



# visual ethnography

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Diana Ruggiero

## **Más allá del fútbol**

(2008, 58 min.)

Password = **bombasound**

Made possible by a 2007-2008 Fulbright award, *Más allá del fútbol* is a feature length documentary film that introduces the highland Afro-Ecuadorian communities of the Chota-Mira valley and the genre of music and dance known as *la bomba*. *Afrochoteños*, as many in the region today self-identify, are the descendants of enslaved Africans brought by Jesuits in the sixteenth and seventeenth centuries to labor the sugarcane fields situated along the rivers Chota and Mira in the provinces of Carchi and Imbabura. For much of the twentieth century, Afro-Ecuadorians had been marginalized to the extent that their presence within the nation has now been reduced to their athletic contributions. This film goes beyond soccer to document the rich history and culture of the Afro-Ecuadorians through a discussion of *la bomba*. Featuring interviews with local community members, organization leaders, and renowned *bomba* musicians along with segments of *bomba* music and dance, *Más allá del fútbol* presents an overview of the history and development of *la bomba* and addresses the genre's significance for *afrochoteños*. In the process, the film's narrative and discourse illuminates the current dynamics of race and racism currently impacting perceptions and representations of *la bomba* and *afrochoteño* identity and culture today.

**Diana Ruggiero** is currently an assistant professor at The University of Memphis. She graduated in June 2010 from the Ohio State University with a Ph.D. in Latin America Literatures and culture. Diana is focused on Spanish for the Professions and linking the University of Memphis with the local Latino community. She is currently developing courses that will combine Community-Based Learning and Spanish for the Professions.

URL: <https://vimeo.com/112366853>