

We Like It Like That

The Story of
Latin Boogaloo



Saboteur Media Presents

We Like It Like That

USA - 2015 - 78 mins

**Written and Directed by
Mathew Ramirez Warren**

**Produced by
Elena Martinez and
Mathew Ramirez Warren**

**Edited by
Michael Feldman**

**Graphics and Animation by
Hiroaki Sasa**

**Narration by
Bobbito Garcia**

**Executive Producers
Stuart Livingston
Michael Rucker**

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Log Line:

We Like It Like That tells the story of Latin boogaloo, a colorful expression of 1960s New York City Latino soul. From its origins to its recent resurgence, it's the story of a sound that redefined a generation and was too funky to keep down.

Synopsis:

We Like It Like That tells the story of Latin boogaloo, a colorful expression of 1960s Latino soul, straight from the streets of New York City. From its origins to its recent resurgence, it's the story of a sound that redefined a generation and was too funky to keep down.

In the 1960s, a new generation of musicians from East Harlem, the South Bronx and parts of Brooklyn fuse Afro-Cuban music with R&B, jazz, funk and rock to create Latin boogaloo. The bilingual style reflects the diversity of influences that surround the musicians in the city. It is a period of revolution and social awakening and young Latinos in search of their identity adopt Latin boogaloo as their soundtrack.

Once on the verge of leaving Latin music behind, the city's young Latinos come to appreciate the music's roots through boogaloo. But as salsa, a more traditional style of Latin music, grows in popularity by the 1970s, some say the Latin boogaloo is killed off, not by the fans, but by cultural and industry politics.

By the 2000s, after decades of obscurity, the artists who made Latin boogaloo popular finally get the recognition they deserve, with the help of DJs who spin their records for younger audiences and bands that pay tribute the genre. Today, these artists are once again in demand and performing for fans around the world.

Through original interviews, music recordings, live performances, dancing and rare archival footage and images We Like It Like That explores this fascinating, though often overlooked, bridge in Latin music history, seeking to understand its context in the story of Latinos in America and its continued influence around the world today.

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Starring

Joe Bataan: A former gang leader who spends several years in prison before starting a band and becoming known as the “King of Latin Soul.”

Johnny Colon: The bandleader behind the first boogaloo hit, “Boogaloo Blues,” a controversial song at the time for its chorus “LSD’s got a hold on me.”

Ricardo Ray: A Juilliard trained piano player who along with his singer, Bobby Cruz, records the first known Latin boogaloo “Lookie, Lookie” and goes on to international fame in Latin music.

Jimmy Sabater: The late singer and percussionist for the Joe Cuba Sextet who helps write “Bang Bang,” the first boogaloo song to break through as a national hit.

Pete Rodriguez: The bandleader whose group creates “I Like it Like That,” the biggest Latin boogaloo hit of the 1960s and a chart topper once again when it’s covered in the 1990s.

Larry Harlow: A piano player, and self-proclaimed Latin music purist who spends several years in Cuba studying music before returning to New York and becoming one of the biggest salsa bandleaders.

Joey Pastrana: The late percussionist and bandleader who trained under the great Gene Krupa.

Harvey Averde: A musician and producer who helps guide Fania records to become the biggest label in Latin music and goes on to produce the first Latin record to win a Grammy.

Orlando Marin: Percussionist and bandleader known today as the last mambo king.

Tito Ramos: Singer originally with the Johnny Colon Orchestra who found success during the boogaloo era with his own group the T&T Band.

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Starring

Angel Lebron: Bass player for the Lebron Brothers, a popular boogaloo and salsa band.

Felipe Luciano: A poet, political activist and TV and radio personality who credits Latin boogaloo with helping develop his love of Latin music.

Aurora Flores: A journalist and musician who remembers the sense of pride she felt when she first heard Latin boogaloo on mainstream American radio.

Sandra Maria Esteves: A writer and poet who recalls joyfully dancing to Latin boogaloo as a teenager.

Alex Masucci: The brother of Fania records co-founder Jerry Masucci.

Oliver Wang: A music journalist, critic, sociology professor and Latin boogaloo aficionado.

DJ Turmix: Originally from Barcelona, DJ Turmix has become New York City's premier Latin boogaloo DJ.

Bobbito Garcia: An acclaimed hip-hop DJ, radio personality, and champion of classic New York Latin music. He is also *We Like It Like That's* narrator.

Frankie Martinez and the Abakua Afro-Latin Dance Company: A world-renowned dance company that incorporates Latin boogaloo music and choreography into their performances.

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Soundtrack by
Fania Records

FANIA

Director Biography



Mathew Ramirez Warren is a documentary filmmaker and journalist born and raised in New York City. He has worked for the New York Times and NBC, and was awarded grants from the National Endowment for the Arts and the New York State Council of the Arts to complete his first feature-length documentary film, *We Like It Like That*.

Web and Social Media Links:

Trailer: <https://vimeo.com/119550550>

Website: <http://latinboogaloo.com/>

Facebook: <https://www.facebook.com/WeLikeItLikeThat>

Twitter: <https://twitter.com/BoogalooMovie>

Film Festivals:

- World premiere at the SXSW 2015 Film Festival in Austin, TX, USA
- Opening film at the Alta Fidelidad Festival in Bogota, Colombia
- Official selection at the Film Society of Lincoln Center's Sound + Vision, New York, NY, USA
- Official selection at Ambulante California Film Festival, Los Angeles, CA, USA
- Official selection at the Urban World Film Festival, New York, NY, USA
- Official selection at Doc N Roll Film Festival, London, UK
- Official selection at In-Edit Film Festival, Barcelona, Spain
- Opening film RTRFM's Gimme Some Truth Festival, Perth, Australia
- Opening film Yerba Buena Center for the Arts' Music Movies, San Francisco, CA, USA
- Official selection at the Museum of the Moving Image, Changing the Picture series, New York, NY, USA

Awards:

- Best Documentary Feature, Urban World Film Festival 2015
- Nominated for Cinema Tropical Award, Best U.S. Latino Film



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