

LA Unscripted | September 15th, 2023

From hot spots to hidden gems This is your guide to all things local as we celebrate Hispanic Heritage Month The L A unscripted way trail blazers change makers legends and our neighbors Welcome to L A unscripted I'm Dana Devin and we are going off script for Hispanic Heritage Month with the half hour dedicated to some of our favorite American Latino local finds and the stories that make them so special First up it's a stop in City Terrace where a husband wife duo is providing goods and good vibes in their beloved titta loosely translated That means mini market or corner store Cinco Sarah's Market is a Tienda that is known here in City Terrace It's your typical mom and pop shop It's where you come and get all your local goods and it's accessible to everybody in the community Gracias Hi I'm Sarah Valdez Hi I'm Steven Valdez and we're the owners of Sarah's Market So in total I believe we have a little bit over 300 products Sarah's market carry curated items that we've selected or they've reached out to us from restaurants all over L A People that we bonded formed friendships with that Now we carry all their products from pizza These tortillas are called Caramelo There's one that's made with pork fat We have another one that's made with avocado oil So we have the chori chorizo which they're located in San Pedro We carry their maple habanero chorizo their red chicken chorizo So the history behind market is So it's been in my family for over 60 years It first belonged to my great uncle Pedro Martinez when he had it it was called Market which was his daughter So they ran it for about maybe 30 years or so Then they passed it down to my mom and dad which then they renamed it Sarah's Market I grew up in the store when I was in elementary school my job was to charge the chips at the time at the door So my parents r it for about another 30 years or so Being in this neighborhood for so long not only does it mean home it also means unity just because we're so united with everybody here We're very community oriented because these are the people that help us survive every day Even during the pandemic When things were weird we had to keep our store stock to be able to provide for our community We sold one item per person like the water the toilet paper when that was going on people from out of town kept trying to buy us out But we're like no we need our community to stay afloat and we need to provide for them being Mexican owned you know Latin owned business owners I I myself I feel a sense of pride just because for many years you know we felt like we've been at the bottom But I have always said this as long as we come up and succeed it's

not just us but it my community it's my neighborhood that is coming up with us We are trying to be here now and forever So we can provide these services for not just the kids that we see go to school now in elementary school but the kids that we see going to high school now So that's what Sarah's market is just a staple to be here for a while I love that It's been in her family for 60 years I mean that's pretty iconic and speaking of icons now how to get up close with the Colombian superstar Shakira moving over to downtown L A Our Doug KK has the des hi everyone My immersive exhibit Shakira Shakira is now open in Los Angeles at the Grammy Museum Shakira Shakira Well we all know Shakira as a multi Grammy award winning global phenomenon but there's a lot more to her career and we're about to get the DEETs on Shakira right here at the Grammy Museum Shakira played such a huge role in making Latin music as big as it is today because she was really one of those breakthrough artists And throughout her career she's really drawn on music from all over the world She opened up her archive to us So 99% of what you see on display is directly from Shakira You can see two of her Super Bowl outfits When she performed with J Lo we've got a number of other artifacts that show her as a multi instrumentalist and then also a number of her costumes So we enter Shakira's world Yeah really We wanted to show her you know basically the Shakira Atlas like what are her influences around the world So looking at different parts you know she played at the World Cup and you know Indian music is something that she's drawn from and then her dad was Lebanese So the belly dancing actually comes from her family It's part of her heritage I just want to thank you for all the support and the love that you've given me I think you know with Shakira she's really a global superstar and it was telling that story of how did somebody who started in Baranga Colombia as a singer songwriter become this huge star around the world She's somebody that reaches probably more of the world than almost any star So what's the story behind the rhyming dictionary Shakira on her third album uh Laundry Service decides OK I'm not going to write in Spanish anymore I'm gonna write in English But to do that she has to learn English So she takes a year learns English and then writes her songs for this album in English So this is this key tool she uses to pull out those songs Shakira has incredible ambition and I think part of it is that you know early in her in her life her parents were struggling financially and they kind of looked to her like can you help carry some of the weight here She worked as an actress early in her career as a teenager And it wasn't because that's what she wanted to do it Like ok this is part of helping to

