

Madrid Artist Showcase: Diego Salas, Creative Audiovisual Director

Madrid, a hub of creative talent, is the home to artists working across disciplines, wielding various forms of expression. Local artist Diego Salas is the architect behind *Synesthesia*, a series of recorded visual productions in which he creates an immersive projected environment for Madrid's community of performing artists to use as a stage. Diego is proud of this project which has granted him the opportunity to collaborate with respected artists.



As an active member of Madrid's international community, Diego has designed [the Brotha CJ and the Othahood cover for their 2018 album Everybody Eats.](#) The animation from this album cover was brought to life when it was rendered on the stage behind this group as they performed at Las Fiestas de San Isidro.



Additionally, Diego has acted in and produced [relatable web series](#) and short films.



His artistic capacity is not limited to grassroots creative projects. I have collaborated with Diego myself to build visually appealing infographics and corporate content for my clients, and he has also crafted logos and branding campaigns for companies in Madrid and beyond.

Several prints, visual designs and other creative works made by Diego will be presented to the public at [VeraArt](#)'s upcoming art show, curated by Maegan Gardner [at VeraContent on February 7th](#). Those in attendance can bear witness to local dancer [Daphne Binioris](#) dancing in synchrony with visual projections controlled by Diego in real-time in a postmodern performance. This will be followed by a performance by [Brotha CJ](#).

Diego hails from Lima, Peru. Like many of us, he has been in the trenches as a teacher and became fond of his adopted home of Madrid, navigating bureaucracy to establish roots here. He is deeply familiar with the process of starting a new life in a foreign country and just recently he celebrated his 14-year anniversary in this city.



Diego opened up about the challenges that he has faced as a freelance artist.

There's a romanticized image of an artist who is always inspired. People don't see the hours or the process behind the scenes, sharing work on social media and building a community with other artists with a similar vision. These less glamorous parts of the process require constant attention.

As we sat for the interview, Diego gave me a sneak peek of the new pieces he will present at VeraArt's upcoming event and talked about his creative process. Diego's lived experiences play a role in some of his pieces where he depicts the emotional aesthetic components of memories in surreal animations. His visuals are often inspired by music and nature. Stimulation from music evokes colorful mental images that Diego quickly recreates onscreen.

Diego had this to say about the volatility of creating art under capitalism:

You will inevitably encounter negative feedback. Don't let imposter syndrome and the other haters and failed projects discourage you. Failure is part of the process and you can learn from it.

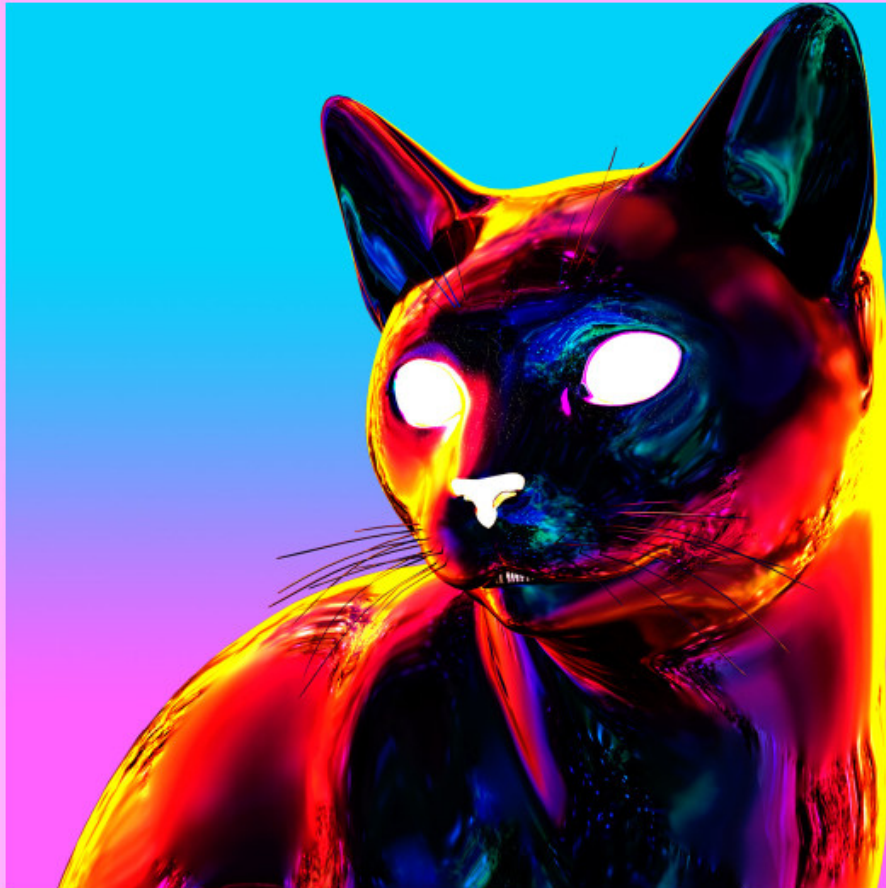
Diego's advice to aspiring artists is:

