

For immediate release:

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Brava presents  
8<sup>th</sup> Annual San Francisco Son Jarocho Festival



Featuring  
Rubí Oseguera y la Techa Producciones desde Mexico  
con su nuevo espectáculo QUEBRANTO  
&  
opening act, Bay Area artist Mónica María

February 5 – 9, 2020  
Brava Theater Center

Explore the folkloric music style of Veracruz, Mexico during Brava's annual week-long festival of live music, community fandango, workshops with master artists. The 8<sup>th</sup> annual San Francisco Son Jarocho Festival features this year a book release party for Elisa T. Hernandez's anthology, *Del Campo Son*. Uniquely San Francisco, and uniquely son jarocho, this festival's staying power is testament to its cultural contribution and importance to the life of San Francisco and the 24<sup>th</sup> Street Latino Cultural Corridor.

This year's Festival features the U.S. premiere of *Quebranto*, a celebration of women's influence on Son Jarocho by the renowned Mexican zapateado master, Rubí Oseguera. Oseguero will perform this evening-length work alongside company musicians Jonathan Contreras, Barbara Diaz, Rosa Elisa T Hernandez, Emilio Hernandez, and Mario Arellano. Opening this spectacular show is San Francisco's own Mónica María performing songs off her just released album, *Nuevos Caminos*.

## Calendar of Festival Events

WEDNESDAY, FEB 5

### **Book Release & Signing**

Come celebrate the release of *Del Campo Son*, an anthology of stories about musicians from San Andrés Tuxtla. The event features an interview between KPOO's Chelis Lopez and the anthology's editor, Elisa T. Hernandez, along with a light reception and book signing. Please note that the event will be mostly in Spanish and is free to the community.

7pm – 9pm in Brava's Cabaret  
2773 24<sup>th</sup> Street, San Francisco

Free

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THURSDAY, FEB 6

### **Master Workshops**

Join the San Francisco Son Jarocho Festival in the East Bay when La Peña Cultural Center hosts Master Workshops for the general public. Workshops include zapateado (percussive footwork) with Rubi Oseguera, and jarana with Emilio Hernandez. The evening will culminate with a mini-jam session.

7pm - 8:30pm: Zapateado Intermediate/Advanced  
7pm - 8:30pm: Jarana All Skill Levels

La Peña Cultural Center

\$20 per workshop. Available in advance and at the door.

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FRIDAY, FEB 7

### **Fandango de la Candelaria**

The cultural convening ritual known as Fandango de La Candelaria is a late-night session of instruments, dancing, voices and verse. Bring your instruments and your dancing shoes!

6pm to 11pm in Brava's Cabaret  
2773 24<sup>th</sup> Street, San Francisco

This is a FREE community event for all to enjoy.

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SATURDAY, FEB 8

**Live Concert**

The U.S. premiere of *Quebranto*, a celebration of women's influence on Son Jarocho by the renowned Mexican zapateado master, Rubí Oseguera. Oseguera will perform this evening-length work alongside company musicians Jonathan Contreras, Barbara Diaz, Rosa Elisa T Hernandez, Emilio Hernandez, and Mario Arellano. Opening this spectacular show is San Francisco's own Mónica María performing songs off her just released album, *Nuevos Caminos*.

7:00pm – Doors open

8:00pm – Concert

Brava Theater Center Main Stage

Tickets:

\$45, \$40 – reserved seat in orchestra

\$30, \$25 – reserved seat in the mezzanine

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SUNDAY, FEB 9

**Master & Youth Workshops**

We close out the 8<sup>th</sup> annual San Francisco Son Jarocho Festival with a chance to learn from the masters! All levels of experience welcome, with a special workshop aimed at children ages 5-10.

All workshops are an hour long, with the exception of the 1:30pm Intermediate/Advanced workshops which are 90 minutes.

12:30pm – “Drawing the Son Jarocho” art workshop for youth ages 5-10

12:30pm – Intermediate Canto Jarocho with Emilio Hernandez

12:30pm – Beginner Zapateado Jarocho with Lolis Garcia

1:00pm – Beginner Jarana with Maria de la Rosa

1:00pm – All Levels Taller guitarra de son y Leona with Mario Arellano

1:00pm – Beginner Canto with Monica Maria

1:00pm – All Levels Quijada with Godo

1:30pm – Intermediate/Advanced Jarana with Emilio Hernandez

1:30pm – Intermediate/Advanced Zapateado Jarocho with Rubi Oseguera

Brava Theater Center

\$20 per workshop. Available in advance and at the door.

