



FOR IMMEDIATE RELEASE

Conjunto Heritage Taller Celebrates San Antonio's Home Grown Talent with 13th Annual Tardeada

Saturday, October 15, 2016, 6:00-11:00pm
La Villita, Maverick Plaza, downtown San Antonio
Honoring Conjunto legend Flaco Jimenez
Premiere of CHT All-Stars

San Antonio, TX (September 6, 2016)— The non-profit music organization, Conjunto Heritage Taller (Taller), celebrates San Antonio's home-grown Conjunto talent on Saturday, October 15, 2016, at La Villita in downtown San Antonio. The Annual Tardeada is now in its 13th year of presenting Conjunto music to City residents and downtown tourists looking for an authentic dose of this South Texas musical tradition.

"Keeping Conjunto music alive is the mission of the Taller and we are fortunate to have fostered the great talent that we are presenting today," said Rodolfo Lopez, co-founder and artistic director of the Taller. "Students as young as 7 to seniors reaching 80 have taken part in our classes. It is a celebration of San Antonio's rich culture for all to enjoy."

This year, the Taller is highlighting the talents of its current and former students as well as its renown instructors. The evening kicks off with current students showcasing what they've learned over the course of their time at the Taller. Under the instruction of accordionist, **Lorenzo Martinez**, students will perform in the traditional Conjunto style with only a bajo sexto accompaniment. Mr. Martinez will perform along with students and as a solo act.

Following performances by our current students is well-respected veteran of the Conjunto scene, **Jesse Borrego**. Mr. Borrego shares his expertise with the Taller's bajo sexto students by accompanying them on accordion during class. He will queue up his group, **Conjunto Los Borregos**, featuring his son, television and film actor Jesse Borrego Jr. In addition, former Taller students come together especially for this event as the **CHT All-Stars**. The group features performers who have gone on to continue their careers in music including Roberto Casillas, Aaron Salinas, Nicolas Valdez, and Jesus "Chuyito" Zamora.

The finale includes an award presentation to and performance by Conjunto living legend, **Flaco Jimenez**. Flaco has contributed greatly to the continuation of Conjunto music by performing across the country and inspiring the next generation of accordionists. Flaco is a dear friend to the Taller as is his brother, Santiago Jimenez, Jr. who was the Taller's first accordion instructor.

In addition, Big Mike's BBQ and Lady Picoza food trucks will be on-site along with craft vendors, family activities and more. Admission is \$10 pre-sale; \$12 at the door; and free for children 12 and under. Tickets can be purchased online at <http://tardeada.brownpapertickets.com> or in-person at the Taller studios at 411 Barrera Street (corner of Labor and Lavaca).

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Calendar Listing

Conjunto Heritage Taller's 13th Annual Tardeada

Saturday, October 15, 2016, 6:00-11:00pm

La Villita, Maverick Plaza

Celebrate San Antonio's home-grown talent as renown Conjunto musicians grace the stage throughout the evening. Performers include CHT Students, Lorenzo Martinez, Conjunto Los Borregos, CHT All-Stars, and Flaco Jimenez. The Annual Tardeada is now in its 13th year of presenting Conjunto music to City residents and downtown tourists looking for an authentic dose of this South Texas musical tradition.

\$10 pre-sale | \$15 at the door | children 12 and under free

Visit [Conjuntoheritagetaller.com](http://conjuntoheritagetaller.com) for details

Tickets: <http://tardeada.brownpapertickets.com>

About Flaco Jimenez

"What B.B. King is to the blues, or George Jones is to traditional country, Grammy-winning accordionist Flaco Jimenez is to the world of Tex-Mex Conjunto," says music critic Ramino Burr in *The Billboard Guide to Tejano and Mexican Music*. Born into a family of Conjunto musicians, Leonardo "Flaco" Jiménez has led the way in expanding Conjunto music from his community in San Antonio, Texas, to new audiences both in the United States and worldwide. Born in 1939, Jiménez is the son of Conjunto pioneer Santiago Jiménez, Sr. By age seven he was already performing with his father, even earning a nickname that had in the past attached to his father, "Flaco," or "Skinny."