Don't stop creating. Passion projects that are non-lucrative are valid forms of expression. Don't feel obligated to profit from your art or gain visibility and acclaim immediately, it happens with time and dedication.

Upcoming art show in Madrid

**VERAART
+ DIEGO SALAS**

FRIDAY, FEBRUARY 7TH
C/ MARTÍN SOLER 6.
NAVE IZQ



ART EXHIBIT
LIVE MUSIC
DANCE PERFORMANCE
5€ UNLIMITED DRINKS

7:30PM

Be sure to catch Diego at VeraArt's event on February 7th in Madrid. Here's all the event details and make sure to sign up [here on Eventbrite](#).

Diego Salas, Madrid-based

audiovisual artist

▪ [Instagram](#) | [Website](#)

*All photos by [James Stiles of Labl Foto](#).

Where to Dance Bachata and Salsa in Madrid

Always wanted to learn how to dance bachata but didn't want to pay high costs for private lessons? Well, look no further!

It is *muy de moda*, or very popular to dance bachata right now in Spain. Each year there seems to be more meet-up groups and more bars offering *noches de bachata* or *noches latinas*. Located right by Templo de Debod, [The Host](#) offers three bachata classes followed by social dancing every Wednesday night.

For 8 euros you'll have entrance to the bar, access to three classes over the course of two hours and a drink (alcoholic or not) of your choice. You can choose to take all three classes or just one. If you're more of a "people watcher" there are plenty of seats at the bar and around the perimeter of the dance floor. Don't show up too early though because the first class starts when the bar opens at 9PM.



For new dancers, the first question often asked is “Do I need to bring a partner?” **You do not need to bring a partner but you can if you’d like!** The classes tend to begin with the basics, which everyone dances individually. Then, when you do partner up, the pairs rotate so often that by the end of the class you’ll have danced with nearly everyone, you might even remember a few names or have made a new friend by the end of the lesson. On this particular Wednesday, the classes were: modern bachata, Dominican bachata and lastly, sensual bachata.



After the classes end and the students watch or record as the dance instructors model all the steps learned, the social dancing starts! You get the chance to practice what you learned with friends from the class or meet others who are just arriving for the social dancing. The fun doesn't end until 3AM! **If you're more interested in salsa, you should join The Host on Thursdays for class (see below).** You'll also hear a little bit of salsa and kizomba throughout the night but Wednesdays are specifically for bachata at The Host!



Info

- Address: Calle Ferraz 38
- Metro: Argüelles / Ventura Rodriguez / Plaza España
- [Facebook](#)

Other classes at The Host:

Tuesday: Kizomba (classes 21:00-23:00 and social dancing until 3)

Wednesday: Bachata (classes 21:00- 23:00 and social dancing until 3)

Thursday: Salsa (classes 21:00-23:00 and social dancing until 3)

Friday: Bachata (classes 22:00-@24:00 and social dancing

until 5:30)

Facebook pages and groups on Madrid's salsa and bachata scene:

1. [Salsa Madrid](#) (page)
2. [Salsa Madrid](#) (group)

Here are some more salsa places to check out:

Azucar:

For 8 euro you can enjoy classes and a drink at Azucar near Metro Atocha. It is a smaller nightclub but brings in dancers of many levels.

Tropical House:

Near Metro Plaza de España is the best place to start dancing salsa or bachata as a beginner. Tropical also offers kizomba lessons on Fridays and Saturdays.

Cats:

On Sundays at Cats (now called Sala Mitty) you can dance salsa and bachata. The crowd is great and there's plenty of room to dance as it doesn't get completely packed.

El Son:

A close walk from Puerta del Sol, El Son offers classes from Monday through Thursday at 6 euro a class.

La Negra Tomasa:

In Sol but doesn't feel like it. Live Cuban music every night and although there isn't a lot of space to dance, if you love salsa music, La Negra Tomasa is a must.

You may also like: [Where to get fit in Madrid](#)