

Havana World Music's Primera Base contest to be held online



The organizing committee of the Havana World Music announced Monday that the Primera Base contest will be held online July 16-18, sponsored by the Cuban record and musical editions company EGREM, with collaboration from the British Council and the Hermanos Saiz Association.

The Primera Base contest is held every year in the framework of the Havana World Music. The organizing committee announced last March that this year's 7th edition of the Havana World Music was postponed due to the epidemiological situation generated by the Covid-19 pandemic. However, the Primera Base contest will be held on social media. The bands already selected to take part will do so, performing for their audiences online.

The aim of the contest is to promote the work of young, talented Cuban musicians.

Eme Alfonso, a singer, composer, and artistic director of the Havana World Music, explained that Primera Base is a contest that started small and has already become something that all young Cuban musicians expect and wish to participate in.

The jury, made up of renowned musicians, will deliberate and announce the winners at a later date.

Prizes are awarded in three main categories: Dj producers and electronic music; young soloists or bands, aged between 16 and 23, and a third category grouping soloists and bands, whose age are between 24 and 32.

There is also a popularity award, with the public choosing their favorite band and soloist by accessing the official website of the Havana World Music at www.havanaworldmusic.com.

Many already established, popular Cuban musicians won the Primera Base contest. They include Jorgito Kamankola and La Reyna y La Real in 2015, and Erick Iglesias –better known as Cimagunk-- in 2018, to mention just a few.

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