

LATIN ROCK & ROCK EN ESPAÑOL



Ritchie Valens

“La Bamba”



LOU DIAMOND PHILIPS AS RITCHIE VALENS

SEMANTICS...

- MANY ARE CONFUSED BY THE TERMINOLOGY OF “LATIN ROCK” AND “ROCK EN ESPAÑOL”
- IN SPANISH, WE OFTEN USE THE TERM “ROCK LATINO,” WHICH STILL DOESN’T CLARIFY THE DIFFERENCE BETWEEN THESE TWO DISTINCT (BUT RELATED) GENRES
- LET’S START WITH SOME BACKGROUND...

THE EAST LA SOUND

- IN THE 1950s, SINGER RITCHIE VALENS ACHIEVED MAINSTREAM SUCCESS IN HIS ALL-TOO-SHORT LIFE WITH HIS ROCK N' ROLL VERSION OF LA BAMBA (A TRADITIONAL SON JAROCHO)
- IN CALIFORNIA, MANY CHICANO GROUPS BEGAN EXPLORING R&B AND DOO WOP TEXTURES, AT FIRST TAKING ON A LITERAL APPROACH
- EAST LOS ANGELES WAS HOME TO NUMEROUS CHICANO SOUL BANDS, AND LOCAL RADIO PROMOTED THEIR MUSIC
- THIS MUSIC MIRRORED THE DOO WOP ACOUSTIC SOUND, WITH TIGHT THREE OR FOUR-PART VOCAL HARMONY

EAST LA CHICANO BANDS



CANNIBAL AND
THE
HEADHUNTERS



THE MIXTURES

“REMEMBER THE NIGHT”

FROM CHICANO SOUL TO LATIN ROCK

- IN THE LATE 1960S, SEVERAL EAST LA BANDS BEGAN ADDING “LATIN” ELEMENTS TO THEIR R&B / DOO WOP SOUNDS
- INSTRUMENTATION INCLUDED ELECTRIC GUITAR, DRUMS AND BASS COMBINED WITH B3 ORGAN, CUBAN CONGAS AND TIMBALES
- LATIN ROCK CAN BE DESCRIBED AS “BLUES AND ROCK WITH CUBAN RHYTHMS AND INSTRUMENTS”
- THE CUBAN RHYTHMS USED MOST WERE CHA-CHA-CHÁ AND GUAJIRA

(THE VILLAGE CALLERS)

SANTANA ~ THE EARLY YEARS



“EVIL WAYS”



SANTANA BAND AT WOODSTOCK ~ "SOUL SACRIFICE"

SANTANA CLASSICS AND OTHERS

- SANTANA'S VERSION OF TITO PUENTE'S "OYE COMO VA" WAS AN EXAMPLE OF THE MULTI-CULTURALISM OF LATIN ROCK
- LATIN ROCK SONGS COULD BE SUNG IN ENGLISH OR SPANISH, OR COULD SUCCEED AS INSTRUMENTALS
- OTHER GROUPS FOLLOWED SUIT IN CALIFORNIA, CROSSING OVER INTO THE POP MAINSTREAM, SUCH AS EL CHICANO, MALO AND WAR
- SANTANA WOULD REJUVENATE HIS CAREER WITH THE SMASH SUCCESS OF SUPERNATURAL, INTRODUCING YOUNG AUDIENCES TO THE ICON OF LATIN ROCK