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## BIOS

**Rubí Oseguera** studied Social Anthropology at the Universidad Veracruzana. From 2008, Rubi Oseguera has established herself as one of the best dancers and promoters of Son jarocho. The staging of the shows *Sones de madrugada* (2015), *Al Sol y al Sereno, cantadoras y bailadoras del fandango jarocho* (2009, 2014, 2015); *Sones compartidos, las musicas regionals que nos dieron Patria* (2010) y a *20 años del grupo Son de Madera* (2010) is standing proof of this accolade. Among her contributions to the study of traditional dance and traditional dance, is her publication *Biografia de una mujer Veracruzana*, edited by DEMAC, CIESAS, IVEC, with which she won the Southeast regional DEMAC Awards 1. She is a two-time beneficiary of *El Fondo Nacional para la Cultura y las Artes* and has been a resident artist at La Peña, Berkeley, CA.

Since 2009, she has been dedicated to the creation and production of traditional music and traditional dance from Mexico. She has directed and produced most of her works, which have been presented in different parts of Mexico in collaboration with institutions and artists from different disciplines. Born in a *sonera* and *fandanguera* family, she is the director of the project *Sones de madrugada* and *Al Sol y al Sereno Cantadoras y Bailadoras de fandango jarocho* whose objective is to present and link the work of popular musicians and artists. Dancer, anthropologist, cultural promoter and producer, she is currently dedicated to the promotion, advice and production of projects encompassing Veracruz popular culture. She has appeared with the Son Jarocho groups: Siquisiri, Mono Blanco, Cuchumbe and Son de maderas, in various forums at national and international level. Previously, she has worked at el Sotavento, coordinating the activities corresponding to the state of Veracruz, including: 1st Cultural Forum of the cultural development Program of Sotavento, Tlacotalpan, November 2002. In the years 2003, 2004, 2006 and 2007 she created and coordinated the Cultural forum of La Casa de la Cultura Agustin Lara, as a part of the activities of the XXIV, XXV, XXVI and XXVII edition of the Encuentro Nacional e internacional de Jaraneros y Decimistas in the Tlacotalpan community.

As an independent cultural promoter she has organized several activities around popular culture in various forums of the City of Xalapa, Veracruz and Mexico City, such as fandangos with groups of traditional farmers from the south of the state, presentations of phonographic and printed materials, advice to artisan women in workshops, etc. She was a member of the Cimarron Productions, strengthening the local culture of the different towns in Southeastern Veracruz, through field recordings of the community groups, with the slogan "the obtained must return to the community." This project produced five discs and one dvd. Likewise, Cimarron helped create a cultural center "La Casa de la Leona" in the community of Chacalapa, Chinarneca, Veracruz and managed resources for artisan training workshops with women in the community of Hato, Santiago Tuxtla, Veracruz. As an anthropologist, she has dedicated her research mainly to the fandango, dance, dancers and their social life, as well as rhythms, forms and dance styles that accompany this tradition. As a specialized researcher, within the Regional Unit of Popular Cultures, she developed her work around the traditional music of the state of Veracruz, Mexico; having as result several unpublished documents among them: "*Analisis de la musica tradicional de los pueblos de la Cuenca de Papaloapan*" as well as a directory of the traditional dances of the Center of Veracruz and the festive Calendar of the towns of the Veracruz downtown. These documents are part of the *la Unidad Regional- Xalapa*.

**Monica Maria** is a vocalist, multi-instrumentalist and composer. She is a graduate of San Francisco State University. Her music mixes traditions and contemporary sounds of Latin America with the jazz and R&B that reflect her Bay Area roots. She is an innovator and a fresh new voice in Latin American music, lyricist, graduate of San Francisco State University. This is her first appearance at the San Francisco Son Jarocho Festival.

**For Calendar Editors:**

What: 8<sup>th</sup> Annual San Francisco Son Jarocho Festival

When: February 5 – 9, 2020

Where: Brava Theater Center, 2781 24<sup>th</sup> Street (at York), San Francisco 94110

Tickets:

\$25 - \$45

[brava.org](http://brava.org)