

LAMusArt
LIVE!

The Eastside Music Project

VOLUME 2, ISSUE 3 STUDY GUIDE



MUSIC OF EAST LA

Artist Statement by Dr. Isaac Lopez

The deep history of Latinx/Chicanx Rock and "Brown Eyed Soul" artists from East LA to the greater Los Angeles area (both of which influence the other) could be tastefully unified in a medley. Through "The Eastside Music Project" I have composed a medley acting as a tapestry timeline from the 1940s to today, highlighting major Latin/Hispanic artists hailing from the region and exposing our students to an aspect of the musical heritage of the area. This project is meant to be felt and experienced by the community, designed for the community, and shared within the community because it is - after all - their creation. The medley will be arranged with windows for talkbacks and observations. It will also incorporate artmaking to involve everyone attending - from child to parent to senior - and make a lasting impression and inspire continued conversation outside of our safe space.

The medley consists of about six decades of music covering divergent genres starting with Lalo Guerrero to La Santa Cecilia. LAMusArt's Jazz students are skilled, talented and committed group of young musicians who have inspired this work. They embrace the challenge of diverse music and have shown an eagerness to bring this music outside of the four walls of their school and give it life as performed and characterized by them.

As a member of the East LA community and as someone who grew up with Latin music surrounding me, I chose the path to further my education with a focus on these works and implement the styles into my own original sound. It is an honor to share this incomparable music and deepen the understanding of how the genre formed. Not only can I impart what I have learned and will learn through this process, but with windows for dialogue, I feel blessed to learn from those who experienced it firsthand. I hope that your experience with this music is not just food for the soul, but uplifting, drawing out a sense of pride for the city of East Los Angeles. I am confident that, together, we will learn from these events, and ultimately participate and enjoy the process through a means that has no limits: music.



PROGRAM

Lalo Guerrero: The Godfather of Chicano Music

“Los Ángeles”, “La Pollera Rota”, “Never More”, “Torero”

Herb Alpert and impact of the Tijuana Brass

“The Lonely Bull”, “Green Peppers”, “Spanish Flea”

1970s Chicano Rock: Featuring Tierra and El Chicano

“Stranded”, “Some Kind of Woman” by Tierra

“Enchanted Forest”, “Ron Con Con” by El Chicano

Los Lobos and the Blues/Norteño Sound

“Corrido #1”, “Kiko and the Lavender Moon”, “Walking Song”

Ozomatli: The Eclectic Musical Ambassadors

“Timido”, “Magnolia Soul”, “Donde se Fueron”

Women who Rock, Celebrating Female-Led Ensembles:

Las Cafeteras, Quetzal, and La Santa Cecilia

“Tiempos de Amor” by Las Cafeteras

“The Social Relevance of Public Art” by Quetzal

“Calaverita” by La Santa Cecilia

Looking Back and Moving Forward:

Chicano Batman and Boogaloo Assassins

“Right off the Back” and “Run” by Chicano Batman, “Do You Wanna Dance” and “No No No” by Boogaloo Assassins

PERFORMERS

Anai Hernandez, David Sandoval

Joaquin Garde, Kevin Hernandez, Marcos Gomez

Matthew De La Torre, Nadia Aponte, Simon Alvarez

Hannah Arista, Isaac Lopez, Wil-Dog Abers

LALO GUERRERO: THE GODFATHER OF CHICANO MUSIC

Lalo Guererro



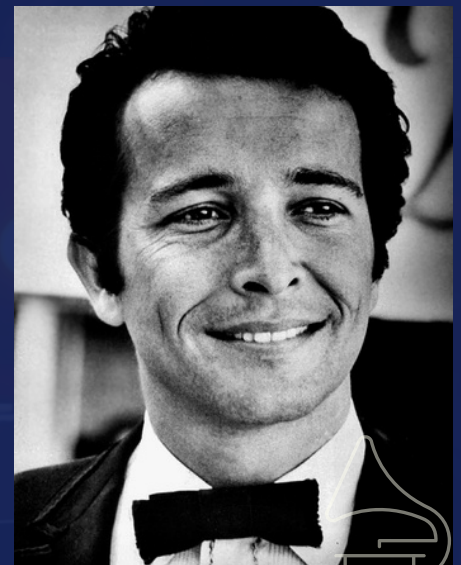
Lalo Guerrero, Known as the father of Chicano music was born in Tuscan Arizona, one of 21 siblings (though only 9 survived). His music was representative of the bicultural identity of Mexican-Americans and more specifically Chicanos, with one foot rooted in their heritage country and the other in the US. He sought to bring voice to the stories of struggle, triumph and everything in between of the Chicano community.