"OYE COMO VA" BY SANTANA



"VIVA TIRADO" BY EL CHICANO

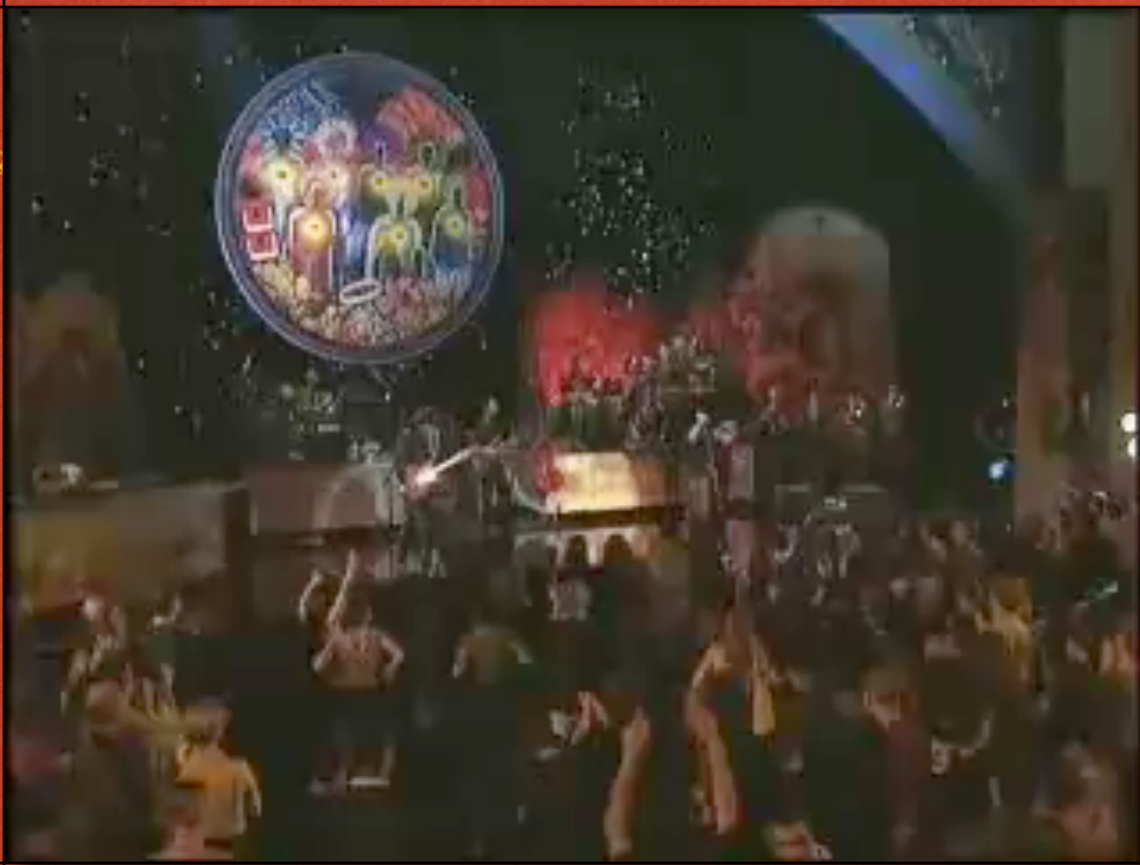


“LOW RIDER” BY WAR

FOUR DECADES OF MUSIC



CARLOS SANTANA,
SUPERNATURAL TOUR



“SMOOTH” LIVE

ROCK EN ESPAÑOL: ROCK N' ROLL IN SPANISH!

- UNLIKE LATIN ROCK, THE PRIMARY “LATIN” ELEMENT IN THIS GENRE IS THE LANGUAGE (AND THE MUSICIANS THEMSELVES)
- MOST ROCK EN ESPAÑOL MIRRORS THE BRITISH AND AMERICAN ROCK SOUND THROUGH THE AGES, WITH INFLUENCES RANGING FROM THE BEATLES AND THE ROLLING STONES TO PINK FLOYD, QUEEN AND METALLICA
- WITHIN THE LAST DECADE, THIS GENRE HAS STEADILY INCREASED ITS VISIBILITY AND INTERNATIONAL APPEAL, AND OFTEN EXPLORES THE FUSION WITH MANY LATIN AND WORLD BEATS

THE ROOTS OF ROCK

- WITH ITS ORIGINS IN RHYTHM & BLUES, THIS MUSIC EMERGED FROM THE SOUNDS OF BLACK ARTISTS SUCH AS CHUCK BERRY, LITTLE RICHARD, SAM COOK AND FATS DOMINO
- IN THE 1950s, WHITE ARTISTS SUCH AS JERRY LEE LEWIS AND ELVIS PRESLEY SPREAD THE POPULAR STYLE BEYOND THE COLOR BARRIER
- BRITISH “INVASION” BANDS SUCH AS THE BEATLES AND THE ROLLING STONES REACHED INTERNATIONAL STATUS, INFLUENCING GENERATIONS OF MUSICIANS