support my family So for her I think a lot of it was I don't want to be in a position where I'm in this financially strapped I wanna be a success So what instruments does she play She plays guitar keyboard she sings harmonica and bass and also percussion Yeah So I guess everything I think you know people have this sort of narrow idea of who Shakira is It's like she's a pop star and she swivels her hips and when they come away from it they're like wow she writes all her songs She's a multi instrumentalist She's super smart She speaks five languages She has as many listeners on Spotify as Taylor Swift but also she has this ability to sort of reach people in different ways You know she's very charismatic She's got a great voice and there's something about her music because it draws on so many influences that it allows her to appeal to a broader audience from shaking hips to shaking hydraulics If you live in L A chances are you've seen low riders cruising the city streets but the intricately customized cars hold much deeper meaning beyond their elaborate exteriors And it's not just men behind the mechanics Now fasten your seatbelts because you're about to roll into the world of local Chicano low riders For me it's telling the story of just Chicano low riding There's so many different elements that come into play I'm Jacqueline Valenzuela I'm a Chicana a low rider and a fine artist And I'm gonna reveal how art and low riding intersects I do work in a body shop but I have an art studio inside a body shop So this is Stephanie works full time She's a mom still finds time to be in the car community I never knew I could be an artist I kind of applied to school because I was forced to So I decided to go to art school now Well it's been four years since I graduated and I've completely delved into my art practice flow Writing is more about the person and then the car is an extension of that person and I never saw the low riding influencing it or that it would become so intermeshed but it very much did as soon as I got my car I started to realize that there were stories around that were just being brought to my attention that I wouldn't have known otherwise And I felt the need to document them in some way And I knew my art was the way to do that And I've painted her or her car about three times This is the third time she comes from a whole family of low riders And my dad gave me a 69 hard top impala and that was my first car I actually started working on hands on completely hands on the nails the fashion I really highlight the women within the community It's a male dominated community So when you're in these spaces sometimes you're not taken seriously So you have to kind of prove yourself You're like no I work on my car I know how to do this and that And every woman I was talking to had the exact same

experience over the last 78 years It's really just snowballed into an effect of more women They start seeing more families that are doing it together Like mother daughter father son grandchild In the early sixties seventies there were all girls car clubs They were always there It's inspiring to see other women doing that because it is like I said such a male dominated space But the women are doing the exact same thing that the men are I think sometimes even more as far as the culture and the low riding going together That's exactly where Jackie comes in at She has found a way to bridge the two communities the art culture community and photography and the low riding community by her inspirations and the paintings that she's done has just brought everything together This is Ashley She owns an El Camino I like kind of building a dialogue between the two that the fine art world can see Oh there's artistry and low riding these cars and this community they're really an escape I think from that harsh lifestyle it's a way for someone to pour all their passions into something Hey these people are regular people They just have really crazy cars Stories like Jacqueline's are reminders of why I love our city and the people in it and we are putting the pedal to the metal with a super special low rider themed episode coming soon with even more wheels and low rider legends You won't want to miss it But for now we still got plenty of gas in the tank and a lot more places to visit a unscripted will be right back Welcome back to L A unscripted I'm Dana Devin It's Hispanic Heritage Month and from hot spots to hot style there's a culture that is deeply laced to the Latino and Latinx community Sneakerheads for many who grew up chasing their first pair of Nikes Some say the choice of footwear was a silent status symbol for others Sneakers were a sense of expression and confidence Today The sneaker biz is valued at over \$72 billion with no signs of slowing down And if you want to peek at the newest styles before they hit stores step right this way to sneaker Con 2023 Ok I'm here for the shoe shoot Do you need me for a shoe shoot Uh yes but I actually think we need you for a sneaker Shoe shoot Sneakers Yes Oh not heels not heels Oh yeah Wrong shoes Let's talk about the sneakers Let's talk about she first and I think just sneakers in general is and has a big mass of people that want to feel like they're a part of something we love Lal A is one of our uh like biggest shows So Sneaker Con is actually a buy sell trade event Well it started like that now it's more of a entrepreneurialship You know you come in with a business that you might feel like can work out for you futuristically Ok I'm so excited because I've been to conventions I've been to glam conventions I've been to beauty I've been to fashion

