

¡SALSA!



Rubén Blades

BEFORE THEY CALLED IT SALSA

- New York City (and area) was home to a large Caribbean population – mostly Puerto Rican and Cuban – during the early part of the 20th century
- Many musical groups combined traditional styles with jazz, including big-band formats
- Eventually, larger bands could not flourish, and smaller, conjunto style formats resulted.

NUYORICAN LEGENDS



TITO PUENTE
APRIL 20, 1923 - MAY 31, 2000



PUENTE CA. 1950



TITO RODRÍGUEZ

“OYE COMO VA”

CLASSIC ALBUM COVERS



“RAN KAN KAN”





**TITO PUENTE ON
SESAME STREET**

LATIN BUGALÚ (BOOGALOO)

- A music-and-dance phenomenon that swept New York City and beyond in the mid-1960s, it was also the sound of half of Harlem through the mid-1970s.
- In the 1960s in NYC, many Latin bands began experimenting with a “crossover” concept, incorporating soul and R&B textures into Latin music, and singing in English. The combination of Cuban rhythms with the “soul clap” or backbeat feel continue to give this style a broad appeal.

BOOGALOO = BUGALÚ



THE JOE CUBA SEXTET



"OH YEAH"

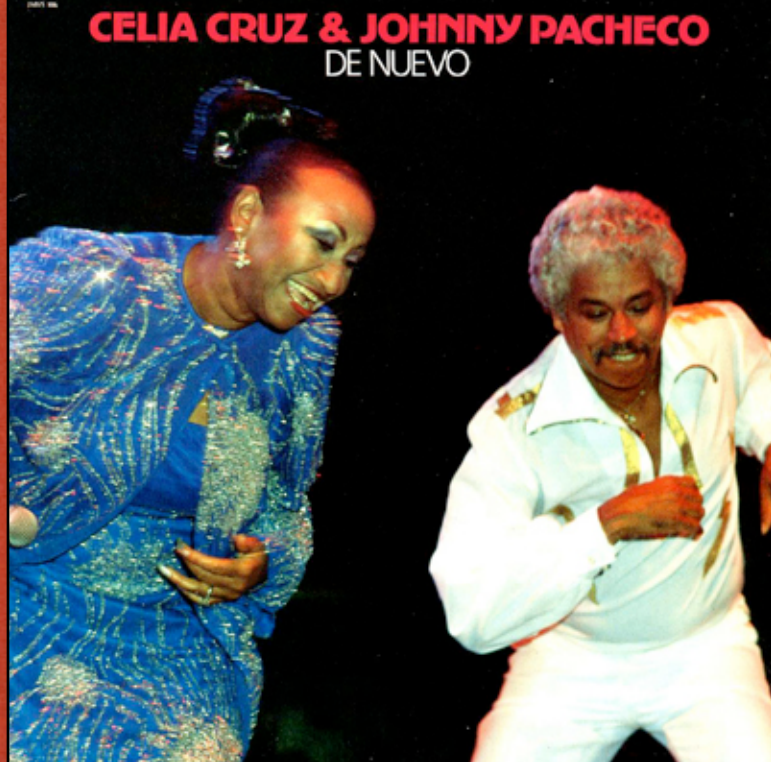
BUGALÚ-SALSA



SALSA IS NOT A RHYTHM!

- The term “salsa” was coined in the 1960s as a marketing strategy. Fania Records was founded by Johnny Pacheco to record “tropical” Latin music.
- The Cuban son is the primary ancestor of salsa, and the conjunto was the model format.
- Most “salsa” bands played Cuban styles – mainly the guaracha, but a few artists began incorporating Puerto Rican rhythms.

JOHNNY PACHECO: FANIA RECORDS FOUNDER



CELIA & JOHNNY



TITO & JOHNNY

“SOY ANTILLANA”

FANIA ALL-STARS



THE FANIA ALL STARS

“QUÍMBARA” ~ FANIA ALL STARS
IN AFRICA

WHAT DEFINES SALSA?

- The Cuban guaracha and other popular styles (bolero, cha-cha-chá, etc...) are the foundation
- The timbales are included in the conjunto format
- Trombones are used prominently
- Modern harmony is emphasized
- Puerto Rican styles, instruments and cultural influences were incorporated
- The clave is the heartbeat!

SALSA WITH PUNCH: “SALSA DURA”

- By the 70s, many salsa artists were striving for more substantial content in their lyrics, in particular in the message that was being sent through their music. Artists such as Rubén Blades and Willie Colón went against the odds in defying the more clichéd formats of popular Latin music, singing about social and political themes.

