

Loisaida Festival 2025

Press Clippings (Various Outlets)



Photograph: Andrew Cirilo | Loisaida Festival

Get ready for an afternoon full of live music, dance, artisan crafts, food vendors and more at the 38th Annual Loisaida Festival.

Things to do

Tuesday May 13 2025 | Written by [Christina Izzo](#)

Time Out says

The beloved Memorial Day Weekend tradition is back: the 38th Annual Loisaida Festival will again be parading along Avenue C (between East 5th and East 12th Streets) on Sunday, May 25, with an afternoon full of live music, dance, artisan crafts, food vendors and more. Celebrating the vibrant spirit and diverse heritage of the Lower East Side, the festival is presented in by the Loisaida Center, one of the last remaining Puerto Rican-led and founded community-based organizations of Lower Manhattan, in partnership with the Acacia Network, the largest Hispanic-led nonprofit in NY State. The parade kicks off at 11am, with mainstage performances from the likes of Sonido Consteño, Joe Bataan, Anissa Gathers, Ana Macho, Alma Moyo and Legacy Women stretching until 5pm.

Details

Event website: loisaida.org/

Address

Price: Free

Opening hours: Noon–5pm

Link: <https://www.timeout.com/newyork/things-to-do/loisaida-festival-1>

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TIEMPO

Tiempo 5/18/25: Celia Cruz, the Queen of Salsa, posthumously honored with Walk of Fame star in NJ

By [Joe Torres](#) and Eyewitness News
Sunday, May 18, 2025



Tiempo discusses how New Jersey is posthumously honoring a community trailblazer and the Queen of Salsa: Celia Cruz.

NEW YORK CITY (WABC) -- On this edition of Tiempo, we discuss a monumental recognition for a local community trailblazer and the Queen of Salsa: Celia Cruz.

Cruz was posthumously honored with a Walk of Fame star in New Jersey. The ceremony took place at the Barrymore Film Center in Fort Lee, where the multiple Grammy Award winner lived for decades.

The Celia Cruz star kicks off a yearlong celebration coinciding with the 100th anniversary of her birth. Joining us to discuss this honor is Carlos Medina, president of the Statewide Hispanic Chamber of Commerce of New Jersey.

Meanwhile, Ballet Hispanico later this month will premiere its version of the timeless, classic opera, "Carmen," but in a dance form they call "Carmen.maquia."

The Latino dance company is also celebrating its emerald anniversary. We'll talk to them all about the new production and their milestone year.

Also ahead, a celebration we love to highlight each year: the annual Loisaida Festival.

The cultural festival is one of the largest and oldest community pride festivals in New York City. We'll have details on the packed lineup of live music, vendors, artists and crafts at this year's event.

Tiempo airs Sunday mornings at 11:30 on Channel 7, WABC-TV in New York City.

Link: <https://abc7ny.com/post/tiempo-joe-torres-celia-cruz-queen-salsa-posthumously-honored-walk-fame-star-fort-lee-nj/16443835/>

★★



All Of It: Loisaida Festival Celebrates Puerto Rican Artists On The LES



A photo from the 2024 Loisaida Festival. (Photo by Andre Cirilo)

May 19, 2025

Summary

The annual [Loisaida Festival](#) celebrates a Puerto Rican artistic community on Manhattan's Lower East Side. This year's event takes place on Sunday, May 25, and features musicians like

artists Jessie Montgomery, Joe Bataan, and Ana Macho, with honors for the late documentarian Marlis Momber. [Loisaida Center](#) executive and artistic director [Alejandro Epifanio Torres](#) previews the Sunday, May 25 event.

Transcript

Alison Stewart: You're listening to *All Of It* on WNYC. I'm Alison Stewart. This Sunday, May 25th, is the 38th annual Loisaida Festival, a neighborhood wide celebration of the Puerto Rican and Latinx history and culture of the Lower East Side. This year's festival is dedicated to one resident, Marlis Momber. Marlis was a German immigrant who lived on the Lower East Side starting in 1975. She dedicated her career as a photographer to documenting the Puerto Rican community in the neighborhood and directed the 1978 documentary *Viva Loisaida*. Marlis died just last month at the age of 82. Joining me now to discuss more about Marlis Momber and about what to expect from the Loisaida Festival is Alejandro, I hope I get your middle name right, Epifano.

