

MARTHA DIAZ

CONTACT

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 New York, NY

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EDUCATION

M.A. / Moving Image Archiving
& Preservation
Tisch School of the Arts
New York University
2013–2016

M.A. / Hip-Hop for Social Change
Gallatin School of Individualized Study
New York University
2008–2010

B.A. / Communications
Minor: TV & Film Production
Fairleigh Dickinson University
New York University
1987–1992

SKILLS

- Master Multitasker
- Strategic Lead / Community Organizer
- Exhibition Designer
- Curator/ Impact Producer
- Archivist / Historian
- Proficient in WordPress, Microsoft Office, PBCore, MARC

ADVISOR

- *The Culture: Hip-Hop and Contemporary Art in the 21st Century* Exhibition, Baltimore Museum of Arts (2023)
- *Fresh, Fly, and Fabulous: Fifty Years of Hip-Hop Style* Exhibition, Museum at Fashion Institute of Technology (2023)
- Towards 2040: Creative Leaders Fellowship, Words Beats and Life (2023)

PROFILE

Martha Diaz (MD) is an award-winning, forward-thinking, polymath, cultural administrator, creative serial entrepreneur, dedicated to social change and equity. With 30+ years of experience and expertise identifying, cultivating, expanding, connecting, and bridging initiatives across public and private cultural and educational institutions. A highly accomplished education leader, mentor and community builder with substantial global leadership, organizational, interpersonal, public speaking, networking, and event-planning-production skills. MD has outstanding ability to problem-solve, work collaboratively, and create strategic relationships with diverse business leaders, educators, professional organizations, and community service providers. She's raised over \$1 million dollars from foundations, corporations, and government agencies including The Ford Foundation, The Heinz Endowments, The Nathan Cummings Foundation, Apple, Jordan Brand, Martell, NYC Department of Education, and NYC Department of Probation.

PROFESSIONAL EXPERIENCE

FOUNDER, EXECUTIVE DIRECTOR

Hip-Hop Education Center (HHEC) | NY, NY | 5/2010 - Present

HHEC is a non-profit 501(c)(3) that empowers individuals and communities by catalyzing social change and equity through research, curated curricula, collaborative programming, career and leadership training, and the development of a living archive. HHEC is an innovation hub and incubator that centralizes and connects the work of Hip-Hop artists, teachers, students, scholars, archivists, curators, activists, and social entrepreneurs from across the globe to empower the community and preserve, create, and honor Hip-Hop's legacy.

- RESEARCH & PUBLICATIONS

Conducted national scans, qualitative and quantitative research, multi-city case studies, analyses

- **“Renegades: Hip-Hop Social Entrepreneurs Leading The Way For Social Change”** — Chapter, *Hip-Hop and African Diasporas in Modernity: A Contemporary Discussion on Culture and Education* (Sao Paulo: Alameda/FAPESP, 2015).
- Co-editor with Dr. Raymond Codrington and Dr. Yolanda Sealy-Ruiz, **“Takes A Hip-Hop Nation: A Three Year Study on Professional Development in the Hip-Hop Education Field”** – Field Report (New York: Institute for Urban and Minority Education, Teachers College - Columbia University, 2015). Funded by the Nathan Cummings Foundation.
- Co-editor with Dr. Priya Parmar, Dr. Anthony J. Nocella, and Scott Robertson, ***Rebel Music: Resistance Through Hip-Hop and Punk***. (Charlotte: Information Age, 2015).
- Co-editor with Dr. Raymond Codrington, **“Making Connections with Hip-Hop Education and Pedagogy: Baltimore, Providence, and San Antonio Case Studies”** Funded by the Annie E Casey Foundation. (2013)
- **“Restoring Hip-Hop’s Legacy Through Artifacts, Conservation and Education”** – Chapter, *Center of the Movement: Collecting Hip Hop Memorabilia Book* (Detroit: Moore Black Press, 2013).
- Co-editor with Dr. Pedro Noguera and Dr. Edward Fergus, **“Reimagining Teaching and Learning: A Snapshot of Hip-Hop Education”** – Field Report (New York: Metropolitan Center for Urban Education, New York University Steinhardt School, 2011). Funded by the Nathan Cummings Foundation.
- Co-editor with Dr. Marcella Runell-Hall, ***Hip-Hop Education Guidebook, Vol. I*** (New York: Hip-Hop Association, 2007).

