away from the topic of colorism within society and the beauty industry. She discusses her struggle with her Afro-Latina identity and how she can be Black AND Latina, that there is absolutely no reason to choose one or the other. Veloz is unapologetic and dedicated to empowering her fellow Afro-Latinos.



Veloz uses her Youtube videos to talk about the anti-blackness in the beauty industry in relation to makeup products but also touches on colorism on the entire spectrum—for Afro-Latinos and white passing Latinos. She demands inclusivity and awareness of what Latinidad embodies.

MONICA VELOZ
BEAUTY VLOGGER

We know colorism exists. Let's shine light into this

Sticking to the Eurocentric standards I see



It is so problematic that society operates and progresses through a **white-racial framework**, which automatically eliminates space for those that don't conform to Eurocentric beauty labels.



SCAN ME!

if your phone isn't updated, this may not work



Meet Rocío, Fatima, and Pablo—three Afro-Latinx activists!



Hear Monica Veloz speak on embracing her identity as an Afro-Latina!



Learn more about the space whiteness takes up in telenovelas!



Watch Amara La Negra talk about colorism and why it needs to be discussed.