1957 - JAMBOREE

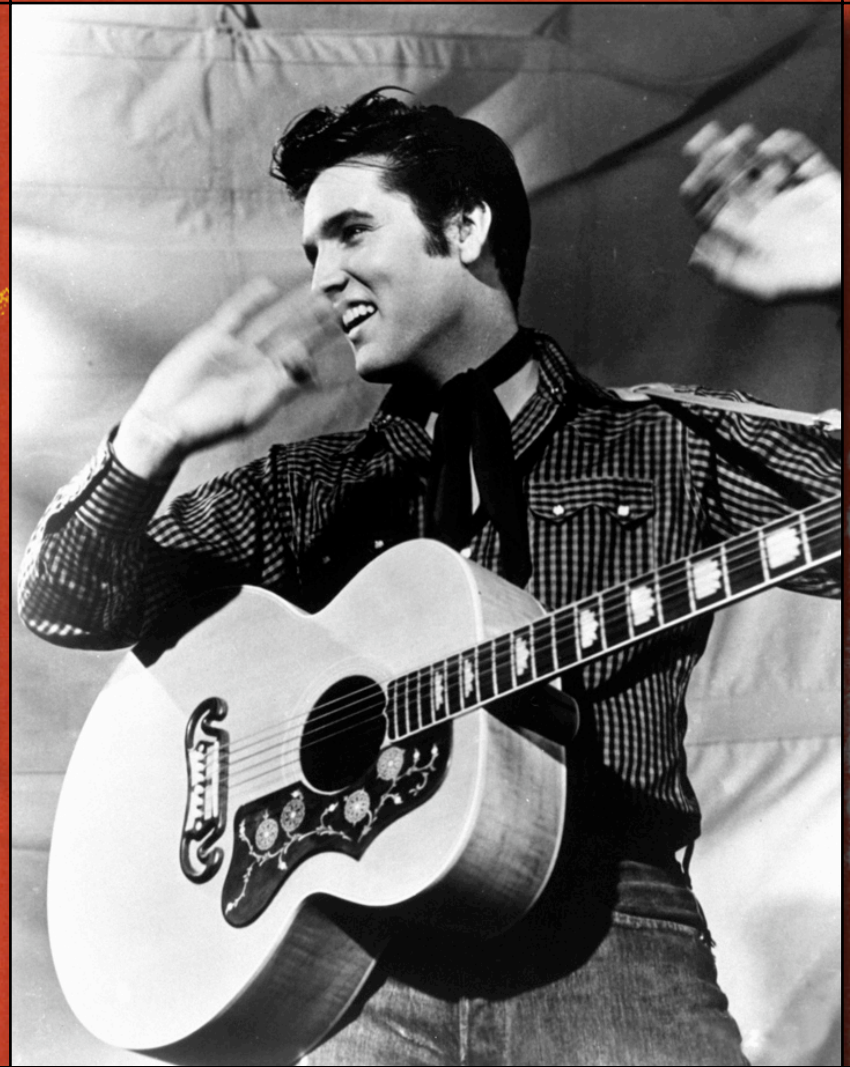


WARNER BROS. PICTURES PRESENTS "JAMBOREE" FATS DOMINO - BUDDY KNOX - CHARLIE GRACIE
Starring JERRY LEE LEWIS - JIMMY BOWEN - THE FOUR CORNERS
Produced by ROY H. WAINMAN & MORTY MARON
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"JOHNNY BE GOODE"



CLOCKWISE FROM TOP LEFT: CHUCK BERRY, FATS DOMINO & LITTLE RICHARD



CLOCKWISE FROM TOP LEFT: THE BEATLES,
ELVIS PRESLEY & THE ROLLING STONES

"JAILHOUSE ROCK"

