

Guatemalan Hip Hop Artist Latin Nova Honors Mayan History in New Single “San Juan Ixcoy”



Huehuetenango, Guatemala May 14, 2025 ([Issuewire.com](https://www.issuewire.com)) - Rising Guatemalan Hip Hop artist **Latin Nova** is set to release a powerful new single titled "*San Juan Ixcoy*", a moving tribute to a small Mayan town in the Guatemalan highlands and its centuries-long struggle to survive colonization and cultural erasure.

Known for his socially conscious lyrics and deep-rooted pride in his heritage, Latin Nova continues to use music as a vehicle for storytelling and resistance. With *San Juan Ixcoy*, he blends traditional Hip Hop beats with poetic verses that illuminate the history, pain, and resilience of Indigenous communities in Guatemala — particularly those of Mayan descent.

“This song is about more than just a place,” says Latin Nova. “It’s about a people who have endured, resisted, and held on to their roots despite centuries of oppression. San Juan Ixcoy represents that fight, that dignity, and that spirit that refuses to be erased.”

Located in the department of Huehuetenango, San Juan Ixcoy is a predominantly Q’anjob’al Mayan town that has withstood colonization, marginalization, and the violent legacy of Guatemala’s civil war. Through *San Juan Ixcoy*, Latin Nova gives voice to its stories — both historical and contemporary — drawing a direct line between past injustices and the modern-day challenges faced by Indigenous communities.

The single will be available on all major streaming platforms starting May 16, 2025. A music video filmed on location in San Juan Ixcoy is also in production and set to release later this year.

Latin Nova, who has steadily gained recognition in Latin America’s independent music scene, hopes the track will inspire greater awareness of Indigenous struggles and pride in Guatemala’s rich cultural heritage.

For press inquiries, interviews, or advance listening copies of *San Juan Ixcoy*, please contact:
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<https://open.spotify.com/artist/2NwFk5bRFXcPq936xRbl6H?si=DAXINE7PQMqCegxaCTaahA>

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