

”Cuban Salsa Goes Nordic with La Barriada” Project & Tour 2006

”Cuban Salsa Goes Nordic!” [”Salsa så in i Norden!”] had its startingpoint in a transformed dance identity influenced by, among other genres and styles, Cuban salsa music. Countless salsa clubs and salsa instructors have emerged as a response to the desire to learn to dance salsa. More seldom, however, the salsa enthusiasts in the Nordic countries have been given the chance and possibility to listen and dance to professional salsa groups and meet and taste the music culture from which the great salsa interest in Scandinavia has sprung.



Through the project & tour “Cuban Salsa Goes Nordic” [”Salsa så in i Norden!”] the Scandinavian audience in Sweden, Denmark, Finland and the Åland Islands meets the Cuban group Juan Kemell y La Barriada. and the target audience is ALL OF SCANDINAVIA; a well-known fact is that ”immigrant kids” really know how to salsa but it is also clear that all age groups representing all the population feel invited to the music- and dance world of salsa! The salsa music knows no frontiers and no limits. New meeting grounds are created spontaneously through the music and the special beat and feel of Cuban salsa. The salsa enriches the Scandinavian cultural life and the project aimed to recognize and develop salsa as the new Nordic “folk dance” and “folk music.”

The project was carried out by the Swedish company Vanda Culture Productions. Participants in the project were La Barriada and collaborating partners are the organizers, salsa associations, and municipal organizations that buy concerts/activities with La Barriada. The project connected non-profit salsa clubs and professional organizers in Scandinavia. The project ran between 7 July - 12 August, 2006.