Alejandro Epifanio Torres: Epifanio.

Alison Stewart: Close. Torres. He's the executive director of the Loisaida Center. Nice to meet you.

Alejandro Epifanio Torres: Same here, Alison. It's a pleasure to be here.

Alison Stewart: When did the festival start? Where is it taking place?

Alejandro Epifanio Torres: The festival began in 1987. It was an important community celebration as Avenue C got renamed officially Loisaida Avenue. It was a form of celebrating our history, our heritage, and the contributions that Puerto Ricans and Latinos made to the neighborhood. We are celebrating the 38th annual Loisaida Festival. It used to take place along the entire Avenue C, Loisaida Avenue, now it's only between 5th street and 12th street, but still lots to do.

Alison Stewart: This year's festival is dedicated to the memory of Marlis Momber, a beloved member of the Loisaida community. What made Marlis so special?

Alejandro Epifanio Torres: Marlis really embedded herself in the neighborhood. She had her photography studio at the former community center, Charas. Then she really dedicated her free time to documenting just life around in the neighborhood in a time where, really, there was not much attention paid to Loisaida or this area of the Lower East Side. Marlis made it a point to really develop friendships with Puerto Rican activists and also poets like Bimbo Rivas, who is credited for actually coming up with the term Loisaida in his 1974 poem, *Loisaida My Love*.

Alison Stewart: She spent her life documenting what was happening on Loisaida in her 19-- I think-- her documentary, I think it was 1978, it came out. What was meaningful to you about the way she documented the people and the culture?

Alejandro Epifanio Torres: Again, this is a time of transition. The demographics of the neighborhood were changing. It went from predominantly Jewish neighborhood to a predominantly Puerto Rican neighborhood. Marlis was there to document all of that. It was important for Marlis to also become involved in the homesteading movement, which was an

important movement led by the community, where they would repair abandoned buildings and structures and then claim ownership of these. It was important for Marlis also to be able to raise a family in the neighborhood. Her son Curtis grew up there, also just the fact that she loved the Puerto Rican experience, the Nuyorican Poets Cafe was just around the corner. She was a staple there. All the activism around safety and essentially just rehabilitation of the neighborhood, she was very close to.

Alison Stewart: How is the festival going to honor her?

Alejandro Epifanio Torres: We're excited to have an exhibition of Marlis' photos at the nearby gallery, Piragua Art Space on 10th street between Avenue B and C. This is just right around the corner from the festival. The gallery will be open the entire day. Also, the official after-party of the festival will happen over there as well. Guests will have a chance to look at Marlis' work at Piragua Art Space just around the corner from the festival. Again, 10th street between B and C.

Alison Stewart: My guest is Alejandro Epifanio Torres. We are talking about the 38th annual Loisaida Festival. It's happening this Sunday, May 25th. All right, I understand there's a community parade that helps open things up. What should we expect?

Alejandro Epifanio Torres: The community parade starts at 11:30, and it's a form of saying, "Hey, neighbors, wake up. The festival is about to begin." It will be led by the all-women ensemble, Batalá New York, which we're very excited for. Also, we'll have multiple contingents of public school children that will be joining us and other community organizations as well. The programming starts officially at 12:00 with the main stage, where we have folks like Joe Bataan. We'll have Anissa Gathers, urban artists like Ana Macho and many, many other activations throughout the avenue. We'll have the community gardens, La Plaza Cultural activated, and also Pancho Ramos Community Garden activated as well.

Alison Stewart: You talked about the main stage. You have all kinds of genres performing there, from Latin, Soul, to Urbano Pop. What were you looking for when you were looking for curating the main stage?

Alejandro Epifanio Torres: I think it's important to highlight both past and future musical genres of our community. Puerto Rico is very well known for its music, and I think it's very important to highlight this type of wide ensemble of genres that we actually support. Yes, it's something for everyone, and I think it's important to have that variety included in the festival.

