

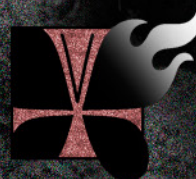
# X ALFONSO

Instrumentalist, composer, performer and visual artist, he has developed a multifaceted career that makes him one of the greatest artistic exponents of contemporary Cuba. Since the 1990s, he has had a successful career on the rock and pop rock scene, where he transits by the ballad with elements of hip hop, electronic music and pop with Afro-Cuban roots. He has performed on different international stages and has been part of the posters of festivals such as Womex, SXSW, Roskilde and Havana World Music. His collaborations include works with artists such as Santiago Feliú, Descemer Bueno, Meshell Ndegeocello, Rick Wakeman, Bebe and Audioslave. His versatility has allowed him to successfully compose music for theater, contemporary dance and cinema, where he won a Goya Prize for Best Original Music for the soundtrack of the film Habana Blues. Since 2010 he has been leading the Cuban Art Factory (FAC) —included in TIME's 2019 list of the World's 100 Greatest Places—, an unprecedented cultural space with a transmedia vocation and where emerging young artists (musicians, filmmakers, painters, dancers) cross with long experience ones. In 2010, he received the title of UNICEF Goodwill Ambassador for his artistic work with and for children.



Links and contacts

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“One of the true visionaries of Cuban music (...) His 2001 album, X-Moré, was a pioneering statement that cemented the compatibility of Cuban music and hip-hop. And he has since been making some of the most captivating music on the island”. (National Public Radio, NPR)

“‘Inside’ does not disappoint: it is as full of ideas as the mind of its creator, it flies free beyond genres (spoken word, electronic, funk, hip hop, Afro-Cuban rhythms) and is imbued with a truly powerful spiritual halo ” (Radio Gladys Palmera)

“X (...) is one of the most multifaceted and creative artists on the island, who dominates with the same ease the fusion of jazz, blues and the roots of Afro-Cuban music”. (El Nuevo Herald)

“His songs frequently seek to awaken consciousness, on the premise that a small action can cause great effects.” (Cubadebate)

“The album shows a wide range of sonorities that characterizes Alfonso, who opts in his creations for a thoughtful and sharp lyric along with the fusion of rock, afro melodies and electronic music”. (Prensa Latina)

“By the time his first solo album, Mundo Real (Real World), appeared in 2000, X was already known across the island for his mastery of different genres—from funk and hip-hop to rock, reggae and rumba—and for the diverse audiences that gathered to hear him play. His concerts themselves are works of artistic experimentation, often including painters, rappers and dancers on stage with videos playing on the surrounding walls”. (Americas Quarterly)

“X Alfonso achieved prominence as one of the island’s most successful entrepreneurs. X Alfonso opened the Fábrica de Arte Cubano, formerly an old cooking oil factory. It has become a cultural epicenter, even featured recently on Anthony Bourdain’s Parts Unkownepisode in Cuba. (...) A reflection of X Alfonso’s own musical aesthetic, the Fábrica houses music, fashion, and art under one roof. The Roots’ Questlove performed DJ sets there in April, while celebs like Mick Jagger and Katy Perry have recently passed through”. (The Paper Magazine)



Official videos **INSIDE**



Live videos