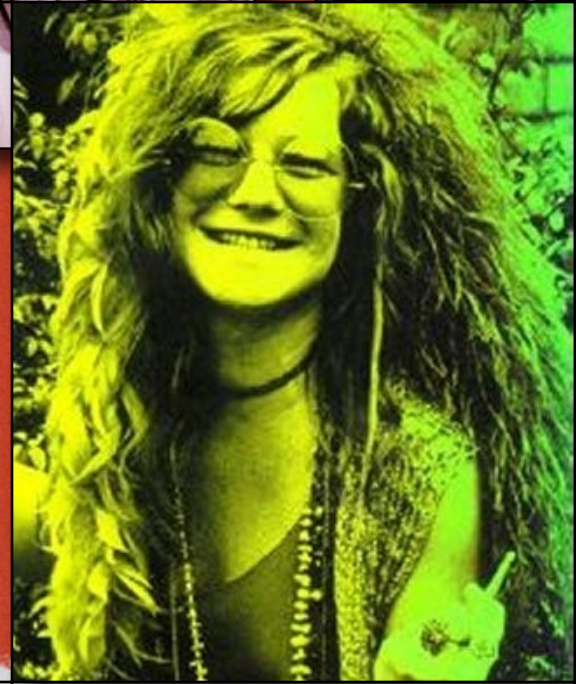
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JIMI HENDRIX
PURPLE HAZE



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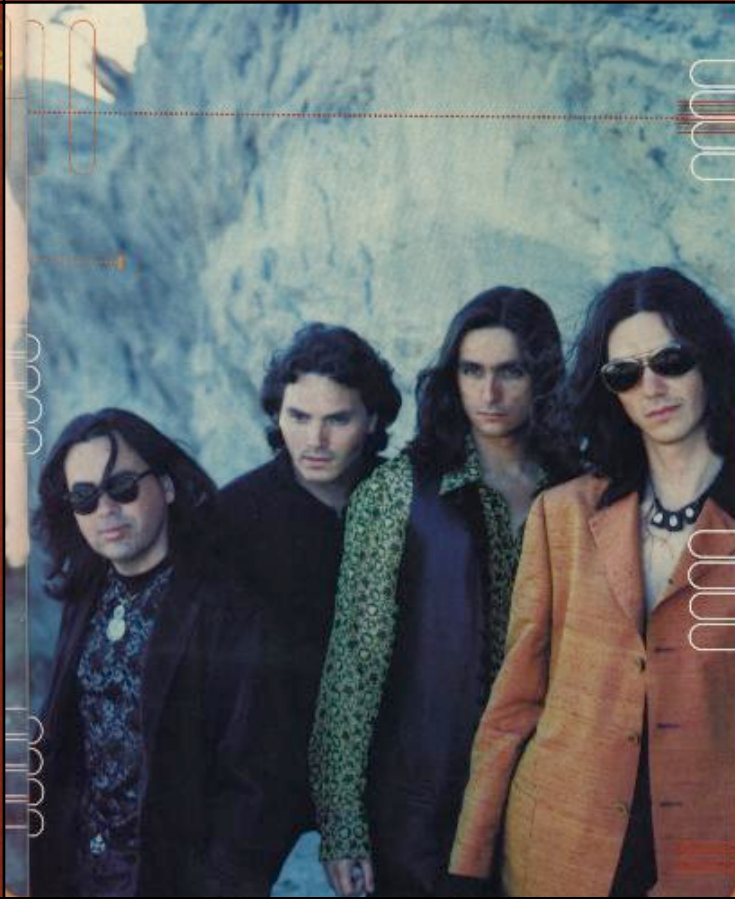


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ROCK EN ESPAÑOL ARTISTS



JAGUARES (MÉXICO)

