

X ALFONSO

Multi-award-winning instrumentalist, composer, performer and visual artist, he has developed a multifaceted career that places him as one of the greatest artistic exponents of contemporary Cuba. Since the 1990s he has had a successful career in the rock and pop rock scene, where he has been going through the ballad with elements of hip hop, electronic music and pop with Afro-Cuban roots. It has been presented on different international stages and has been part of the posters of festivals such as Womex, SXSW, Roskilde, Contrapedal, Luminato and Havana World Music. His collaborations include works with artists such as Síntesis, Santiago Feliú, Descemer Bueno, Meshell Ndegeocello, Rick Wakeman, Bebe and Audioslave. Nominated 4 times for the Latin Grammys and winner of the Latin Grammy in 2022 with the album *Ancestros Sinfónico*. His versatility has allowed him to successfully compose music for theater, contemporary dance and cinema, where he won a Goya Award for Best Original Music for the soundtrack of the film *Habana Blues*. In 2006 he was the winner in the Latin Revelation category at the Spanish Music Awards. In 2010 he received the title of UNICEF Goodwill Ambassador for his artistic work with and for children. Since 2013 he leads *Fábrica de Arte Cubano (FAC)* - considered by TIME magazine in 2019 as one of the hundred best places in the world -, an unprecedented cultural space with a transmedia vocation and where young emerging artists (musicians, filmmakers, painters, dancers) converge with others with long history.



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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 no defrauda: está tan lleno de ideas como la mente de su creador, vuela libre más allá de los géneros (spoken word, electrónica, funk, hip hop, ritmos afrocubanos) y está impregnado de un halo espiritual realmente poderoso". (Radio Gladys Palmera)

"X (...) es uno de los artistas más multifacéticos y creativos de la isla, que domina con la misma facilidad la fusión del jazz, el blues y las raíces de la música afrocubana". (El Nuevo Herald)

"Sus canciones buscan con frecuencia despertar la conciencia, sobre la base de que una pequeña acción puede provocar grandes efectos". (Cubadebate)

"El álbum muestra una amplia gama de sonoridades que caracteriza a Alfonso, quien opta en sus creaciones por una lírica reflexiva y aguda junto a la fusión del rock, las melodías 'afro' y lo electrónico". (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 Unknown episode 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)

"Cross-genre reinterpretations can be tricky — often the purity of one musical form is sacrificed to accommodate the other. That is definitely not the case in this expertly executed combination of a symphony orchestra and the music of the traditional, Afro-Cuban spiritual practice known as Santería. Cuban musician X (Equis) Alfonso enlisted his parents, Carlos Alfonso and younger sister Eme Alfonso, to create such a thrilling and rich program of music that it moved me from the first note. I didn't need the recent Latin Grammy win in the folk category to convince me that this is absolutely one of the best records I have ever heard." (Felix Contreras, National Public Radio)

"...Yet few careers have impressed me more – or represented such boundary-pushing, genre-busting longevity – than X Alfonso." (FlashPack magazine)



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