Alison Stewart: There's going to be an open mic marathon happening at the Nuyorican Poets Cafe. That's exciting, first of all. Where should people go if they want to hear some poetry?

Alejandro Epifanio Torres: The Nuyorican Poets Cafe will partner with the BombaYo group from the Bronx that's coming down to play traditional Bomba while they host their open mic. This will happen between 8th and 9th street along Avenue C.

Alison Stewart: The Theater Lab is also taking part in this. What's happening at the Theater Lab?

Alejandro Epifanio Torres: Yes, the Theater Lab is a mini festival within the festival. It happens at La Plaza Cultural de Armando Perez community garden. This is the southwest corner of 9th street, and there are short performances there. We have the artist Radio Circus,

where there will be interactive performances for children and their families. We'll have a visiting group of MCs from Puerto Rico and also we'll have our partners Dorill Initiative showcasing some of their youth dance choreography.

Alison Stewart: There's also the BioBus mobile lab, which sounds pretty cool.

Alejandro Epifanio Torres: Super exciting. It's their 11th straight year at the festival. They basically roll in with a mobile laboratory equipped with scientific equipment, top notch scientific equipment that the community will be able to use and play with, and they'll do an exploration on culinary arts as well, delving into the ingredients of Sofrito.

Alison Stewart: This sounds like an event where kids can get a lot out of it, a real family friendly event, yes?

Alejandro Epifanio Torres: Yes, definitely. We'll have free bouncy houses also for children on 11th Street, a mini basketball tournament, basketball skill challenge as well where the youth can test their skills and get some prizes. Yes, there is definitely fun for the entire family.

Alison Stewart: Anything else about the festival you want to tell us?

Alejandro Epifanio Torres: Excuse me. No, just please come in. It really is a community celebration. It's a unique festival. It opens, really, other celebrations that will happen throughout the summer and the month of June. I just invite everyone to come and have a feel of Loisaída, and tell your friends.

Alison Stewart: What are you looking forward to? What's the one thing you're really excited about?

Alejandro Epifanio Torres: I'm always excited about the Puerto Rican Institute for the Development of the Arts showcase, which is a full block dedicated entirely to artisans and crafts. It brings so much variety. There's live art, there's so much handmade stuff. I'm really looking forward to seeing the artisans this year.

Alison Stewart: My guest has been Alejandro Epifanio Torres. We were talking about the 38th annual Loisaída Festival. It's happening this Sunday, May 25th. Have a great festival.

[music]

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Link: <https://www.wnyc.org/story/loisaída-festival-celebrates-puerto-rican-artists-on-the-les/>

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PIX11 Morning Live

The 2025 Loisaída Festival



Link: https://youtu.be/KewChr_ZfRs?si=TpdPhsGj-V8T1_iA

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The New York Times

ARTS | What to Do in New York City in May



A performance from the Theater Lab of the Loisaída Festival in 2023. The celebration of Puerto Rican heritage returns on Sunday. Melvin Audaz

The Loisaída Festival

May 25, noon-5 p.m., on Avenue C, Manhattan; loisaidafest.nyc.

The word “[Loisaída](#)” is often said to derive from the way New Yorkers of Puerto Rican heritage pronounce “Lower East Side.” But you don’t have to have Nuyorican roots or a downtown Manhattan address to enjoy the free annual Loisaída Festival, which honors the area’s vibrant culture.

Nor do you need to be grown up. Presented on Sunday by the community organization [Loisaída Inc.](#) and stretching from East Fifth to East 12th Streets, this entertainment-filled event includes the [Biobus](#), a mobile science lab. It will feature digital microscopes as well as an investigation of the ingredients for [sofrito](#).

The [Robert Blackburn Printmaking Workshop](#) will offer culturally themed stencils and silk-screening demonstrations, so that young artists can make their own designs on paper. And at 3 p.m., Artiserio will perform “[The Magical Garden](#),” a children’s theater show about a squirrel and a pigeon’s shared habitat. (A full schedule and a map are online.)