His music was transnational in its impact, and he often found his music on both the Latin American and UC charts. His lyrics and music made him a cultural historian and ambassador as he represented a group that was often ostracized by traditional white American media.

Born to Eastern European Jewish immigrants in Boyle Heights Los Angeles in 1935, Herb Alpert is one of the most celebrated musicians, entrepreneurs and philanthropists of our time. Born into a musical family he began trumpet lessons at age eight and was a part of USC's marching band for part of college.

He is arguably most known for "Herb Alpert & The Tijuana Brass", and the songs made in this band. Herb Alpert & The Tijuana Brass which debuted in 1965 would go on to become one of the highest paid acts, sell millions of records, and win 6 Grammy awards. Beyond his career as a musician, Alpert found great success in A&M Records which he co-founded in 1962 and was sold in 1992. His philanthropic efforts include a 30 million dollar donation to UCLA to endow the Herb Alpert School of Music, and a 24 million dollar donation to CalArts, among many others.

Herb Alpert



SEVENTIES CHICANO ROCK

Tierra



Tierra is a Los Angeles-based Latin R&B band that was very successful during the 1980s. The band made their first debut album in 1973 and later became the first Latino band to have four of their songs on the national chart with two of them on the top 100. The band's members changed throughout the years but the founders were the Salas brothers Rudy and Steve. In spite of the hardships that come with being a musician and therefore the temptation of quitting, they were able to succeed and have a successful career, one that has inspired many other Latinx artists with whom they have been able to collaborate with in their more recent years.

El Chicano



El Chicano was what is called a brown-eyed-soul band also known as "Chicano Soul ". They are known for blending music genres such as rock, funk, soul, blues, jazz, and salsa, and also recording in both English and Spanish. The band was formed by Freddie Sanchez and grew parallel to Chicano social consciousness in America in the late 1960s. El Chicano was the first Chicano group to perform at the iconic Apollo Theater in 1970. They performed on a multitude of shows such as, the Billboard Awards, American Bandstand, and the Academy Awards. Their most famous song named "Viva Tirado" remained number one on the L.A. charts for over 12 weeks straight. The band continues to perform live after a decades long career.



LOS LOBOS AND THE BLUES/NORTEÑO SOUND

Los Lobo is an East Los Angeles rock band that emerged in the early 70s. Their music is highly influenced by genres such as rock and roll, Tex-Mex, country, zydeco, folk, R&B, blues, brown-eyed soul, cumbia, boleros and norteños. The vocalist/guitarist David Hidalgo and the drummer Louie Pérez met at Garfield High School in East Los Angeles. They became friends through the music they shared and began to collaborate in their free time, after school. Years into their career they became displeased with the music they played and this is when they decided to dive into their roots and experiment with the Mexican rhythms they grew up with. They received a positive response by their audience and became well known for their Norteño sound.

In the 1980's Los Lobos had their first big break performing at the Olympic Auditorium in Los Angeles; this opened the doors for their following commercial success, best selling records, and signing with record labels. Among their many achievements in 2010 they were featured artists in the Experience Hendrix Tour and, in 2011, the group was awarded the Latin Grammy Lifetime Achievement Award. On October 9, 2015, Los Lobos was nominated for induction into the Rock and Roll Hall of Fame for the first time.

OZOMATLI: THE ECLECTIC MUSICAL AMBASSADORS



Ozomatli is a Nahuatl word that comes from the Aztec calendar, the astrological symbol of the monkey. Ozomatli is also the god of dance, fire, the new harvest, and music and is the origin of genre-bending American band, Ozomatli or "Ozo".

Formed in 1995, Ozomatli's wide array of musical genres is inspired by "driving down Sunset Boulevard, turning off the stereo and rolling down their windows", listening to the music that comes out of every different car. They are known for using their music as an activism platform, advocating for farmworkers' rights and immigration reform.

Ozomatli has performed internationally in various countries in Africa, South America, Central America and the Middle East. In 2001, one of their albums won the Grammy for "Best Latin Rock/Alternative Album 2005, and also won the Latin Grammy Award for Best Alternative Music Album. In 2006, Ozomatli was invited by the U.S. State Department to serve as official Cultural Ambassadors on a series of government-sponsored international tours.