Jiménez apprenticed on the accordion with various San Antonio musicians, including Toby Torres, Joey López, and Los Caminantes, and built his reputation by performing in San Antonio saloons and dance halls. In the 1960s, Jiménez began playing with Douglas Sahm, the founding member of the Sir Douglas Quintet, and went on to New York to perform with Bob Dylan and Dr. John. He continued to introduce new audiences to Conjunto music, performing with Peter Rowan and touring internationally with Ry Cooder and David Lindsey, receiving international acclaim for his contributions to Cooder's landmark album *Chicken Skin Music*.

He later joined Sahm again in the 1990s to form the group Texas Tornados with Freddy Fender and Augie Meyers, recording six albums and winning a Grammy. He also recorded with the "Mexican super group" Los Super Seven that included Fender, Joe Ely, Ruben Ramos, Rick Trevino, and Cesar Rosas and David Hidalgo of Los Lobos, netting another Grammy. In total, Jiménez has received five Grammy awards, including three awards for his solo work. In 1999, he received a Lifetime Achievement Award from *Billboard Latin Magazine* and has been inducted into the National Hispanic Hall of Fame and the International Latin Music Hall of Fame in New York City.

Conjunto Heritage Taller

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Over the years, Jiménez has expanded Conjunto music to include influences from country and western, rock, and jazz music. In an interview for American Roots on PBS, Flaco explained, "I started making Conjunto more progressive because of the versatility that I believe in... I think it's good to change it a little."

About Lorenzo Martinez, Accordion Instructor

Lorenzo Martinez has had a great influence in the Conjunto community and on many young and old accordion players. His passion for the music began at the age of 10 when his grandfather bought him his first accordion and since that day Lorenzo has yet to put it down. Lorenzo began teaching at the age of 11 years old when neighborhood mothers would pay him to teach their children. He has taught kids from 6 to 70 and has been an instructor for the Conjunto Heritage Taller for several years. Lorenzo Martinez currently plays accordion with *Los Dukes de Oscar Machado*. Lorenzo has release a new CD with Panchito Villarreal entitled *Pancho y Lore* and is currently in the studio finishing up a new album.

About Jesse Borrego, Bajo Sexto Assistant Instructor

Jesse Borrego started playing professionally in 1956 while still attending Harlandale High School. After winning a local radio contest, he went on to record several single 45 rpm's. In the 50s and 60s, Jesse Sr. earned his stripes with his extremely fluid style of making his right-hand fingers dance on his three-row Hohner button accordion. He headed his own band, Los Cuatro Aces de Tejas, playing on the local and national scene through the early 70s. He performed with his son's band, Los Muertos, throughout most of the 90s and was invited by the late Valerio Longoria to play bass for his band when Longoria was featured on a PBS special. Recently, he has played accordion and bass for the Rio Rami Band. Conjunto Los Borregos is Jesse Borrego Sr. and Jesse Borrego Jr.'s latest project.

About CHT All-Stars

Lead by current Taller bajo sexto instructor, Roberto Casillas, the CHT All-Stars is a group of former students who have continued their musical careers. Mr. Casillas received his Music Education degree from Texas State University in May of 2016 and performs in various groups throughout San Antonio including mariachi ensembles. Aaron Salinas leads 10-piece Afro-Latin band, Volcán, who is releasing their debut album in October 2016. Also in the group is Nicolas Valdez an independent performing artist who's hit one-man theatre production *Conjunto Blues* sold out at its San Antonio premiere. His band, Los Nahuatlatos, play in and around San Antonio. Jesus "Chuyito" Zamora plays accordion with the experimental group Los San Antunes whose repertoire range from disco to cumbia. He also performs with his mother and father in the Zamora Family Conjunto.

About the Conjunto Heritage Taller

The Conjunto Heritage Taller is dedicated to the preservation, instruction and perpetuation of the traditional Conjunto music played with the accordion and bajo sexto and seeks venues where students can perform the music they have learned. The Taller is community-based and participates in community activities by providing music when called upon and available to do so.

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