



MTV Informs History for Latinx Heritage Month

10.15.2021

MTV Entertainment Group and Latinx-owned-and-operated Makine Studios collaborated to create the above spot that informs viewers about two little-remembered historical Latinx figures.

The spot, part of MTV's campaign for Latinx Heritage Month, tells viewers about "the two Sylvias": Sylvia Mendez, an 8-year-old Mexican-Puerto Rican-American girl who helped desegregate American schools in the 1940s, and Sylvia Rivera, a 17-year-old Puerto Rican-Venezuelan-American woman who was one of the initiators of the gay rights movement at Stonewall.

MTV Entertainment Group rolled out an entire campaign titled "See Me, Know Me, Hear Me" and turned over its platforms to Latinx creators to celebrate the month, which runs Sept. 15 - Oct. 15. The "Two Sylvias" spot was part of the campaign's "Know Me" segment. Makine designed the spot using a mixed-media collage approach.

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