



'THE TRUE SOUL OF SALSA'

2025 – 2026
BRANDBOOK



ABOUT LA ÉPOCA

La Época, which translates to 'The Era', is a unique salsa event born in Amsterdam, dedicated to reviving the golden age of salsa music from the 1950s to the 1980s.

We draw deep inspiration from this vibrant period when iconic musicians and legendary vocalists like Willie Colón, Celia Cruz, Ismael Rivera, Héctor Lavoe, and many more defined the genre.

Our goal is to honor the pioneers of this movement and bring back 'The True Soul of Salsa'

MISSION

La Época is a 100% salsa club night that brings back the golden age of salsa music. We do this not only through the music, but through the full experience: vinyl DJs, a live salsa band, quality rum, and a classy, timeless atmosphere.

The spirit of La Época is rooted in the streets and clubs of old-school New York, where salsa was born, raw, powerful, and full of life. Our DJs and Live band play a carefully curated selection of classic tracks that capture that original vibe.

Our mission is to organise events where salsa is not just background music, but the heart of the night. Where the crowd connects with the music, sings along, and feels part of a community sharing the same passion.



EVENTS



BROUWERIJ DE ENGEL

- Event: *La Época 'The true soul salsa' vol.1*
- Location: *Albert Cypstraat 182, Amsterdam*
- Date: *24 Feb & 29 March 2024*
- Time: *22:00 - 04:00*
- Pax: *400 (sold-out)*



CC AMSTEL THEATER

- Event: *La Época Expo - The History Of Salsa*
- Location: *Cullinanplein 1, Amsterdam*
- Date: *8 May 2024*
- Time: *19:00 - 23:30*
- Pax: *200 (seated)*



HET SIERAAD

- Event: La Época XL - Fruko y Sus Tesos concert
- Location: Het Sieraad, Amsterdam
- Date: 21 oktober 2024
- Time: 21:00 - 03:00
- Pax: 800