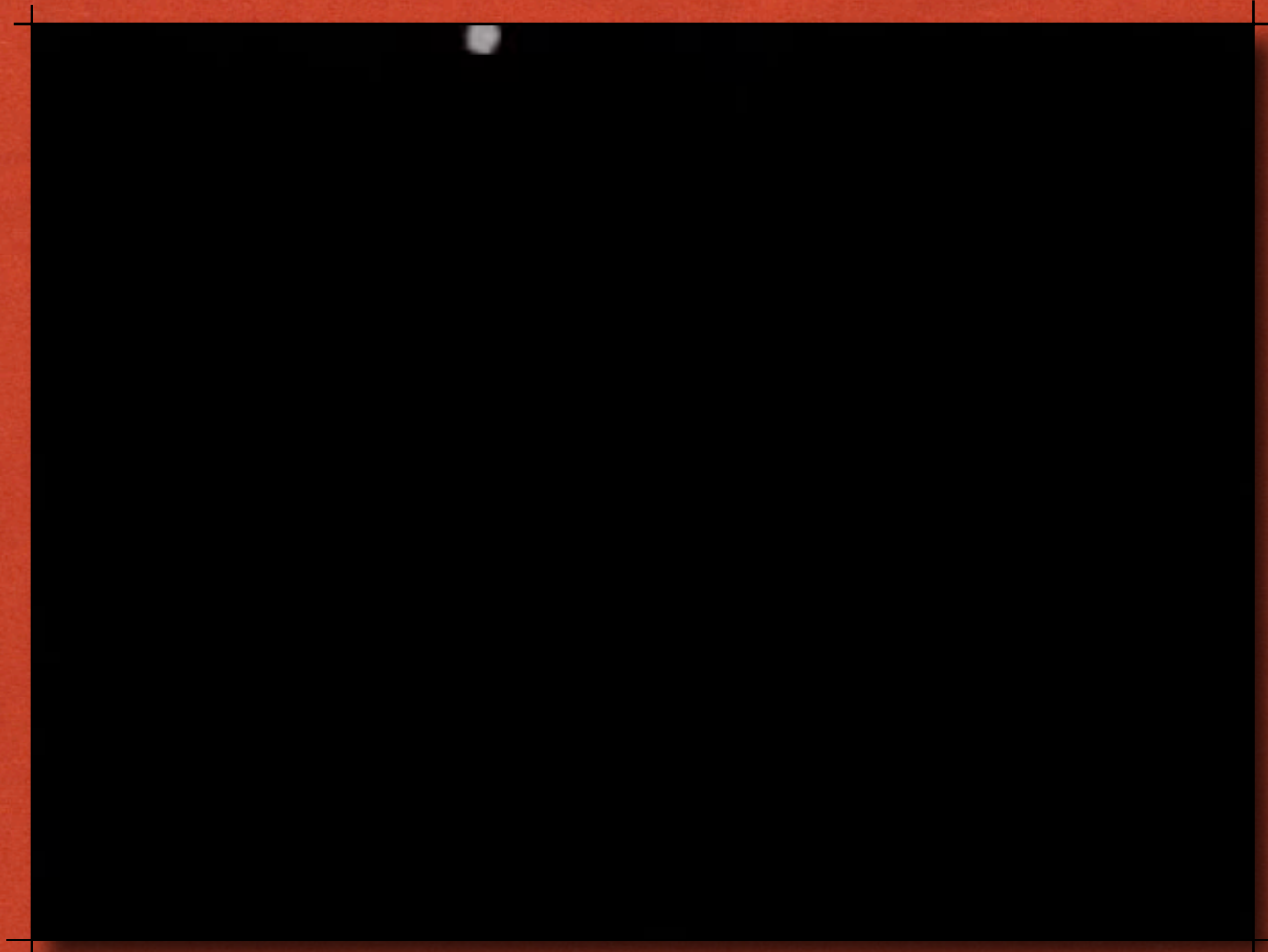
"DIME JAGUAR"



ENANITOS VERDES
(ARGENTINA)



MANÁ (MÉXICO)



“RAYANDO EL SOL” ~ MANÁ

CAFÉ TACVBA (MÉXICO)



RICARDO ARJONA
(GUATEMALA)



MOLOTOV (MÉXICO) ~
“BOHEMIAN RHAPSODY”



molotov 

LA LEY (CHILE)



