

January 2010
PRESS RELEASE

Canolfan y Celfyddydau
Aberystwyth Arts Centre

Sierra Maestra
Saturday 13 March 8pm



Sierra Maestra perform at Aberystwyth Arts Centre on Saturday 13th March, 8pm.

Sierra Maestra have been stars of Cuban music ever since the late 1970s. They were the first group, and remain the best, of the modern era to play in the old-style *son* line-up: *tres*, guitar, trumpet, bongo, *güiro* and vocals - as during the great days of the 1920s and '30s. They named themselves after the mountain range in the eastern part of Cuba as a tribute to the birthplace of *son*. They have been the pioneers in reviving, and now redefining this style for new generations and reintroducing it into the Cuban mainstream.

Their hugely infectious dance music has wowed audiences at clubs and festivals and around the world. Their marvellously tropical Latin rhythms get everybody into the carnival spirit and they never fail to get crowds up on their feet and dancing.

Sierra Maestra have played a hugely significant part in the recent global explosion in popularity of Cuban music. Indeed, their former band leader, Juan De Marcos González, was the man who created Buena Vista Social Club.

'Master musicians, the band swap smiles of appreciation for each others' solos in performances built around musical conversations. This deceptively unpretentious performance was packed with musical thrills.' *London Evening Standard*

Tickets for this performance are £12 (£11) Cardi Card and Groups £10 band can be booked by contacting the Arts Centre Box Office on 01970 62 32 32 or online at www.aber.ac.uk/artscentre

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Notes to editors:

Further information is available from Rachel Taylor on 01970 622894 email rst@aber.ac.uk
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Further Aberystwyth Arts Centre press releases can be found at www.aberystwythartscentre.co.uk/press.shtml.