



**Direct Deposit** Convenient Direct Deposit  
of your Royalty Distributions

[Click Here](#)

Go

[HOME](#) [ACE Title Search](#) [News](#) [Join ASCAP](#) [About ASCAP](#) [ASCAPLatino](#) [Contact Us](#) [Site Map](#)

[For Members](#)

[Career Development](#)

[ASCAP Network](#)

[Songwriter/Composer Portal](#)

**Playback**

Spring 2009

**In This Issue**

President's Letter

Features

ASCAP Action

ASCAP Foundation

Faces & Places

New Members

Radar Report

The Creator's Tool Box

Stepping Out

Events & Awards

Masthead

Playback Archive

Green Room

Advertise in Playback

Contact Playback

Stepping Out Submissions

Subscribe Now!

[Customer Licensees](#)

[Legislation](#)

[JAM Program](#)

[ASCAP Store](#)

[The ASCAP Foundation](#)



## Playback

### Features

### **Boy From The Bronx to King of Bachata**

*The incredible musical journey of Anthony Santos*

**By Joncier "MS. Boogie" Rienecker**

Following their debut album, appropriately titled *Generation Next*, Aventura completed five critically acclaimed albums. They are the first band to fuse Bachata with other musical genres, such as R&B and hip-hop. In 2006, Santos received an ASCAP Award in the tropical music category for the megahit, "Obsesión," and another in the American pop category. The latter honor marked the first time a Hispanic writer won two ASCAP Latin Awards for the U.S. market. In addition to his work with Aventura, Santos has penned hits for Latin music sensations Thalía ("No No No"), El Torito ("Me Voy"), and Wisin & Yandel ("Noche de Sexo"). Santos recently discussed with *Playback* his background in the Bronx, Aventura, Bachata and his forthcoming project.



Anthony Santos

#### **From a musical standpoint, what was it like growing up in the Bronx?**

The cool thing about living in the States, especially in the Bronx, is you get to listen to a little bit of everything. You know, from one window you hear hip-hop. Then a cab driver passes you by playing bachata or merengue. It is always a mixed culture. At home, you could have your parents blasting classics like Julio Iglesias and Jose Jose. Basically, you are exposed to everything.

#### **When did you decide to pursue music?**

Everything began as a hobby. I was singing in the church choir with Henry and, through a musician at school, I was introduced to Mikey and Lenny. We started just having fun, but then we realized we really had something.

#### **Do you play any instruments?**

Guitar and – even though I'm not great – piano. I do a lot of effects in my productions on keyboards.

#### **What inspires you to write and compose music?**

I would like to say women and situations that happen daily. I'd say that 85% percent of the music I write about with sad love stories has nothing to do with me.



Anthony Santos and Aventura in concert

### Why are Spanish and English used in Aventura's lyrics?

It is who we are; it's natural and it is the way we speak. If you talk to us, even when we're not making music, we talk like that. Sometimes when I'm speaking Spanish and I can't find the right word, I'll say it in English and vice versa.

### It's been stated that Aventura is the first "bachata boyband." What is your take on this statement?

I don't like the title "boy-band." We are a music group and we are musicians. I write all of my songs and the music is all original. Not to disrespect boy-bands out there, but when I hear that word, it almost makes me feel like that it means a bunch of boys

jumping around dancing and that is a little bit "bubble gum." We are so much more than that.

### How would you describe the state of bachata now versus when you first entered the industry?

I would love to think that Aventura are responsible for a new sound that has inspired young people to listen to and play the music. I remember when I first began doing Bachata. Most of my friends used to tell me, "that stuff [Bachata] ain't cool." And I still remember what I said to everyone who made that comment, "I'm about to make it cool."

### Your music infuses other genres, such as R&B and hiphop. Do you have any interest in completely transitioning into another musical genre, with or without Aventura?

I absolutely would love to explore other genres, but I do believe there is a time for everything. Right now, we have more to accomplish in the genre we are in. But, you better believe that when you speak about Romeo, I want to make a statement about diversity. In the new production we are bringing out, you will see exactly what I am talking about.

### How has being honored by ASCAP affected you?

This is the type of award that means a lot to me because I truly feel that my most precious talent is my writing skills. It's one thing for you to know you're good, but it's another thing when ASCAP acknowledges it.

### What is your next project?

The next project is the album Aventura just finished called *The Last*. This is our best album yet. I know that every artist says that. I will make better ones, but this is my best, so far.



"I Remember when I first began doing Bachata. Most of my friends used to tell me, "That stuff ain't cool." I said to everyone who made that comment, "I'm about to make it cool."

[TOP](#)

Read *Playback Magazine*, serving the world of songwriters, composers and music publishers.

HOME | ACE TITLE SEARCH | NEWS  
Join ASCAP | About ASCAP | ASCAPLatino | CONTACT US | SITE MAP  
FOR MEMBERS | CAREER DEVELOPMENT | SONGWRITER/COMPOSER PORTAL | CUSTOMER LICENSEES  
LEGISLATION | ASCAP JAM | JOBS @ ASCAP | ASCAP STORE

Logos / Licensed Marks | Terms of Use | Privacy Policy | ASCAP RSS Headline & Podcast Feeds [RSS](#) [XML](#)  
Reproduction or use of audio, video, editorial or pictorial content in any manner is strictly prohibited  
without express written permission from ASCAP.

© 2009 ASCAP