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Mexico's Renowned Music Pioneers And Multiple GRAMMY / LATIN GRAMMY Winners CAFÉ TACVBA To Receive HISPANIC HERITAGE ARTS AWARD At The KENNEDY CENTER AND ON PBS

"Latin Rock's most transcendent band...Café Tacvba boldly reinvents themselves with each album, and has continually defined the cutting edge of Latin Alternative Music"
- **Rolling Stone**

With a career spanning over 34 years, Café Tacvba will join Best New Artist Grammy Nominee [Omar Apollo](#) and [Siete Family Foods](#), as the first three honorees announced for the [36th Hispanic Heritage Awards' September 29th broadcast on PBS](#)



WASHINGTON, DC – (8/15/2023) – The Hispanic Heritage Foundation (HHF) announced today that Mexico's critically-acclaimed, musical innovators, Café Tacvba will receive the 2023 Hispanic Heritage Arts Award and perform during the 36th Annual Hispanic Heritage Awards at the John F. Kennedy Center for the Performing Arts on September 7th, which will be [broadcast on PBS and stream on PBS.org on September 29th](#).

“Café Tacvba has been inspiring audiences with their brilliant, eclectic sound for decades since they started in Mexico,” said Antonio Tijerino, HHF President and CEO. “We are thrilled to honor this remarkable group of musical visionaries with our Arts Award and we look forward to celebrating Café Tacvba and share our collective cultural pride and achievement at the Kennedy Center and on PBS.”

Cafe Tacvba is widely recognized as Mexico’s leading alternative rock band and indeed one of the most influential alternative groups to come out of Latin America, spearheading a non-conformist musical movement with their blending of elements such as rock, indigenous folk, electronic and punk music. With a career spanning over 34 years, they continue to expand an already massive audience of devoted fans throughout the Americas, Europe and beyond.

No Cafe Tacvba album is like another. Each studio album is guided by an overriding artistic vision, from the styles of songs and instrumentation used, the collaborators involved, and the design of the packaging (usually done by themselves). Having originated as a live act with a cult following, being compelling as a live band is in their DNA, and they refine their musical ideas through multiple performances before ever recording.

Hence, each album feels like a reinvention: whether it’s the seminal *Re* (1994) with its wide range and dramatic style-switching (earning it comparisons with the Beatles’ *White Album*), the reimagined cover songs of Latin music classics in *Avalanche de Éxitos* (1996), the experimental electronica of the two-disc *Revés/YoSoy* (1999), the lush post-punk rock sounds found on *Cuatro Caminos* (2003, with drummers Victor Indrizzo and Joey Waronker from Beck), *Si No’s* (2007) classic rock vibe, or the lyrically introspective *El objeto antes llamado disco* (2012).

For 2017’s *JeiBeibi*, where chords and mixes come from more experimental sounds of each the members, *Rolling Stone* declared: “*the ever-morphing group continues to evolve, touching on everything from reggae and rock balladry to dubstep and Beach Boys–style harmonies.*” This was followed by 2019’s *Un Segundo* MTV Unplugged - a tribute to the songs most emblematic in the band’s 30 year career, with musical arrangements and the participation of artists such as David Byrne and Gustavo Santaolalla.

Café Tacvba awards include: GRAMMY “Best Latin Rock/Alternative Album” (*Cuatro Caminos*), Latin GRAMMY “Best Rock Album” (*Revés/YoSoy*), Latin GRAMMY “Best Alternative Album” (*Cuatro Caminos*), Latin GRAMMY “Best Rock Song” (twice, for *Eres and Esta Vez*), Latin GRAMMY “Best Alternative Song” (*Volver a Comenzar*), Latin GRAMMY “Best Long Music Video” (for *Un Viaje*), Latin GRAMMY “Best Alternative Album”, “MTV Legend” award. As well as multiple MTV Viewer’s Choice and *Premios Lo Nuestro* awards. In 2015, they were recognized with the “Icon” *La Musa* award of the Latin Songwriters Hall of Fame.

The historic Hispanic Heritage Awards, which were created by the White House to commemorate the establishment of Hispanic Heritage Month in America, is among the highest honors by Latinos for Latinos and supported by 40 national Hispanic-serving institutions. Watch the playlist for last year’s awards [HERE](#) & [Check out HHF past honorees.](#)

About the Hispanic Heritage Foundation

The Hispanic Heritage Awards serve as a launch of HHF’s year-round mission focused on education, workforce, social impact and culture through the lens of leadership. HHF is a national 501(c)(3) nonprofit organization. For more information, visit www.hispanicheritage.org and follow the Hispanic Heritage Foundation on [Instagram](#), [Facebook](#), [Twitter](#), and [TikTok](#) and HHF’s *Fritanga* Podcast on all platforms.

About PBS

PBS, with more than 330 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches over 42 million adults on linear primetime television, more than 15 million users on PBS-owned streaming platforms, and 56 million people view PBS content on social media, inviting them to experience the worlds of science, history, nature, and public affairs; to hear diverse viewpoints; and to take front-row seats to world-class drama and performances. PBS's broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to **PBS LearningMedia** for digital content and services that help bring classroom lessons to life. As the number one educational media brand, **PBS KIDS** helps children 2-8 build critical skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality content on TV — including a PBS KIDS channel — and streaming free on pbskids.org and the **PBS KIDS Video app**, games on the **PBS KIDS Games app**, and in communities across America. More information about PBS is available at PBS.org, one of the leading dot-org websites on the internet, [Facebook](#), [Instagram](#), or through our [apps for mobile and connected devices](#). Specific program information and updates for press are available at pbs.org/pressroom or by following [PBS Communications on Twitter](#).

For more information on the 36th Hispanic Heritage Awards,
please contact John Reilly at (jreilly@jrprmusic.com)

For Sponsorship Opportunities,
please contact Jessica Herrera (Jessica@HispanicHeritage.org).

Café Tacvba contact: Pablo Txino García (pablo@cafetacuba.com.mx)

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