WOMEN WHO ROCK, CELEBRATING FEMALE-LED ENSEMBLES:

Las Cafeteras



Las Cafeteras is a Chicano band composed of members from East Los Angeles who met at Sin Jarocho classes at a community space in El Sereno, Los Angeles. They were inspired by sounds of Veracruz, Mexico and their collective desire to have socially conscious lyrics and storytelling. Their name comes from the space in which they met, The Eastside Cafe, and was feminized to honor women. Their songs have diverse musical influences from hip-hop to salsa, which is reflective of the band's diverse musical tastes. Las Cafeteras' lyrics range from themes of immigration reform, the Civil Rights Movement to more lighthearted topics of celebration and dance. They released their debut album in 2019 and most recently released "Tastes like L.A." in 2017, and continue to tour around the country.

Quetzal is a Chicano band from East Los Angeles that was founded in 1993 in a Chicano-owned cafe in Little Tokyo. Founder Quetzal Flores discovered the traditional Afro-Mexican music of Veracruz, son jarocho, which is based from a community fiesta called Fandango. The desire to bring the community aspect of Fandango to LA, was the driving force behind the creation of the band. Current lead singer and frontwoman Martha Gonzalez joined soon after and since then Quetzal has played music that sought to push their goals of telling political and cultural stories of struggle while also pushing boundaries of genre within Mexican, Afro-Cuban rock music and more.

Quetzal



La Santa Cecilia is an American band formed in Los Angeles. Their musical style ranges from a variety of Latin genres such as cumbia, bossa nova and boleros and their lyrics include both Spanish and English, highlighting the representation of a US bicultural identity, with a focus on Mexican-American identity. Fittingly, their name originates from the patron saint of musicians. Their themes vary from stories of love to more politically charged songs such as "Ice El Hielo", which tells of the stories of undocumented immigrants in America. Their studio album "Treinta Dias" won them a Grammy in 2014, followed by their recent self-titled album release in 2019.

La Santa Cecilia



LOOKING BACK AND MOVING FORWARD: CHICANO BATMAN AND BOOGALOO ASSASSINS

Chicano Batman



Chicano Batman is an LA-based band with its members hailing from different parts of the city and with Colombian, Mexican and Salvadorian roots. Their music focuses on funk, psychedelic rock and indie genres but they also draw inspiration from the multicultural rhythms the members grew up on such as cumbia and tropicalia. The band has been influenced by current events and issues in their writing with some more politically charged songs calling out capitalism, and colonization. They have toured internationally with Jack White and performed at high profile festivals such as Tropicalia, Coachella and Bonnaroo. They made their television debut in 2017 on Conan. Chicano Batman recently released their fourth studio album "Invisible People" in 2020, and are kicking off their headlining tour this fall.

Boogaloo Assassins is a 12-piece group from LA, formed in 2007, that performs Latin Boogaloo, Salsa, and Latin Soul. The members play diverse Latin and jazz instruments from piano to congas. The band had their start as live music staples in LA and independently released their debut EP "Old Love Dies Hard" in 2013, inspired by Latin soul albums of the 1960s. They have received airplay from many local LA radio stations and been featured in articles from NPR, LA Weekly and more. They continue to perform live, and in 2019 performed in

Colombia at Salsa Al Parque, with over 17,000 people in attendance. They continue to perform live and recently performed at Grand Park on September 17 of this year.

Boogaloo Assassins



COLLAGE ACTIVITY

Follow along by watching this video:

SCAN TO WATCH

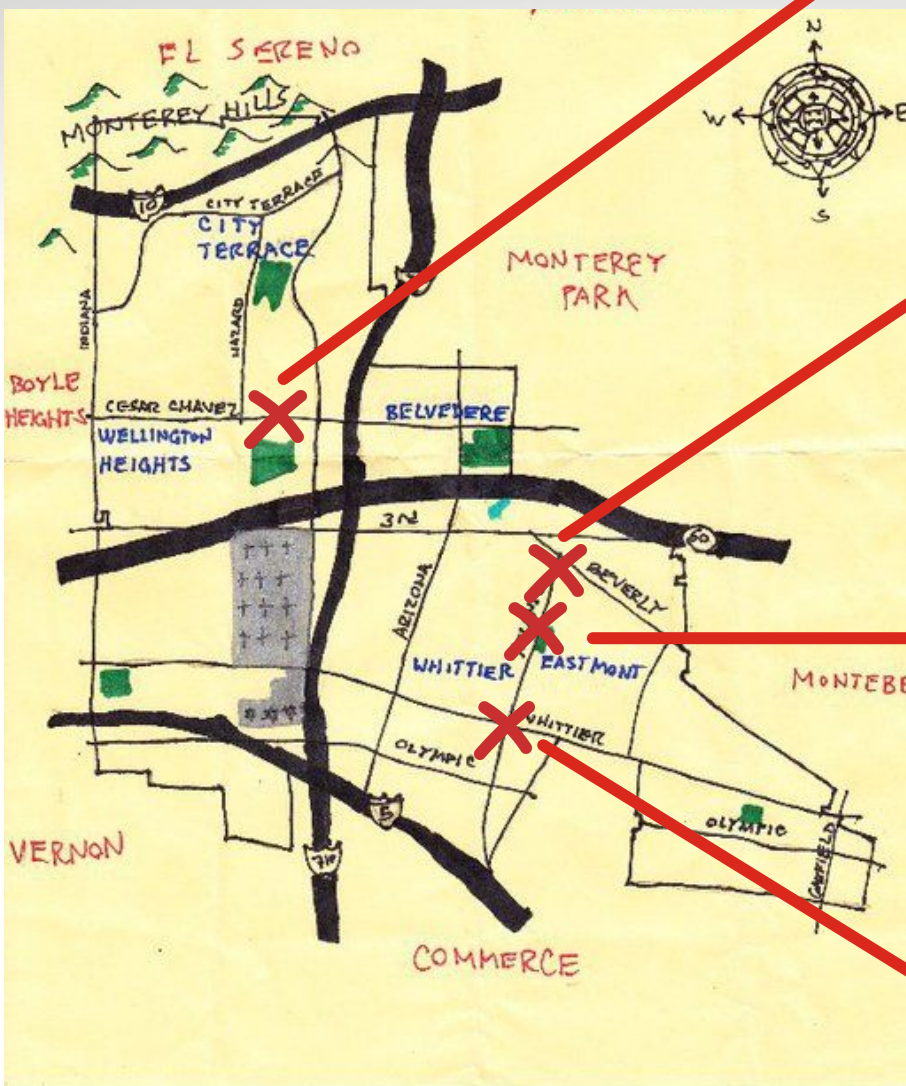


EXPLORE THE "LATIN STRIP" OF EAST LA

While the Hollywood area had "the Sunset Strip", East LA had "The Latin Strip". In the 1950s, Atlantic Boulevard began to be referred to as The Latin Strip, bustling with music, restaurants, dancehalls, it was a musical and cultural paradise for the Mexican-American community. Many East LA based bands and musicians got their start at the Strip, performing for their peers and other community members. These venues provided refuge for the mostly Latinx community, as they may have faced discriminations at other music venues on the Westside that catered mostly to white clientele. Although most of the iconic spots on the strip cease to exist, some do, although they may have been repurposed (Like the CVS). Here we highlight a few of the many iconic spots, and encourage readers to go out and take a tour of what once was the Latin Strip themselves.



Where Lalo's Guerrero's nightclub was open for 3 short but influential years (1960-1963)



Kennedy Hall, an event space for Chicano bands from East Los Angeles



St Alphonsus Church which held dances and concerts for local teens



What used to be Golden Gate Theater, one of the few remaining movie palaces left in SoCal



LAMusArt LIVE!

SEASON OF PERFORMANCES

CABARET: MUSICAL THEATRE & POP NIGHT

Featuring Chris Bona, Paul Rico, Charlotte Mary
Wen

accompanied by Richard An
Saturday, October 23 at 8pm

CLASSICAL: AN EVENING WITH ESTHER RAYO

Featuring Esther Rayo and Brendan White on Piano
Made Possible with support from the Colburn Foundation

Saturday, November 20 at 8pm

RSVP TODAY
LAMUSART.ORG/SEASON



LAMusArt

Los Angeles Music and Art School

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Support:



The Los Angeles Music and Art School (LAMusArt) is a 501(c)(3) nonprofit arts organization whose mission is to offer the community of East Los Angeles, primarily its K-12 population, with equitable and affordable access to multidisciplinary arts education programs.

The services we provide as a cornerstone of arts education are integral to the community's cultural identity. Since its founding in 1945 by Ms. Pearle Irene Odell, LAMusArt has served over 100,000 students, employed over 200 Teaching Artists, and provided over 2,000,000 lessons.

We believe affordable and accessible arts education programs work to benefit the students and the community by expanding one's world outlook, sharpening one's creative skills, and contributing to one's social, behavioral, and academic development.