conventions but I have never been to a Sneaker convention Sneaker Con is happening this weekend at the Anaheim Convention Center Saturday Sunday 12 to 7 Come on down and we're gonna get you some shoes We're gonna do some sneakers Sneaker Con actually started in 2009 in a church basement It started off as a group of individuals who pretty much met in this church basement and they would just buy sell and trade shoes They would just go hey I wanted those back in in the eighties I wanted those back in the nineties It just grew tremendously We just celebrated our 150th show in uh Minnesota I wanna say about two or three weeks ago I like to be hands free right So I'm bogged down with a purse Even a crossbody Do I need my sandy pack for Sneer Do I need to be hands free to look at all the sneakers Yes I'm not even gonna lie to you You want to use both hands I have a good left hand So I'm grabbing a shoe this way and then if I see somebody coming by I can block them out with this hand You know singer con is a very big mass population of cultures And when you thought of an Adidas you thought of run D MC and then it just grew into like this break dance culture this hip hop culture this like the masses were insane Then you have like Michael Jordan story with the Jordan one and the Chuck Taylor out here in L A You have there's so many just different shoes that just connect with different you know parts of the world I think kids come to Sneer Khan There is toddler sneakers kids of all ages elderly Every there's something for everyone at Sneaker Yes Yes I've actually seen oh man you're probably gonna get a laugh out of this I've seen four year old resellers The one thing that the world gravitates towards is the hype of the shoe I know that there's other shoes that came out you know a long time ago that people kind of like oh I love those shoes because I you know looked up to them back in 89 or something like that when I was in high school or something But then you also have a mass crowd that's like look at these dunks everyone has them I want the dunks I want to feel cool to see that in a kid It kind of shows you just how strong the sneaker community in the world is I did find one pair of sneaks in the back of my closet and I want to show them to you Right I was not expecting that I was not expecting this at all These are chunky donkeys they are the chunky These are chunky donkeys Uh Ben and Jerry did a collab with Nike I think the most expensive shoe I've ever seen sold in person was the back to the future shoes that was sold for maybe 100 and \$50,000 And I watched the transaction happened like the cash and then the shoe where can all of our friends go to get tickets uh Sneaker con dot com Sneaker con dot com Tickets are still live Tickets are still up by the end of the day You sit back

and kind of appreciate like wow you know there's a group of people that love what I love So on behalf of the Sneaker Con Team we are gifting you guys five tickets for one lucky person out there and it's available for both days Saturday and Sunday Yes Wow Ok You guys heard that this is a exclusive like never before From all you have to do is text the word KK IC K to 515151 for your chance to win five free tickets to speak on this weekend See from head to toe we've got you covered but don't step away just yet Ellie unscripted Hispanic Heritage Month celebration continues right after the break from east to west L A We've been sharing all our favorite local Latino owned spots And along the way we discovered a unique gift shop on wheels It's a big neighborhood favorite and you're about to see why Hi my name is Alex Miguel and I'm here to reveal how bring Oaxaca to L A Everything right here is from Oaxaca Saturday I come out with my here So with my truck I can move around where I wanna go I just park in open the doors and people come to me here is owned by a family two boys and one girl and my wife she's from Indiana She support me help me Alevis typical clothes that my mom made This one is in different villages This one my mom can make everything inside of my truck is made by family and friends This one is the more nice one I have right now Aleris is a mystical animal The Aleris coming from Jimenez family in Mexico City they start making with paper but the Oaxaca adopted So now is uh all the Aleris with wood All say me everything I do is for family family here and family in Mexico fill up on art and then if you want to fill up on knowledge our sponsor is ready for you to check out their resources available all year long The public library is the People's University The library offers digital ebooks downloadable audio books streaming video We have digital magazines and newspapers Um We even have access to online classes There's a whole world of digital content that's available through the library It's all free with your love angels Public library card We have you know several different apps available to meet your needs Libby is our most popular app and that's where you're gonna go for the newest best sellers Um We have magazines on there great children's content just like a great catalog of ebooks and audio books Olivia I don't think anybody knows that we have a secret book club Um Well I think they know now True true and everything that we get for the book club we get through the L A public library website We have a world class collection of downloadable audio books here at the library and our apps are also compatible with Apple Carplay and Android audio So it's super easy to listen on the go We also have if streaming video is your thing a great app called

Canopy you can watch it on the mobile app or it's also compatible with the major um smart TV apps We also have a wonderful streaming music app called free There's really something for everyone and so you can stream unlimited ad free music you can download songs and you can also create your own playlists Any resident of California can get a Los Angeles public library card by visiting any of our locations You just show your photo ID and fill out an application Um We also have an instant E card available on our website for um residents of the city of L A So you can just go to lapl dot org to get your E card in these days when we're all trying to save a little money Um We just want to remind everyone that a Los Angeles public library card is absolutely free And with your card you gain access to a whole universe of entertainment educational information um books audio books magazines videos there's just a world of content that we have just waiting for you You do not have to leave your home to get it Everything's easier on an app that's for sure That's for sure Hispanic Heritage Month maybe a 30 day celebration But we encourage you to explore discover and find new favorites in our city every day and then let us know about him because you never know where we end up next Thank you for going off script with us Good night everyone