

# Trending

## MIAMI'S MOST INSPIRING STORIES



MIAMI'S MOST INSPIRING STORIES

THE TRUE RENEGADES

SEASONS OF LOVE

THE NON-SNOBBY MIAMI DINING GUIDE

17 POSITIVELY BRILLIANT MINI RECIPE VIDEOS

LOCAL STORIES

SEPTEMBER 8, 2023

# Meet Alberto Puerto



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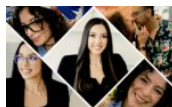
Today we'd like to introduce you to Alberto Puerto.

Hi Alberto, can you start by introducing yourself? We'd love to learn more about how you got to

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PORTRAITS OF MIAMI



PODCAST: BUSINESS, BRAND & COMMUNITY BUILDING



PODCAST: BUILDING A DIRECT TO CONSUMER BRAND IN 2023

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where you  
are today.  
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My  
endeavors  
in music  
are largely  
the result  
of my  
changing  
circumstances,  
of the need  
to  
expatriate  
and  
repatriate  
twice by  
the age of  
30, and of  
the  
influence  
of many  
currents of  
music on  
my  
expression  
as a  
classically  
trained  
musician.

As a  
guitarist  
classically  
trained in  
Cuba, my

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paradigm  
was to  
work  
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constantly  
on the  
development  
of my  
expressiveness  
and  
communication  
through a  
formative  
system of  
high  
expectations  
and to hold  
fast to a  
vision of  
my art  
from a  
traditional  
framework.  
The art of  
interpreting  
music from  
the  
classical  
guitar was  
ingrained  
with that  
firm  
outlook,  
where the  
focus was

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on the  
instrument  
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itself and  
on  
virtuosity  
as a means  
of  
connecting  
with  
audiences.

Personally,  
my story  
diverged  
tremendously  
from this  
path and  
became a  
gateway  
for  
increasing  
access to  
the  
classical  
guitar and  
to musical  
fusion.

Arriving in  
Bolivia in  
2011, I  
began to  
collaborate  
with artists  
from all  
genres,

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from  
Classical  
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European  
Baroque to  
popular  
Latin  
American  
musicians,  
and I  
became  
interested  
in what the  
future of  
the  
classical  
guitar  
could  
become  
through  
these  
interactions,  
especially  
as these  
moved  
through  
the digital  
space.

I think the  
process of  
acquiring  
information  
to make a  
musical  
fusion

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happen is  
key, and  
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that  
successful  
musical  
discourse  
can be  
achieved  
with the  
ideal  
placement  
of  
elements.  
Also, there  
is a need to  
reshape  
the  
imaginary  
boundary  
between  
the  
classical  
performer  
and the  
contemporary  
audience  
both in the  
digital  
sphere and  
in person,  
and the  
right  
elements  
can lead

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audiences  
of mainly  
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demographics  
to the  
enjoyment  
of what is  
generally  
known as  
classical  
music.

Arriving in  
Miami,  
Florida  
only  
confirmed  
this need  
to  
reimagine  
and  
revitalize  
the  
classical  
guitar for  
the 21st  
century.  
Miami is a  
hub of  
visual arts  
activity,  
and I was  
immediately  
impacted  
by this  
community.

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During my  
second  
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year as a  
resident  
here, I  
composed  
music for  
contemporary  
Cuban-  
American  
painter  
Arturo  
Rodriguez  
when I  
encountered  
his work at  
a local art  
gallery. My  
involvement  
with the  
visual arts  
community  
through  
friendships  
and  
collaborations  
has  
converted  
Miami into  
a home for  
me over  
the past 4  
years.

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Indeed, my  
interaction  
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with the Cuban-American diaspora residing in Miami had a striking impact on me as a creator. On playing a classical concert at a local Cuban-American gallery, I was inspired to reimagine the various genres of Cuban music and to attempt to adapt the largest range of these genres for the classical

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guitar a  
project  
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that had  
not been  
attempted  
previously.

The release  
of this  
project,  
“The Great  
Cuban  
Suite”  
brought  
about even  
greater  
conversations  
with the  
global  
Cuban  
diaspora,  
helping me  
to soften  
the  
boundary  
between  
the  
classical  
guitar and  
its  
audience,  
increasing  
both  
audience  
access to

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this music  
and my  
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reach as a  
classical  
performer.

Overall, I  
would like  
to continue  
to create  
quality  
artistic  
products  
that  
challenge  
the range  
of the  
classical  
guitar,  
incorporate  
technology  
and digital  
spaces, and  
make the  
classical  
guitar  
more  
accessible  
through  
my  
continual  
collaborations  
as a  
Miami-

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based  
artist  
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**We all  
face  
challenges,  
but would  
you  
describe it  
as a  
relatively  
smooth  
road?**

There is no  
easy road  
in any  
21st-  
century  
field, and  
music is  
certainly  
no  
exception.

