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El Museo del Barrio and Aspen Conexión Convene Leaders Across the Art World to Examine the Rise of the U.S. Latino Art Market During Frieze New York: In the City Program

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New York, NY — April 30, 2026 — As part of the *Frieze New York: In the City* program, El Museo del Barrio, in collaboration with Aspen Conexión, is pleased to announce the speaker lineup for a special convening exploring the growing influence of U.S.-based Latino artists and the expanding opportunities for collections, investment, and institutional representation. The program will take place on May 12, 2026, as part of Frieze New York: In the City.

Bringing together leading voices from across the cultural ecosystem—including museum directors, curators, collectors, artists, and philanthropic leaders—this timely convening examines how the rise and success of the Latin American art market offers a compelling blueprint for elevating U.S. Latino artists to new levels of visibility, institutional recognition, and global demand.

“Today, we are witnessing a profound shift in the cultural landscape—one in which U.S. Latino artists are no longer on the margins, but at the center of shaping contemporary art and global discourse,” said **Patrick Charpenel**, Executive Director of El Museo del Barrio. “It is urgent that we recognize and invest in their cultural and economic power. The trajectory of the Latin American art market has shown us what is possible—now is the moment to apply those lessons and ensure that Latino artists in the United States receive the institutional recognition and market support they deserve. At El Museo del Barrio, we are committed to advancing this momentum by creating spaces for critical dialogue, visibility, and investment, and to building a more equitable and representative art ecosystem.”

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Framed within a broader cultural moment—where artists like Bad Bunny and Karol G are shaping global pop culture—the conversation positions U.S. Latino visual artists as a powerful and ascendant force within museums, galleries, and collections worldwide.

“At Aspen Conexión, we see our role as creating the connective tissue between sectors, markets, and ideas,” said **Pilar Frank O’Leary, Executive Director of Aspen Conexión**. “What we are seeing today is not only cultural visibility, but measurable market demand translating into real economic impact across the creative economy. Creative leaders like Bad Bunny are not outliers—they are signals of increasing consumer appetite and expanding global markets for Latino content. The opportunity now is for institutions, collectors, and investors to respond with greater coordination and commitment to scaling that growth. This dialogue reflects the Aspen Institute’s hallmark approach—bringing together leaders and perspectives that do not often intersect and grounding the conversation in real market signals. The goal is to translate that exchange into more informed strategies for how we value, invest in, and build long-term infrastructure around U.S. Latino artists within the global art space.”

Confirmed Speakers Include:

- **Danielle Baussan**, Vice President for Policy Programs and Director of the Arts Program, Aspen Institute
- **Patrick Charpenel**, Executive Director, El Museo del Barrio
- **Diego Costa Peuser**, Founder and Global Director, Pinta Group
- **Silvia Cubiñá**, Executive Director and Chief Curator, The Bass Museum of Art
- **Maximilfano Durón**, Senior Editor, ARTnews
- **Pilar Frank-O’Leary**, Executive Director, Aspen Conexión
- **Irene Gelfman**, Global Curator, Pinta Group
- **Patricia Hanna**, Director, Jorge M. Pérez Collection / El Espacio 23
- **Karla Harwich**, Board Chair, El Museo del Barrio
- **Emily C. Nice**, Specialist, Latin American Art, Sotheby’s New York
- **Gabriela Palmieri**, Founder and Principal, Palmieri Fine Art, Inc.
- **Emilio Perez**, Brooklyn-based Artist
- **E. Carmen Ramos**, Chief Curatorial and Conservation Officer, National Gallery of Art
- **Susanna V. Temkin**, Interim Chief Curator, El Museo del Barrio

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“I look forward to exploring how Latinx art—past and present—can open expansive dialogues across our cultural ecosystem, from museums and collections to a broader network of cultural organizations and communities,” said **E. Carmen Ramos**, Chief Curatorial and Conservation Officer, National Gallery of Art. “The interplay of hybrid cultures and temporalities at the heart of much contemporary art illuminates both the distinctiveness of our identities and the connections that bind us all. What might it mean to truly harness this potential as we imagine the future?”

Through a focused, case-driven dialogue, participants will explore actionable strategies to advance the market and institutional presence of U.S. Latino artists, drawing parallels to the trajectory of Latin American art over the past decades.

This convening underscores a broader shift in the cultural and economic landscape—one in which U.S. Latino artists are increasingly recognized not only as central to the American narrative, but as influential contributors to the global creative economy.

Event Details

Date: May 12, 2026

Time: 2:00–5:00 PM

Location: El Museo del Barrio, New York

Admission: Free and open to the public (registration required)

Media Partner

ARTnews

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We extend special recognition to [PNC](#) for supporting Aspen Conexión’s thought-leadership on the creative economy, and to [ARTnews](#) for joining us as our media partner.

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ABOUT EL MUSEO DEL BARRIO

El Museo del Barrio is the nation's leading Latine and Latin American cultural institution. The Museum welcomes visitors of all backgrounds to discover the artistic landscape of these communities through its extensive Permanent Collection, varied exhibitions and publications, bilingual public programs, educational activities, festivals, and special events.

The Museum is located at 1230 Fifth Avenue at 104th Street in New York City. The Museum is open Thursdays through Sundays from 11:00am – 5:00pm. Pay-what you can. To connect with El Museo via social media, follow us on [Facebook](#), [Instagram](#), and [X](#). For more information, please visit www.elmuseo.org.

ABOUT ASPEN CONEXIÓN

Aspen Conexión is the hemispheric thought leadership platform of the Aspen Institute focused on strengthening the Hispanic community's role in driving U.S. innovation, culture, and economic growth across borders by building meaningful connections across Latin America and Spain.

Through strategic convenings, research collaborations and fellowship programs with leaders across sectors, Aspen Conexión positions Hispanics as central to the economic future and global competitiveness of the United States, reflecting the Aspen Institute's broader mission to drive change through dialogue, leadership, and action. For more information, visit www.aspenconexion.org

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