



THE GUADALUPE

CULTURAL ARTS CENTER

FOR IMMEDIATE RELEASE

Contact: Yadhira Lozano

210.271.3151

yadhiral@guadalupeculturalarts.org

The Guadalupe Cultural Arts Center Presents the Conjunto Music Hall of Fame Induction Ceremony and Reception

Thursday, May 16, 2019, 6:30pm

Guadalupe Theater, 1301 Guadalupe Street, San Antonio, TX 78207

San Antonio (May 7, 2019)— The Guadalupe Cultural Arts Center inducts four new members into the Conjunto Music Hall of Fame on Thursday, May 16, 2019, at the Historic Guadalupe Theater on the city of San Antonio's westside. The ceremony is part of the 38th Annual Tejano Conjunto Festival en San Antonio held May 15-19, 2019, and honors those that have significantly contributed to the promotion and legacy of conjunto music.

This year's inductees are:

Norfilia "Norfy" Layton

Norfy Layton began her singing career at the age of 12 when her family's band, Los Layton, were in dire need of a singer. With performances lined-up, she stepped up to help the family. She began recording in 1965 and up until 2010 for various labels. Her first hits such as "El Gavilancito" and "Luto en el Corazon" were recorded under Falcon Records. For CRC Records hits released were "Jamás", "Prieta Linda", "Sientate A Mi Mesa" and "Si Tus Ojos". Under Freddie Records she recorded such hits as "Me Perdona Senorita" and "Corazon de Roca". Under Layton Records she recorded "Espinita" "Nochesita" and the latest hit "Amor Mio". Tragedy struck the Layton family with the sudden passing of her brother, Benny, in 2011. The group stopped performing for 2 years. Norfy knew her passion for singing was still deep in her heart so she regrouped the band with her grandson, nephews and other original Los Layton members and returned to performing under Los Layton – the Next Generation. Plans are in the works for a new CD in 2020.

Pepe Maldonado

A self-taught musician, Pepe learned how to play the bajo sexto, guitar, bass guitar, accordion, and how to sing. Pepe credits other conjunto legends with influencing his sound such as Narciso Martinez, Tony De La Rosa, and even Pedro Ayala. Circa 1951, Pepe was asked to fill in for the singer of a group led by Ricardo Guzman y los Tres Aces. He would also later join Gilberto Lopez in 1956 as a singer and bass player for the group while recording under the label Discos Ideal. In 1962, Pepe started his own group, Pepe Maldonado Y Su Conjunto. One of his biggest hits to date that received national attention was "Al

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Pie De Un Crucifijo.” Other well-known hits include “El Troquero” and “Amorcito Consentido.” In 1963, he began working as a Disc Jockey at KLIP Radio in Fowler, CA. After a few years there he then moved to the Rio Grande Valley to work at KIRT (AM 1580) and 840 AM with his own show “Estamos En Tejas Con Pepe Maldonado”. Throughout the 1980’s and 90’s, he toured the entire United States and recorded from his own studio, El Rancho Sound. In 1999, he constructed his popular dancehall La Lomita Park.

Lorenzo Martinez

Lorenzo started playing accordion as a 13 year old from a potbellied old man who used to ride his bicycle around with accordion on the back. Eager to learn more, he began taking lessons from Santiago Jimenez, Sr., one of the founders of conjunto music. Lorenzo learned some complex accordion technique from Gilbert Guardiola, and later recorded with him on Jose Morante’s labels. At 14, Lorenzo played with Los Tres Valedores at KEXX, San Antonio. He later joined established conjunto Los Caminantes, Henry Zimmerle’s conjunto and recorded on Lira and Sombrero with Los Turistas de Lorenzo Martinez. Lorenzo played with Duetto Carta Blanca and Conjunto Hugo Gonzalez, recorded a handful of 45s on Toby Torres’ TVT label, and had a long time partnership in Conjunto Rainbow with Larry Tenerias. Lorenzo stopped playing accordion for years to focus on family. After decades, Lorenzo returned to the accordion and relearned much of what he used to play with the help of Chucho Perales, a legendary bajo sexto player. Lorenzo soon became a teacher at the Conjunto Heritage Taller where he helped build what has become recognized as the true model program for conjunto education in Texas. Lorenzo’s most-recent recording is *Old School Polkas Del Ghost Town* alongside Ramon “Rabbit” Sanchez and produced by Spring Fed Records.

Edgar Vasquez

Edgar Vasquez has been playing bass guitar since his heavy metal days at J.W. Nixon High School in Laredo, Texas. He formed part of a group called Darkness which took him to Detroit, MI in 1969 where he was drawn to a crowded performance by Tony De La Rosa. Soon after, he purchased all of his new idol’s CDs and began his love of Conjunto music. He brought his heavy-handed metal style to Conjunto and developed his own style of music not only playing with his idol Tony but also Bernardo y Sus Compadres before forming his own band. Since then he has played countless weddings, funerals, festivals, and concerts throughout the United States alongside his 4 sons in Edgar Vasquez y Sus Muchachos. He has recorded 30 albums on 45s, 8-track, cassette, and CD formats with Hacienda Records and Latin World Records over the past 47 years. His next single *Mirando Tus Ojos* is set to be released soon.

Previous honorees include Flaco Jimenez, Ramon "Rabbit" Sanchez, Bene Medina, Oscar Hernandez, Eddie Lalo Torres, Felipe Perez, Santiago Jimenez, David Lee Garza & family, Pete & Mario Diaz, Roberto

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Pulido, Eva Ybarra, Linda Escobar, Beatriz Llamas, Janie Esparza and many more in its nearly 40 year history.

38th Annual Tejano Conjunto Festival:

May 15-16: Guadalupe Theater, 1301 Guadalupe St., San Antonio, TX 78207

May 17-19, 2019: Rosedale Park, 303 Dartmouth St., San Antonio, TX 78237

May 15, 10am-Noon: Seniors Conjunto Dance with Eddie "Lalo" Torres, Free

May 15, 7:00pm: Chulas Fronteras Film Screening \$5

May 16, 6:30pm: Conjunto Music Hall of Fame \$35/2 for \$60

May 17-19: Rosedale Park, \$16 daily ticket/\$45 3-Day Pass

More information and tickets can be found on our website at www.guadalupeculturalarts.org or by calling 210.271.3151.

About the Guadalupe Cultural Arts Center

The Guadalupe Cultural Arts Center was founded in 1980 as a nonprofit, multi-disciplinary organization. Located in the heart of San Antonio's westside, the Guadalupe is one of the largest community-based organizations in the US.

Mission

The Guadalupe Cultural Arts Center cultivates, promotes and preserves traditional and contemporary Chicano, Latino and Native American arts and culture through multidisciplinary programming.

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