TEACHING EXPERIENCE

Hip-Hop Professor 8/2022 - 5/2023

School of Arts and Sciences
Virginia State University
Course: Hip-Hop Trails: Tracing and Documenting the Culture

Visiting Scholar and Co-Instructor 9/2021 - 5/2022

School of Arts and Sciences
Virginia Union University
Course: Hip-Hop Studies 101

Adjunct Professor /Student Advisor 1/2011 - 5/2015

Gallatin School of Individualized Study
New York University
Course: Hip-Hop History / Hip-Hop Social Entrepreneurship

Substitute/Media Literacy Teacher

9/1999 - 6/2002
NYC Middle school and High School

DISTINGUISHED FELLOWSHIPS AND ACHIEVEMENTS

Member-at-Large, Society of American Archivists Independent Archivist Steering, 2023 - Present

MacArthur Civic Media Senior Fellow, USC Annenberg Innovation Lab, 2019 - Present

Inaugural Fellow at the Center for Creative & Entertainment Arts, Virginia State University, 2022 - 2023

New School Creation Fellow, High Tech High Graduate School of Education, 2018-2020

Nasir Jones Fellow, Harvard University, 2017

A'Lelia Bundles Columbia University Community Scholar, 2014 - 2017

Institute of Museum and Library Services Fellowship, 2014

• CURATOR

Curate summits and exhibitions to interrogate, critique, and explore the development of Hip-Hop Studies through the intersectionality of the academy, sports, music and entertainment industry, social justice, and entrepreneurship. Selected programs:

- o *Fresh, Bold & So Def* Women In Hip-Hop 3-Part Symposium, Lincoln Center for the Performing Arts (2024-2025)
- o *Wild Style* Remix at Apple Fifth Avenue in partnership with High School of Art & Design and Today At Apple (12/2023)
- o *Hip-Hop Diaspora: Archiving and Celebrating Hip-Hop's 50th Anniversary* Symposium, University of Canada - Toronto (11/2023)
- o *A Wu-Tang Experience: Live at Red Rocks Amphitheater* Film Screening, Lincoln Center for the Performing Arts (11/2023)
- o *My Philosophy: The Rise of Hip Hop Studies in The Academy* Symposium - Virginia Union University & Virginia State University | Richmond, VA (2022)
- o HHEC Think Tanks at NYU, Columbia University, Stanford University (2011 - 2017)
- o *Made You Look: Four Decades of Hip-Hop's Impact in Cinema*. First series of its kind at The Academy of Motion Picture Arts and Sciences, NY (2017)
- o *Made You Look: Documenting the Art, History, Power, and Politics of Hip-Hop Culture*. First series of its kind at the Museum of the Moving Image, Queens, NY (2015)
- o *Shake Up Your Library: Using Hip-Hop and Rap to Attract Teens and New Adults*. New Jersey State Library (6/2012)
- o *Hip-Hop and Spoken Word Summer Teacher Institute*, University of Wisconsin – Madison (6/2007)

ARCHIVIST, CREATIVE/MEDIA PRODUCER, AND PROJECT MANAGER

The Marchivist, Inc. | NY, NY | 9/2014 - Present

Creative consultant, project manager, archivist, and curator on commercials, music videos, magazine/TV shows, documentaries, and multimedia projects. Clients include: MTV, PBS, SONY, UNESCO, Americans for the Arts, Prudential Foundation, LVMH, and Google. Projects include:

- Archive Producer - *"Hip Hop Treasures"* TV Series. A&E Network, Pulse Films, and Rock The Bells
- Archivist/Researcher - Tupac Amaru Shakur Estate, *"Dear Mama"* TV Series, *"Wake Me When I'm Free"* Exhibit
- Associate Producer - *"Nas: Time Is Illmatic"* Documentary. Directed by One9. Tribeca Film
- Associate Producer - *"Black August Hip-Hop Project"* Documentary. Directed by dream hampton. Malcolm X Grassroots Movement
- Archive Project Manager - Parkwood Entertainment (Beyoncé Knowles-Carter) *"How To Make Lemonade"* Box Set
- Archivist - Paley Center for Media - Archived 30 Ep, Ralph McDaniels *"Video Music Box"*
- Archivist - National Jazz Museum in Harlem - Digital migration project

ASSOCIATE CURATOR AND ARCHIVIST, ADVISOR

The Hip-Hop Museum | Bronx, NY | 1/20 - present

As the Chair of the Archives, Curatorial and Education Committee (2020 - 2022), I managed a team of 20, created workflow systems between departments, launched youth ambassador program, and evaluated, archived, and curated collections.

