

HARGROVE ENTERTAINMENT INC.

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“Buena Vista Social Club” Meets “Calle 54” With The Vibrant Soul Of New York

How To Create A Rumba

(Como Se Forma Una Rumba)

Running Time: 74 mins.

Rights Available: Worldwide

Original Language: Spanish and English w/English subtitles

Director: Ivan Acosta

International Premiere - Miami Film Festival

Additional Film Festival Screenings: Latin Beat (Lincoln Center), Empire State Film Festival, Las Cines Americas, Festival de Cine Documental Musical (Barcelona/Madrid), Jazz In January (Experience Music Project)

Press: "Delightful...absolutely entertaining." -- Miami Herald

Description:

"How To Create A Rumba" is the opening film of the Latin Jazz Film Festival component of the Smithsonian Institution's "Latin Jazz: La Combinacion Perfecta" Exhibit, which is on a four year, 11-city United States tour.

The film tells the story of the origins and evolution of Cuban music through conversations and performances by many prominent Cuban musicians, including Maestro Chico O'Farrill, Jose Fajardo, Juan Pablo Torres, Alfredo Valdes Jr., David Oquendo, Elena Burke, Horacio "El Negro" Hernandez, Paquito Hechevarria, Malena Burke, Israel Kantor, Vicente Sanchez, Aguedo Valdes-Luna, Carlos y Marta, Ulices del Toro, Mirta Gomez, Nelson "El Flaco" Padron, writer Armando Lopez and the legendary Afro Cuban percussionist Candido Camero. A lively and loving celebration of a musical odyssey which moves from the west coast of Africa via Havana to the streets of New York and Miami, the film pays homage to the music's African roots and its various styles -- bolero, mambo, cha cha, salsa, and rumba. The rhythms and musical traditions of more than thirty countries and three cultures converged to create what is known as 'Latin Jazz.'

Ivan Acosta, best known for writing and directing the multiple award-winning play "El Super", adapted into the indie hit of the same name by Leon Ichaso, has written and directed 8 plays and written 5 screenplays. His company, Latin Jazz USA, recently presented the musical tribute "50 Years Of Mambo In The USA" at Town Hall that toured North America in 2002.

Hargrove Entertainment is an international distribution and production company supplying programming to the theatrical, television, video, educational and new media markets worldwide.