



Salsa flyers

Salsa music emerged in 1960s New York as vibrant Latin American and Caribbean communities shaped a dynamic fusion of Afro-Cuban rumba, mambo, son cubano, guaracha, jazz, and more. Flyers, posters, and album covers helped build the Latin music industry and celebrated “latinidad”—visual expressions of Latino/a identity and culture. Among the most influential designers was Izzy Sanabria, whose bold, celebratory aesthetic captured the energy and spirit of salsa’s golden era.

New York salsa flyers, ca. 1968–88. All flyers designed by Israel “Izzy” Sanabria (American, born Puerto Rico, 1939) unless otherwise noted, Printed paper, offset lithographs. All flyers from the Collection of Pablo E. Yglesias, unless otherwise noted.

1. African Twist Marathon, 1968
2. Flower Festival, 1968
3. Let’s Loosen Their Grip with Latin Music Power, 1970
4. The Return of The Pride of Brooklyn, 1972
5. Head-Disco, 1972
6. Puerto Rican Studies of N.Y. Community College Presents: A Latin Music Festival, 1972
7. Club Cabor Rojeño – Chavetita Y Perigon, 1974
8. Super Salsa 75, 1975
9. Salsoul Presents: Musica, 1977
10. Faina All Stars Rhythm Section – Los “6” Seis, 1981, with Illustration by Jorge Vargas
11. La Mariposa – Henry Fiol, 1978, Designed by Kenneth “Salsa Kenny” O’Banyoun, with illustration by Henry Fiol (American, born 1947)
12. El Salsero, 1979, Designed by Kenneth “Salsa Kenny” O’Banyoun
13. Program, Festival of Drums II, Hosted by Verna Gillis, 1980, Designer unknown
14. Taller Boricua Presents Their Second Dance Under the Stars, 1980, Designer unknown
15. Charanga 76, 1988, Designer unknown, Anonymous collection