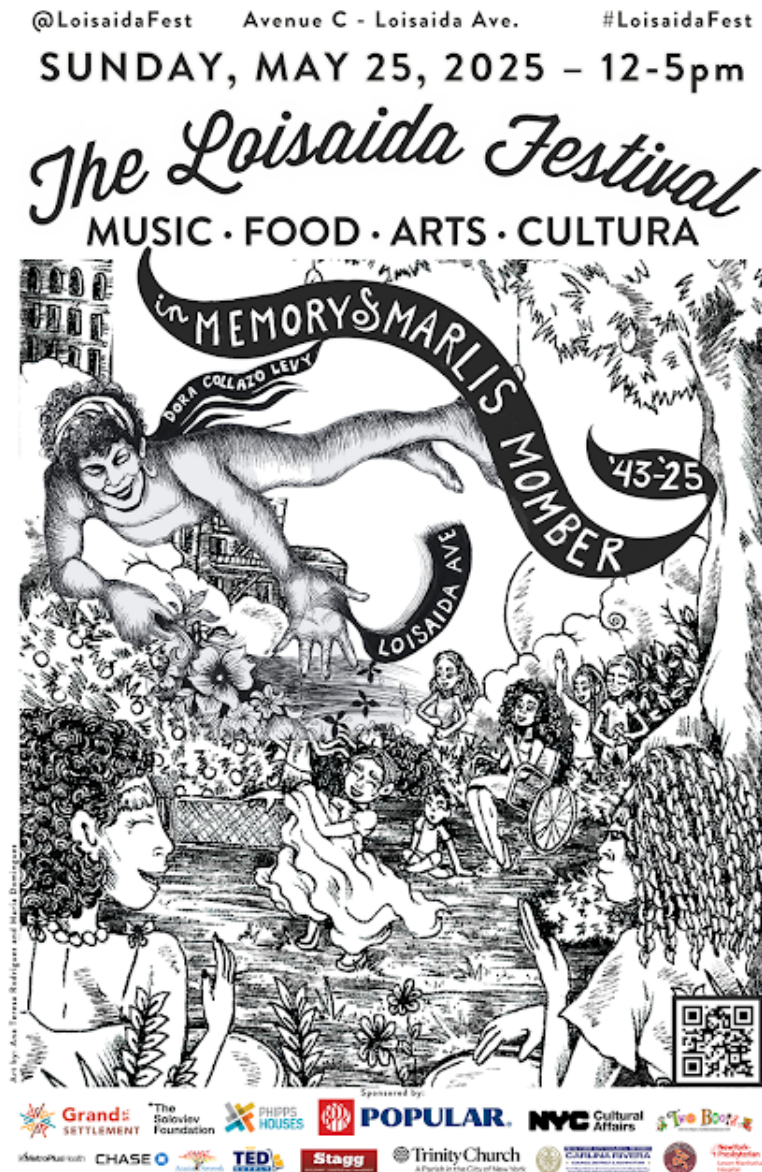
Interested in more free fun? Head to the [Lower East Side Festival of the Arts](#), a free weekend celebration from Theater for the New City, with kids’ performances on Saturday afternoon. Information is on [the theater’s website](#). LAUREL GRAEBER

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EV Grieve

News about the East Village of NYC
Friday, May 23, 2025

Sunday marks the 38th edition of the Loïsaida Festival



The 38th annual Loïsaida Festival is happening on Sunday, May 25, from noon to 5 p.m.

Per organizers:

On Loïsaida Avenue, culture isn't just celebrated — it's lived. The festival becomes a reunion for neighbors, friends, and families who gather to dance, laugh, and remember what it means to

belong. It's a Puerto Rican celebration that wraps the whole community in music, memory, and that undeniable feeling of home.

The year's festival also honors [Marlis Momber](#), the longtime Lower East Side documentarian and activist who passed away on April 1 after a battle with cancer.

The event, which unfolds along Avenue C-Loisaida Avenue between Fifth Street and 12th Street, includes more than 50 artisans and 10 food vendors.