RUBÉN BLADES & WILLIE COLÓN



RUBÉN
BLADES



BLADES &
COLÓN



WILLIE COLÓN

“PABLO PUEBLO”



SALSA LEGENDS & PIONEERS

- Among the many greats of salsa are:

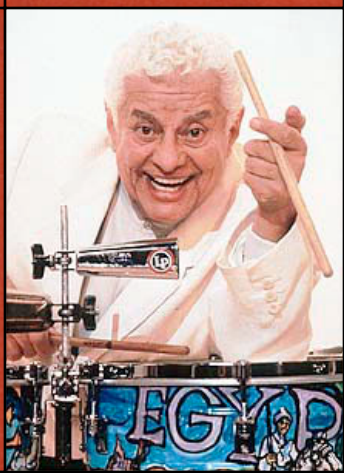
Celia Cruz, Tito Puente, Willie Colón, Rubén Blades, Hector Lavoe, Oscar D'León, El Gran Combo, La Sonora Ponceña, Johnny Pacheco, Eddie Palmieri, Ray Barretto, Cheo Feliciano, Ismael Miranda, Pete “El Conde” Rodríguez, Gilberto Santa Rosa, Conjunto Libre, Larry Harlow, Victor Manuelle, Richie Ray and Bobby Cruz, the Fania All Stars, La India and many others.

SALSA LEGENDS

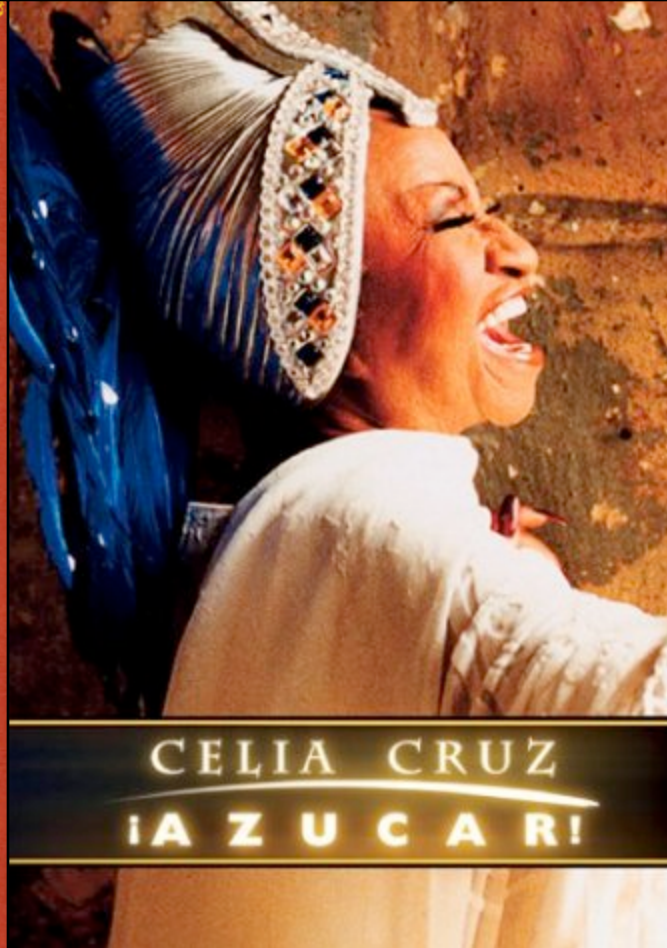
“QUE LE DEN CANDELA”



HECTOR LAVOE



TITO PUENTE



CELIA CRUZ
IA ZUCARI!

CELIA CRUZ



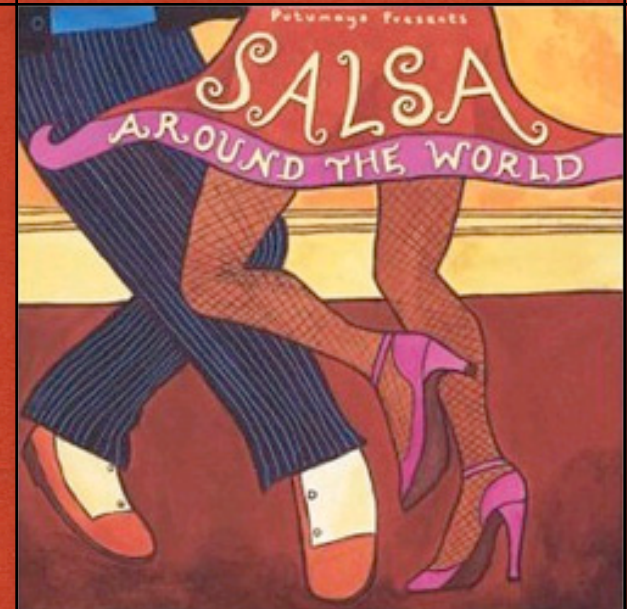
OSCAR D' LEON



“MELAO DE CAÑA” ~
OSCAR D’ LEON

THE 1980S TO TODAY

- Salsa Romántica: a bland version of salsa
- Competition from Dominican merengue
- Pop bands and idols
- Salsa in the movies
- The classics never die