- Project manager and producer for exhibitions and public programming
- Development of educational partnerships, curricula, and workshops
- Consulted on the design and maintenance of a digital asset repository, archived 3,000 items
- Curated five exhibitions
 - o *From the Streets to the Olympics- Malmo, Sweden* | 2022
 - o *From the Streets of New York To Sweden: Hip Hop 1977-1991* | 2021
 - o *[R]Evolution of Hip Hop: The Golden Era (1986-1990)* | 2020
 - o *[R]Evolution of Hip Hop: The Rise of a Global Culture (1980-1985)* | 2020
 - o *[R]Evolution of Hip Hop: The Foundation (1960-1970)* | 2019

DISTINGUISHED FELLOWSHIPS AND ACHIEVEMENTS

Senior Fellow, Lemelson Center for the Study of Invention and Innovation, National Museum of American History - Smithsonian, Institution, 2013

Women eNews Recognition - 21 Leaders for the 21st Century, 2010

NYU Graduate Alumnae Club Key Pin Award for Outstanding scholarship & extracurricular activities, 2010

NJ Performing Arts Center, Alternate Route Curatorial Residency, 2009

Union Square Arts Award, 2007

KEYNOTES

9/2023

“Hot Dam: Hip-Hop At 50 Is The New Kid On The Block,” Henry Stewart DAM (Digital Asset Management) NY Conference

11/2022

“Telling Stories: An International Conference on Music Archives and Digital Heritage Narratives,” School Of Digital Arts, Manchester Metropolitan University, Manchester, England

1/2022

“Preserving the History of Local and Global Hip Hop Culture – Rich Digital Assets of Past, Present and Future,” Henry Stewart Events, DAM and Museums

4/2018

“Can’t Stop Won’t Stop: Hip-Hop in the Classroom,” Hip-Hop Conference, Harvard School of Education

7/2016

“The Power of Hip-Hop In Place of War: Mobilising, Empowering and Connecting Artists and Creative Communities in Sites of War, Conflict and Humanitarian Disaster,” University of Manchester, England

HIP-HOP CURATOR AND SCHOLAR

The Schomburg Center for Research in Black Culture, NY Public Library | NY, NY | 9/2012 - 2022

Appointed by Dr. Khalil Gibran Muhammad, MD was the first Hip-Hop scholar and curator-in-residence at The Schomburg Center where she designed *Hip-Hop 4.0 (Creativity, Education, Community, and Legacy)*, a community engagement, education and preservation initiative. Donated the largest Hip-Hop media Collection of over 400 movies, short films, music videos, and ephemera material. Diaz developed strategic partners to increase the visibility of Hip-Hop collections and curated public programming. Selected programs included:

- H2O 20th Anniversary Commemoration (2022)
- Documenting History in Your Own Backyard: A Symposium for the Advancement of Archiving and Preserving Hip-Hop Culture in partnership with New York University, Smithsonian Archives Center, The Hip-Hop Museum (2013, 2020)
- Higher Learning: Using Hip-Hop Education to Transform Schools and Communities (2013)
- Fresh, Bold & So Def Women in Hip-Hop (2012)

PUBLIC SPEAKER

Selected Panels

Panelist

8/2023

“Hip Jazz Hop: Solidifying Our Legacy,” National Jazz Museum in Harlem and Sol Media Plus, NY

Panelist

8/2023

“Culture of Change with Hip-Hop Education Center,” Created by Hip-Hop Series, Today At Apple, Fifth Avenue, NY

Panelist

5/2023

“Transformations: A Partial History of Hip-Hop Dance Across France and The US,” Villa Albertine, Cultural Services of the French Embassy

Panelist

1/2023

“Archiving Hip-Hop As A Community of Practice,” Archivist Round Table of Metropolitan New York

Panelist

3/2022

“Women in Hip-Hop: Erasure, Trailblazers, and PlaceMakers,” Hart House, University of Toronto

Panelist

3/2016

“Museum Day Live! Inspiring Women and Girls of Color,” National Museum of American History - Smithsonian Institution

Panelist

9/2015

“Safer Cities: Addressing Universal Access to Safe and Inclusive Spaces For All,” New America, UN-Habitat, Global Urban Futures Project at The New School, and Next City

Panelist

8/2013

“Archiving Hip-Hop Culture: Collaborating Across Institutions and with Communities,” Society of American Archivist Meeting in New Orleans

Panelist

6/2013

“Past Forward! Meeting Stakeholder Needs in 21st Century Special Collections,” Yale University, Online Computer Library Center Symposium