The ASERE Story

Drawing their inspiration from traditional Cuban music, seven young musicians formed Asere in the 1990s to create roots music with a contemporary feel while respectfully maintaining the style and passion of the music of their forefathers. Retaining acoustic instruments, they wrote new songs and inventive arrangements, developing a sound for a new generation, and delivered it with an explosive punch. Their fresh energy, endearing personality and powerful performances soon attracted attention in France and the UK. From there Asere went on to perform all over the world, from Norway to Sri Lanka. After a successful debut tour of the US in 2016 with the Havana Cuba All Stars show, the band has returned this year in response to popular demand.

Asere has concentrated mainly on the musical heritage of the son style. Son combines African rhythms with song structures from the Spanish musical tradition. Originating in rural eastern Cuba at the end of the 19th century, son became a highly fashionable dance form, taking the elegant salones of Havana by storm in the early decades of the 20th century. In the 1970s son became one of the key ingredients of salsa, which emerged out of the Latin scene in New York.

Repetoire

First Set
Corazon Bolero-Son
Vengan Todos a Bailar el Son Son
Ca Cha Cha Cha Cha Cha Cha
Mi Changui Changuí
La Flor y la Hoja Seca Nueva Trova
Luz que no Alumbrar Son
Quitate que Vengo Pílón

Second Set
Canto a Eleggua & Yemaya / Decir Asere Afro-Cuban / Guaguancó
Debajo de un Alamo Nueva Trova
Mercedes Trova Son
Tumbao Sangreao Son
Habanera Son Guaracha

Thank you for coming to our performance. We are pleased to have the opportunity to share our Cuban musical heritage with you. Our work is for all those who enjoy the music, those who possess nothing yet live for everything, those who are losing hope and those who humbly seek to make this a better world. Feel free to come and meet us in the lobby after the show. It would be a pleasure to say hello. Asere
Asere also incorporates into its repertoire other Cuban styles such as *nueva trova*, *cha cha chá*, *changuí*, *pilón* and *guaguancó*. All these distinct rhythms add to the richness of Cuban culture with their own stories and context. *Nueva trova*, a contemporary ballad style featuring singer-songwriter troubadours, evolved from *son*, principally in Havana. *Changuí* comes from a campesino tradition in and around the hills of Guantánamo Province. *Guaguancó* is an Afro-Cuban groove originating in the marginalized black communities in the dock areas of Havana and Matanzas. *Cha cha chá* evolved as a dance style in the early 1950s.

Over the last three decades Asere has developed Cuban musical traditions in its own unique way and collaborated with many different artists, including the majestic Colombian singer Totó la Momposina and legendary Panamanian-American drummer Billy Cobham.

The word *asere* (pronounced ah-séré), from the Efik dialect of the Afro-Cuban sect *Abakua*, is used as a greeting in Cuba.

---

**The Dancers**

For this tour we are fortunate to feature special guests from the dance group *Identidad*. Created in 2012 by Barbarito Montagne in the town of Cienfuegos, Cuba, the company works with young dance graduates in styles that make up the Cuban identity from traditional to contemporary dance. Barbarito himself has over 35 years of experience working as a dancer, choreographer, teacher and director. He has represented the art of Cuban dance in Germany, Mexico, Haiti, Japan, Bulgaria and France.

---

**ASERE** in the HAVANA CUBA ALL STARS SHOW

**Musicians**

Michel Padron - Musical Director / 1st Trumpet  
Vicente Arrencibia - Congas / Lead Vocal / Hand Percussion  
Adolfo Florian - Tres / Guitar / Vocal  
Yoan Sanchez - Timables / Bongos  
Eney Aranda - Congas / Bongos / Lead Vocal  
Ricardo Fernandez - Lead Vocal / Hand Percussion  
Daniel Carnago - Tres / Vocal  
Eikel Venegas - Trombone / 2nd Trumpet / Vocal  
Abel Sanabria - Electric Bass / Double Bass  
Leonardo Bea - Percussion / Guitar  
Jenny Padron - 1st Violin  
Jorge Quevedo - 2nd Violin

**Dancers**

Barbarito Montagne - Director & Lead Dancer  
Yoslen Carvajal - Dancer  
Lety Sanchez - Dancer  
Marisel Morffi - Dancer  
Daimel Gonzalez - Dancer

**Crew**

Peter Dake - Company Manager  
Kate Arvin - Production Manager  
Jordi Martin - Sound Engineer  
Leandro Serraino - Sound Engineer  
Idania Martinez - Dance Producer  
Paolo Hollis - Stage Assistant & Photos  
Hans Hauser - Driver

**Management**

John Hollis  Astar Artes Recordings