I have  
struggled  
with  
establishing  
myself in a  
new  
country  
twice, with  
new cities,  
new  
collaborators,

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and a new  
*Trending*  
language,

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and I  
continue to  
find myself  
constantly  
balancing  
my artistic  
vision with  
the  
immediate  
economic  
needs we  
all face,  
and the  
role I play  
as an  
educator  
with my  
private  
students.

Yet there is  
no doubt  
in my mind  
that  
artists, in  
particular,  
enjoy a  
challenge.

**As you  
know,  
we're big  
fans of**

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you and  
*Trending*  
your work.

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**For our  
readers  
who  
might not  
be as  
familiar  
what can  
you tell  
them  
about  
what you  
do?**

Since last  
October, I  
have  
continued  
to work on  
my second  
recording  
album  
project  
that  
surveys  
various  
genres of  
popular  
Latin  
American  
music, and  
I have  
completed  
7 of the 10

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arrangements  
for the  
album so  
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far. Since the collaborations for the project began, there have been some changes to my vision of the overall nature of the recording. Originally the pieces were going to be arranged for a lyrical voice, but the process has taught me that incorporating a few different vocal styles would probably

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be more  
suitable for  
this  
project.

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Most of last Fall was spent re-envisioning the project and researching each musical genre in detail, and I spent a good deal of time reconsidering the range of vocal styles that would make sense for the overall work. I have widened my thinking on these styles

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toward a  
*Trending*  
more Latin

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jazz-  
oriented  
focus, and I  
have been  
speaking to  
a few  
different  
singers and  
instrumentalists  
who are  
interested  
in  
collaborating  
on the  
recording. I  
am  
planning  
to spend  
the bulk of  
the  
summer  
working  
with the  
musicians  
for this  
album, and  
at this  
point, I am  
hoping to  
have the  
album  
recorded

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by the end  
of 2023.  
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This project will demonstrate a lot of what makes my work unique, where I am looking to reinterpret the role of the classical guitar in collaboration with a wide variety of Latin American musical styles without losing the character of the instrument and its roots.

This past Spring, I

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had the  
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opportunity

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to present  
portions of  
my album  
The Great  
Cuban  
Suite at  
Books and  
Books in  
Coral  
Gables  
with  
percussionist  
Otto  
Santana. In  
this  
concert, we  
also  
premiered  
some of  
the  
arrangements  
from the  
new album  
with cellist  
Yamile  
Pedro and  
guest  
singer Sory  
Perez.

This  
“tasting”  
from the

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album  
seemed to  
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resonate  
with the  
audience  
and I have  
developed  
a broader  
project  
that will be  
performed  
on  
September  
15th at  
Cernuda  
Arte  
Gallery in  
Coral  
Gables. My  
work hones  
in on how  
the  
classical  
guitar can  
converse  
with a wide  
variety of  
styles  
while  
retaining  
its unique  
history and  
identity.

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Is there  
*Trending*  
any advice

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**you'd like  
to share  
with our  
readers  
who  
might just  
be  
starting?**

Musical  
leadership,  
like any  
other form  
of  
leadership,  
depends  
heavily on  
vision. Try  
to find the  
right allies,  
the people  
who  
understand  
your work  
and your  
vision.

Creating  
projects  
isn't about  
micromanaging  
others, it's  
about  
keeping

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talented  
people  
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connected  
to your  
vision. In  
my view,  
any  
successful  
artist today  
needs a  
strong and  
committed  
team. Stay  
true to  
your  
vision.

**Contact  
Info:**

- Website: <https://www.albertopuerto.com/>
- Instagram: <https://www.instagram.com/puerto-2023/?hl=en>
- Facebook: <https://www.facebook.com/albertopuerto>
- Linkedin: <https://www.linkedin.com/in/albertopuerto-b0968076/>
- Youtube: [https://www.youtube.com/channel/](https://www.youtube.com/channel/UC...)

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### Credits

Aleli Egues  
and Gined  
Lopez  
Ganem

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is built on  
recommendations

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from the  
*Trending*  
community,

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it's how we  
uncover  
hidden  
gems, so if  
you or  
someone  
you know  
deserves  
recognition,  
please let  
us  
know [here](#).

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QUOTE

Miami is an incredible city - but it's so large and so vast and so diverse that all of us are missing out on tons of great people, businesses, organizations, events and more.

VoyageMIA wants to highlight the best of the 305/786 - from freelance makeup artists that will dazzle you to the best Meetup groups in town.

### PORTRAITS OF MIAMI

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