Latin music—from salsa to bachata and reggaeton—has greatly influenced pop music in America, culminating in record-breaking mainstream hits like “Havana” and “Despacito.” Every year during Hispanic Heritage Month (September 15 to October 15), Spotify celebrates the diversity, uniqueness, and unification of Hispanic culture by showcasing the stories behind Latinx artists’ curated playlists and videos—and honoring the impact they’ve made on American music and culture.

“For this year’s Hispanic Heritage Month, we really wanted to celebrate the richness of US Latinx culture by shining a light on the new wave of artists who represent for the diaspora,” says Rocío Guerrero, Head of Global Cultures at Spotify. “From Camila Cabello to Nicky Jam and Kali Uchis to Cuco, there’s an incredibly deep talent pool of Latinx artists who are connecting with fans and creating music that reflects no language or cultural boundaries.”

“With new playlists like 100% LatinX, LatinX Indie, New Tejano and Bodega Sounds, our vision is to help more fans discover music that reflects their unique experience in the world,” explains Rocío.

Rising stars like Jarina de Marco and Jencarlos Canela were given the spotlight to create playlists of their own, along with 6 other Hispanic artists. Their takeovers included favorite tracks and accompanying videos in which they reminisced on the importance of Hispanic Heritage Month.

“Our community is a melting pot of African, Native, and Iberian cultures, all mixed and represented in our music, food, and languages,” explains Jarina. “There is so much to discover, which is why Hispanic Heritage Month is the perfect opportunity to delve more deeply into the
history of our ancestors and help create an intimate knowledge of the role that the Latinx community has played in U.S. history."

“It is important to recognize and celebrate our culture more than ever,” Jencarlos says. “Our Hispanic heritage is so rich in diversity and stories we just need to learn to love ourselves and support one another more and more. We already have our place in history it’s up to us to claim our place in the present and future. That is why, if you ask me if it is important to celebrate HHM, I say ‘let’s do it BIG AND LOUD BABY.’ That’s how we do!”

Celebrate Hispanic Heritage Month big and loud with some of the songs from each Represent! Playlist—including some from Jarina and Jencarlos—that showcase the diversity and unity across the Latin diaspora.