

¡Bienvenidos a Miami!

At the just-wrapped 26th annual **Billboard Latin Music Conference**, the biggest stars in bilingual entertainment brought it, dishing on success, how to get it and Instagram (“show skin, but not too much”)

BY ANGIE ROMERO • PHOTOGRAPHED BY ERIC RYAN ANDERSON



All artists photographed April 28 and 29 at the Ritz-Carlton South Beach in Miami.

1

IVY QUEEN

“I embrace the term ‘diva’ because it’s what my fans call me,” said the Latin urban music icon before appearing on “The Divas Panel,” where the 43-year-old Puerto Rican held court with Latina acts Kany Garcia, Rosana Arbelo, sister duo Ha*Ash and Sofia Reyes.

2

KANY GARCIA

“At the end of the day, it is not where we are from that matters,” said the Puerto Rican “Pasaporte” singer and Latin Grammy winner, 23. “It’s about what we say.”

3

DADDY YANKEE

“I realized early on that, just because I do Latin music, that doesn’t mean it can’t have a global reach,” said the reggaeton star, 38, before his business panel, where he discussed his new role as musical creative director for mobile carrier Metro PCS.

4

(from left)

HANNA NICOLE PEREZ MOSA and ASHLEY GRACE PEREZ MOSA of HA*ASH

At the “Divas Panel,” Ashley Grace, 28, one-half of the Louisiana-raised, Mexico City-based sibling pop duo Ha*Ash, shared that she can’t write when she is happy. “It’s just better when I am fresh off a breakup.”

5

RAQUEL SOFIA

Before her panel on streaming, the Miami-based singer, whose debut album arrives in June, advocated for technology. “I get tweets, I get Facebook messages of people telling me, ‘I found you on Spotify!’”

6

(from left)

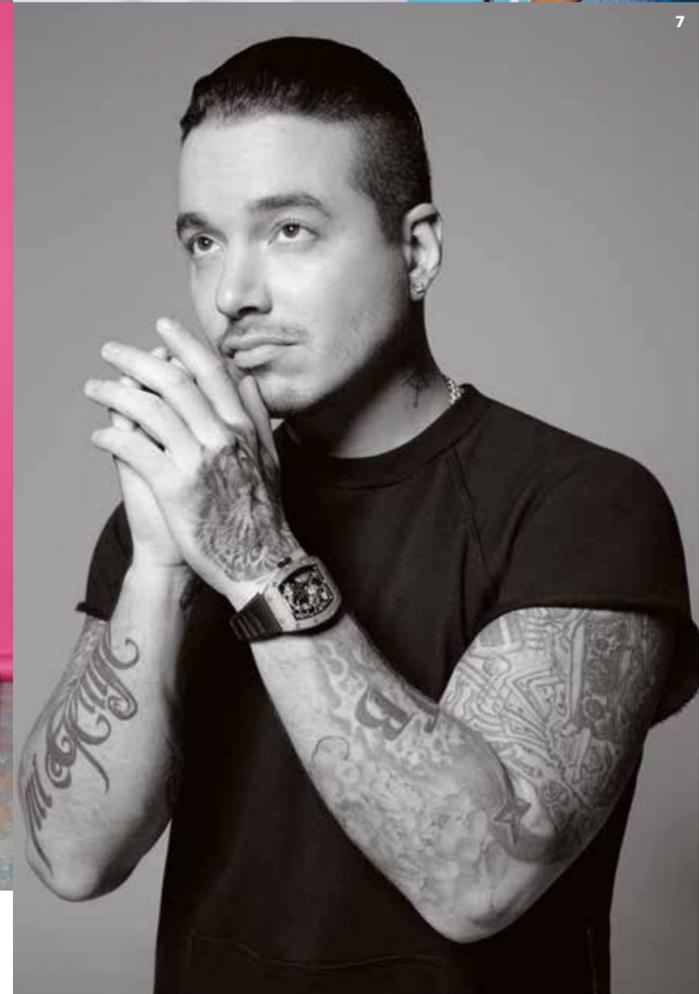
JORGE VALENZUELA, KEVIN ORTIZ, LEANDRO RIOS and LUIS CORONEL

“Millennial artists ... can sing to someone and really put themselves in their shoes,” said 19-year-old Coronel before his “Mexican Millennials” panel, where he shared the stage with Rios, 33, Ortiz, 19, and Valenzuela, 19.

7

J BALVIN

During the “New Latin Urban Movement” panel, the 29-year-old Medellin, Colombia, native told the crowd, “I know where this genre started and where it can go.” He went on to win three Billboard Latin Music Awards.





1

“The new generation is all about realism. My music resonates because I sing about my problems, the good and the bad times. And I show my emotions. It’s not just about partying.”

— J BALVIN

1

(from left)

NICKY JAM, FARRUKO, PLAN B'S CHENCHO, J ALVAREZ, PLAN B'S MALDY, ALEX SENSATION, J BALVIN and JUSTIN QUILES

The “New Latin Urban Movement” panel put the spotlight on the genre’s hottest stars. Nicky Jam, 34, whose “El Perdón” featuring Enrique Iglesias has spent eight weeks at No. 1 on Hot Latin Songs, said, “Now it’s easy to see when a new artist is worth investing in. Just look at his social media numbers.”

2

SOFIA REYES

Before joining the “Divas Panel” onstage, the Mexican singer-songwriter, 19, hit the karaoke machine set up backstage, belting out “Shake It Off” by Taylor Swift, whom she called her “diva BFF in music.”

3

DESCEMER BUENO

“Everything that I’ve put into ‘Bailando’ and everything that I have in mind for the future is authentic,” said the Cuban singer-songwriter, 43, a speaker on the “BMI Presents: How I Wrote That Song” panel.

4

LUIS FONSI

“On my last album [8], I went to London and worked with people who sort of knew who I was, but not really,” the artist, 37, said after wrapping up the Sony/ATV Iconic Songwriter Q&A. “So they gave me a fresh perspective, which is so important.”

5

ROSANA ARBELO

“When someone pours his or her heart out into a song, you are not thinking, you are feeling,” said the Spanish singer-songwriter, 51, during the “Divas Panel.”

6

MALUMA

How to succeed on Instagram? According to the 21-year-old artist and “TV and the Music Star” panelist: “Be yourself, don’t try too hard to be funny, and show some skin, but not too much.” With 3 million followers, he should know.

7

CARLOS SANTANA

At his “Legends Q&A,” the Latin icon, 67, shared his views on social media. “I use Facebook, but I use it to invite people to claim their own light, you know? If social media means immediate mass communication, I welcome it as long as we promote beauty, elegance, excellence, grace, integrity, compassion and kindness. If we promote that, then it’s significant. Anything else is BS.” Santana was honored with the Spirit of Hope award at the Billboard Latin Music Awards for his humanitarian work with The Milagro Foundation.



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