"LA SALSA VIVE" BY TITO NIEVES
& SPECIAL GUESTS

LATIN JAZZ



**MACHITO'S BIG BAND, CA.
1943**

LATIN JAZZ: A HISTORY

- New York in the 1930s and 40s ~ marriage of Cuban dance music and American jazz. Machito & Mario Bauzá.
- Jazz trumpeter/band leader Dizzy Gillespie collaborates with Chano Pozo, bringing Cuban rhythms to his jazz band.
- In the 1950s, Tito Puente was recording in a variety of formats, including big band, Cuban style descargas and even folklore.
- By the 1960s, artists such as Cal Tjader and Mongo Santamaría created a smoother, West Coast sound.

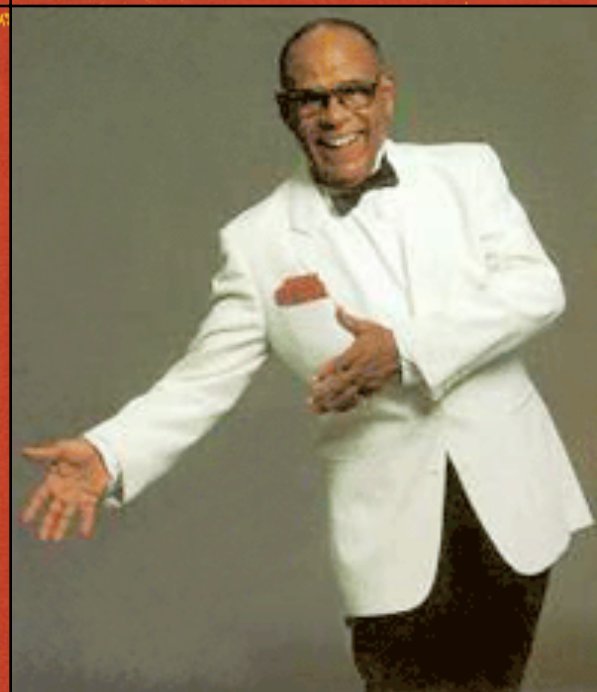


“EL ECO DEL TAMBOR” ~
MACHITO & HIS AFRO-
CUBANS

LATIN JAZZ LEGENDS



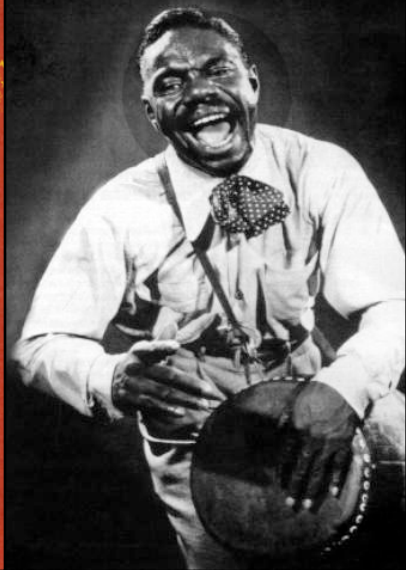
**MACHITO (R) AND HIS AFRO-
CUBANS, CA. 1945, NYC**



**MARIO
BAUZÁ**

“MAMBO INN”

