

Nor-tec rifa! - electronic dance music from Tijuana to the world

Oxford University Press - e8.1 Book Review



Description: -

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Water birds -- British Columbia

Mallard.

Success in business.

United States -- Claims

Bills, Private -- United States

United States. -- Congress -- Private bills

Bundesverband Deutscher Zeitungsverleger

Underground dance music -- Mexico -- Tijuana (Baja California) --

History and criticism.

Colectivo Nortec. Nor-tec rifa! - electronic dance music from Tijuana to the world

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Currents in Latin American and Iberian music series Nor-tec rifa! - electronic dance music from Tijuana to the world

Notes: Includes bibliographical references (p. 227-242), discography (p. 241), and index.

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Nor

Madrid delves also into the musical production of Nor-tec, analyzing half a dozen tracks, illustrating them through the use of pentagrams.

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Alejandro Madrid's masterful study of this brilliant hybrid stands as one of the important texts in the history of the new, shining, borderlands.

Nor

Producers, DJs, Fans, and the Performance of Nor-tec 6. This is an innovative book that effectively balances traditional with virtual fieldwork, musical analysis with a cultural-oriented approach, and theoretical reflections with empirically grounded investigations. Alejandro Madrid's engaging study indeed does much to reveal the dynamic complexity of early twenty-first century Tijuana--and US-Mexico borderland culture--as a whole.

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There is no linear chronology of the Nor-tec movement in Nor-tec Rifa!. In 2005 Alejandro received the prestigious Casa de las Américas Musicology Prize. Table of Contents List of Figures List of Music Examples Acknowledgements Introduction: Nor-tec and the Borders 1.

Nor

In the second chapter, Madrid goes on to detail the production of this new hybrid electronic music and the source materials it mixes. Madrid does a great job laying out how the diverse Latino populations in the US have been unsuccessfully marketed to over the years as one homogenous block by US and Hispanic media alike. Through this thematic, circular approach, Madrid lays out the myths or lack thereof and the constructed origins of the Nor-tec movement, which the artists keep modifying as time goes by.

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It is also an important contribution to electronic dance music studies, hybrid music cultures, and postcolonial Latin America. Madrid is a musicologist and cultural theorist whose research focuses on the intersection of modernity, tradition and globalization in music and expressive culture from Mexico and the U. Besides taking over the marketing and distribution of their music they were signed to the American label Palm Pictures, which did not know how to market them, Nor-tec artists also take over physical spaces in Tijuana such as small clubs and bigger dance halls that typically host norteño and banda music.

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