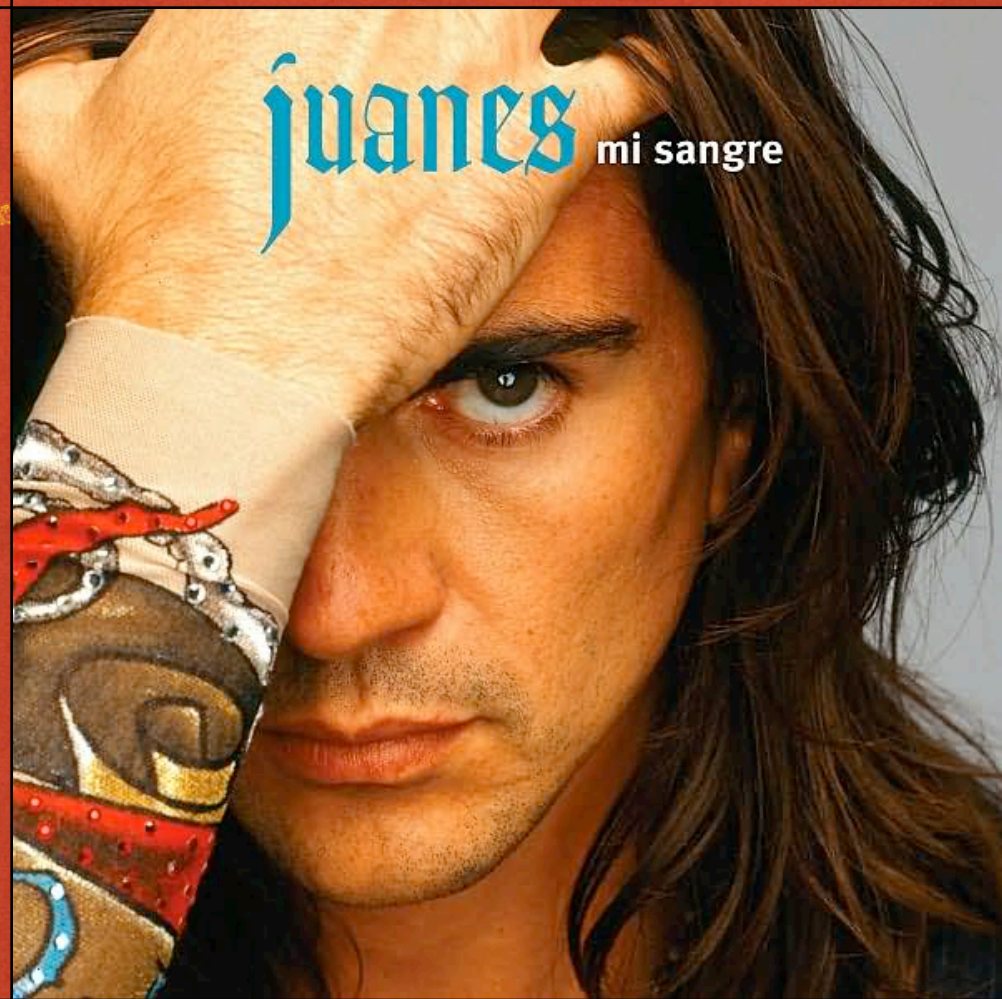


RICARDO ARJONA ~ "SI EL NORTE FUERA EL SUR"



MOLOTOV ~ "FRIJOLERO"

JUANES ~
“LA CAMISA
NEGRA”



juanes mi sangre

JUANES (COLOMBIA)



SANTANA & MANÁ ~ “CORAZÓN ESPINADO”

INTO THE FUTURE...

- LATIN MUSIC CONTINUES ITS EVOLUTION, FORGING NEW SOUNDS AND INCORPORATING MULTIPLE WORLD TEXTURES
- LATINO PRESENCE IN HIP-HOP - MAINLY THROUGH REGGAETÓN – HAS SEEN THE MOST DRAMATIC CHANGE, WHILE ROCK EN ESPAÑOL HAS RETAINED ITS TIES TO AMERICAN AND BRITISH CLASSIC FORMS AS WELL AS MORE MODERN ONES (SUCH AS PUNK, METAL AND GRUNGE)
- CLASSIC FORMS ROOTED IN THE DANCE TRADITION – SUCH AS SALSA, MERENGUE AND THE TANGO – HAVE MAINTAINED THEIR PLACE IN POPULARITY
- THE FUTURE OF LATIN AMERICAN AND CARIBBEAN MUSIC IS UNDOUBTEDLY AS DIVERSE AND FASCINATING AS ITS PAST