There's also a slate of bands and musicians on the main stage and elsewhere on the festival grounds. Visit this [link](#) for details.



Festival poster created by Ana Teresa Rodríguez and María Domínguez.

Link: <https://evgrieve.com/2025/05/sunday-marks-38th-edition-of-loisaida.html>

Noticia

El Loisaída Festival celebra su 38ª edición este 25 de mayo en Nueva York

Karina Fonseca
23 mayo 2025



Foto por Andre Cirilo.

Una fiesta comunitaria con música, arte, comida y cultura puertorriqueña en el corazón del Lower East Side

El próximo domingo 25 de mayo, regresa el esperado Festival Anual Loisaída, una celebración vibrante de la comunidad, la cultura y la herencia latina que se llevará a cabo de 12 p.m. a 5 p.m., llueva o truene, a lo largo de la Avenida C, entre las calles E. 5 y E. 12.

Organizado por Loisaída Inc., un centro comunitario y artístico fundado por puertorriqueños y con sede en la Calle E. 9, el festival atrae cada año a miles de personas que se dan cita para disfrutar de música en vivo, arte, gastronomía, actividades para toda la familia y más de veinte artesanos locales. Entre las actividades infantiles destacan el laboratorio científico móvil BioBus, cuentacuentos en jardines comunitarios, talleres de serigrafía y juegos recreativos gratuitos.

Este año, el festival está dedicado a la memoria de Marlis Momber, fotógrafa y cineasta alemana radicada en Nueva York, cuyo documental "Viva Loisaída" (1978) se convirtió en una obra icónica sobre la vida del vecindario. En su honor, se entregarán los Premios Viva Loisaída, que reconocen el liderazgo y las contribuciones culturales de figuras comunitarias como Ramon Rodríguez, Las Dinámicas y David "Daso" Soto, entre otros.



Foto por Andre Cirilo.

La jornada comenzará a las 11 a.m. con un desfile encabezado por el grupo de batucada femenino Batalá NY, seguido por comparsas de colectivos culturales como Loisaida Cabezudos, La MaMa, Pleneros Callejeros y el Artisferio Circus.

Up Next - RELATED NEWS: El Loisaida Festival celebra su 38ª edición este 25 de mayo en Nueva York – Noticia NY

El escenario principal contará con la conducción de Giraldo Luis Alvaré, presentador de los podcasts “Siempre Pa’Lante!” y “Cultura Live!”. Entre los artistas invitados se encuentran Joe Bataan, Anissa Gathers, Ana Macho, Alma Moyo, Sonido Costeño, Legacy Women y una presentación especial de la obra “Loisaida, My Love”, compuesta por la ganadora del GRAMMY Jessie Montgomery e interpretada por una chelista clásica y una cantante de ópera.

Además, se podrá disfrutar del TheaterLab en La Plaza Cultural de Armando Pérez, conciertos de música típica en el Jardín Comunitario Francisco “Pancho” Ramos, poesía con el Nuyorican Poets Café, y talleres científicos con BioBus.

El evento es posible gracias a la colaboración con Acacia Network, la organización latina sin fines de lucro más grande del estado de Nueva York. “Estamos orgullosos de ofrecer un espacio seguro y acogedor para nuestros vecinos, y de seguir preservando la cultura en tiempos difíciles”, afirmó Alejandro Epifanio Torres, director ejecutivo y artístico del Loisaida Center.

Lymarís Albors, CEO de Acacia Network, añadió: “Este festival es mi día favorito del año. ¡Acompañémosnos a bailar, comer rico y celebrar en comunidad!”. Para más información visita loisaidafest.nyc.

Link: <https://www.noticiany.com/el-loisaida-festival-celebra-su-38a-edicion-este-25-de-mayo-en-nueva-york/>

NY1

Loisaida Festival Celebrates Diversity of LES

May 25, 2025



Link: <https://youtu.be/6IVDDC-Dlhk?si=kZgXqcKpyzZZAlwo>

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WABC

38th Annual Loisaida Festival

May 25, 2025



Link: <https://youtu.be/4GrWcNdvXH8?si=n1fLy32v99jkucDA>