MORE LATIN JAZZ LEGENDS



CHANO POZO



MONGO SANTAMARÍA



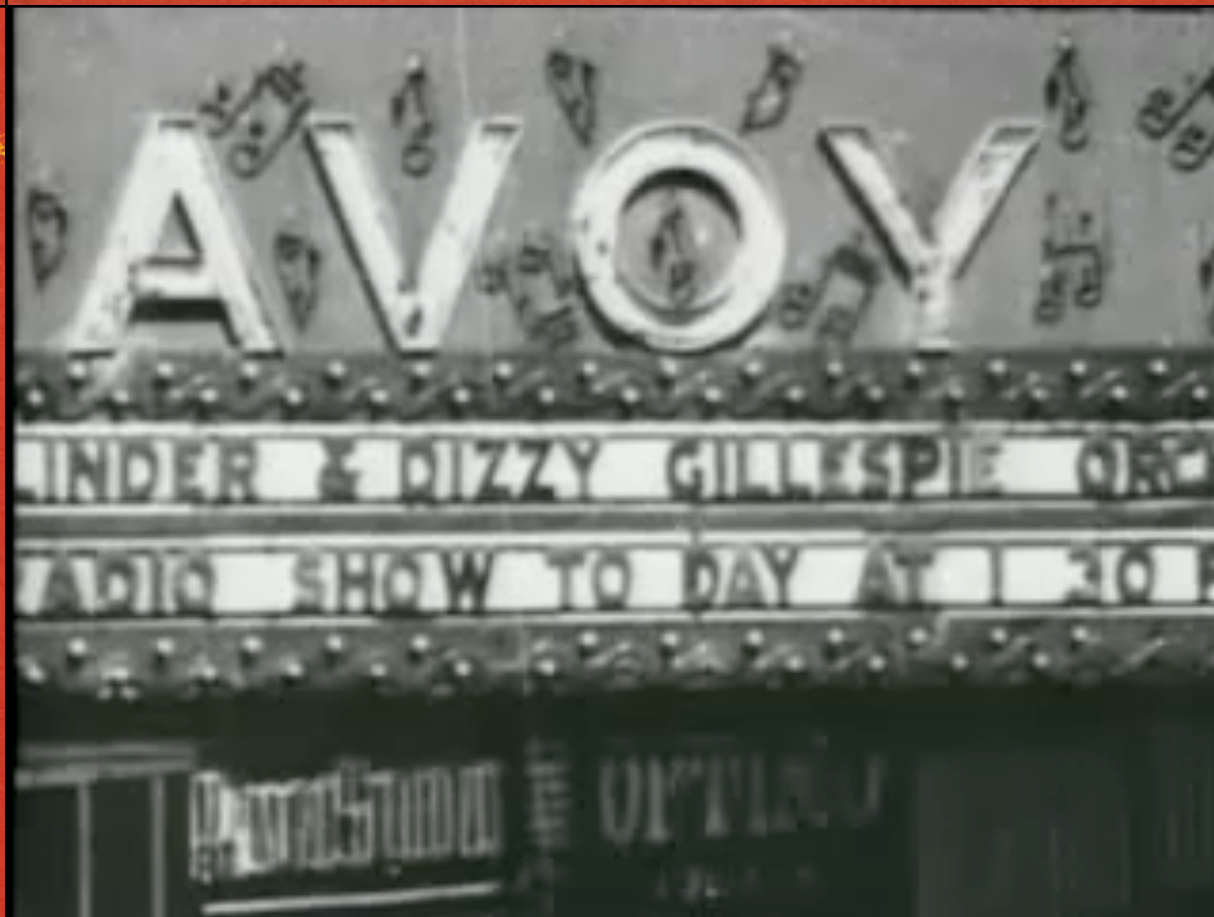
CAL TJADER

TJADER INTRODUCED
THE VIBES INTO LATIN
MUSIC



DIZZY GILLESPIE (L)

“MANTECA”



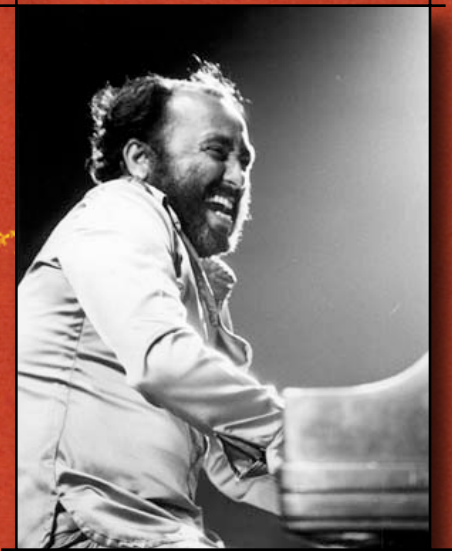
DIZZY GILLESPIE INTERVIEW FROM
“ROOTS OF RHYTHM”

WHAT DEFINES LATIN JAZZ?

- Latin jazz is generally instrumental
- Features modern jazz harmony mixed with Cuban or Puerto Rican rhythms.
- Repertoire includes jazz standards with the melody played “in clave.”
- Although the rhythms are danceable, Latin jazz tends to be directed toward listeners as opposed to dancers.

LATIN JAZZ TODAY

- Latin Jazz continues to evolve, incorporating multi-cultural elements from many Latin American and Caribbean countries.



EDDIE
PALMIERI



RAY BARRETTO

"KILLER JOE" BY RAY BARRETTO



**“NEW ARRIVAL” ~ TITO
PUENTE**

MOVING AHEAD...



DOMINICAN REPUBLIC & HAITI