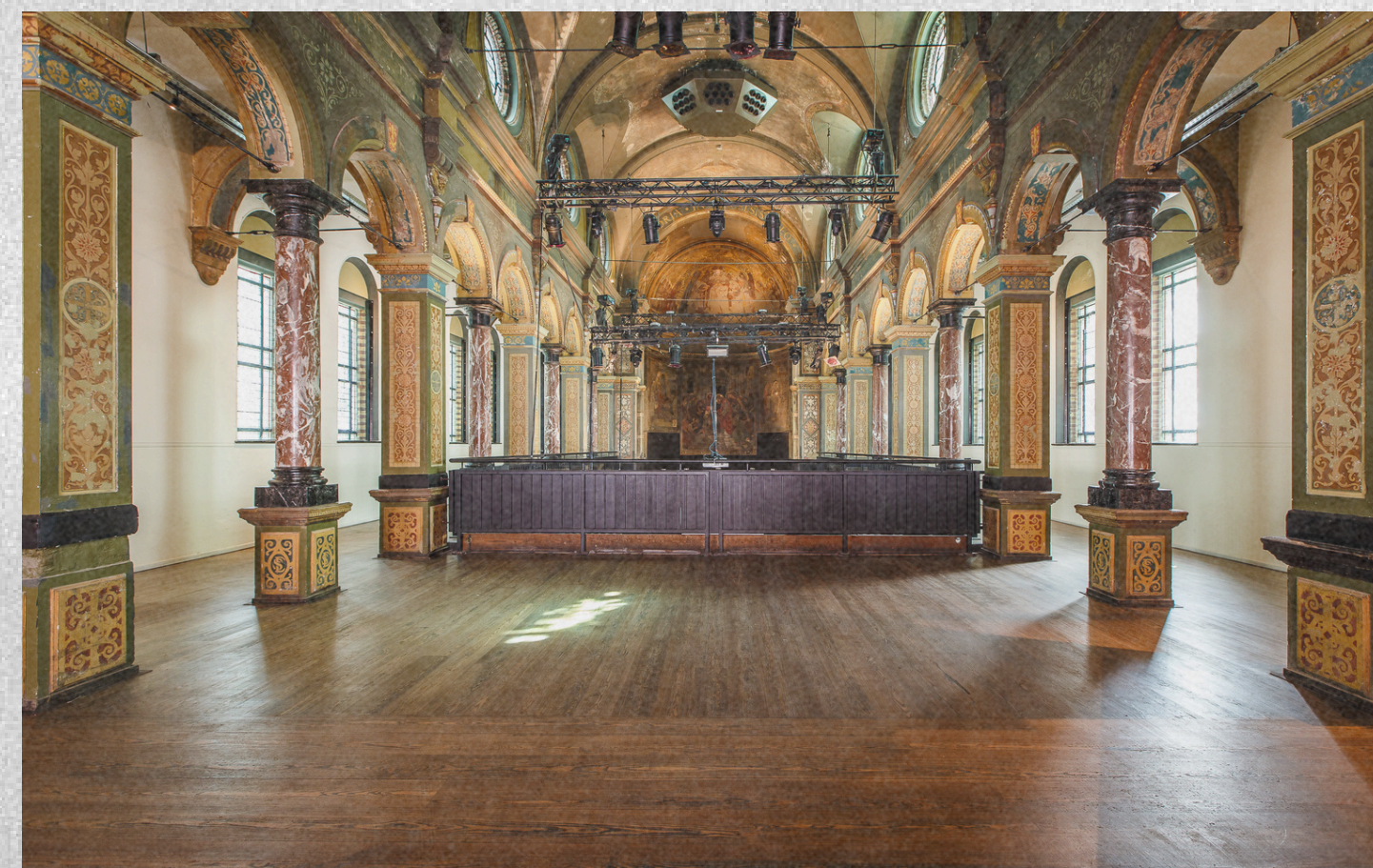
SOHO HOUSE

- Event: La Época - Community event
- Location: Spuistraat 210, Amsterdam
- Date: 7 March 2025
- Time: 22:00 - 02:00
- Pax: 300



HOTEL ARENA

- Event: La Época
- Location: Hotel Arena, Amsterdam
- Date: 27 June 2025
- Time: 22:00 - 03:00
- Pax: 500



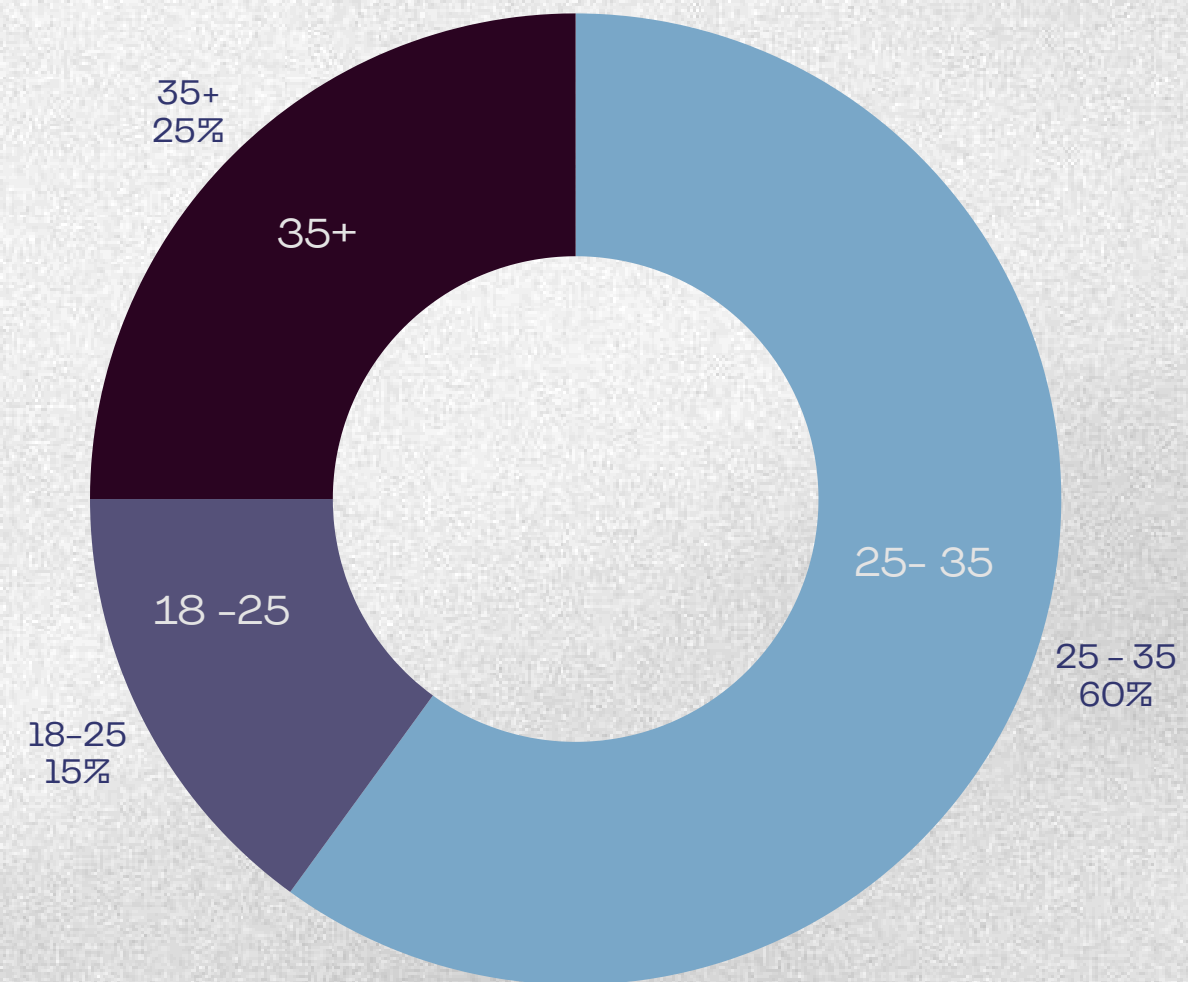
HOTEL ARENA

- Event: La Época - Celia Cruz Tribute
- Location: Hotel Arena Amsterdam
- Date: 27 September 2025
- Time: 22:00 - 02:00
- Pax: 650

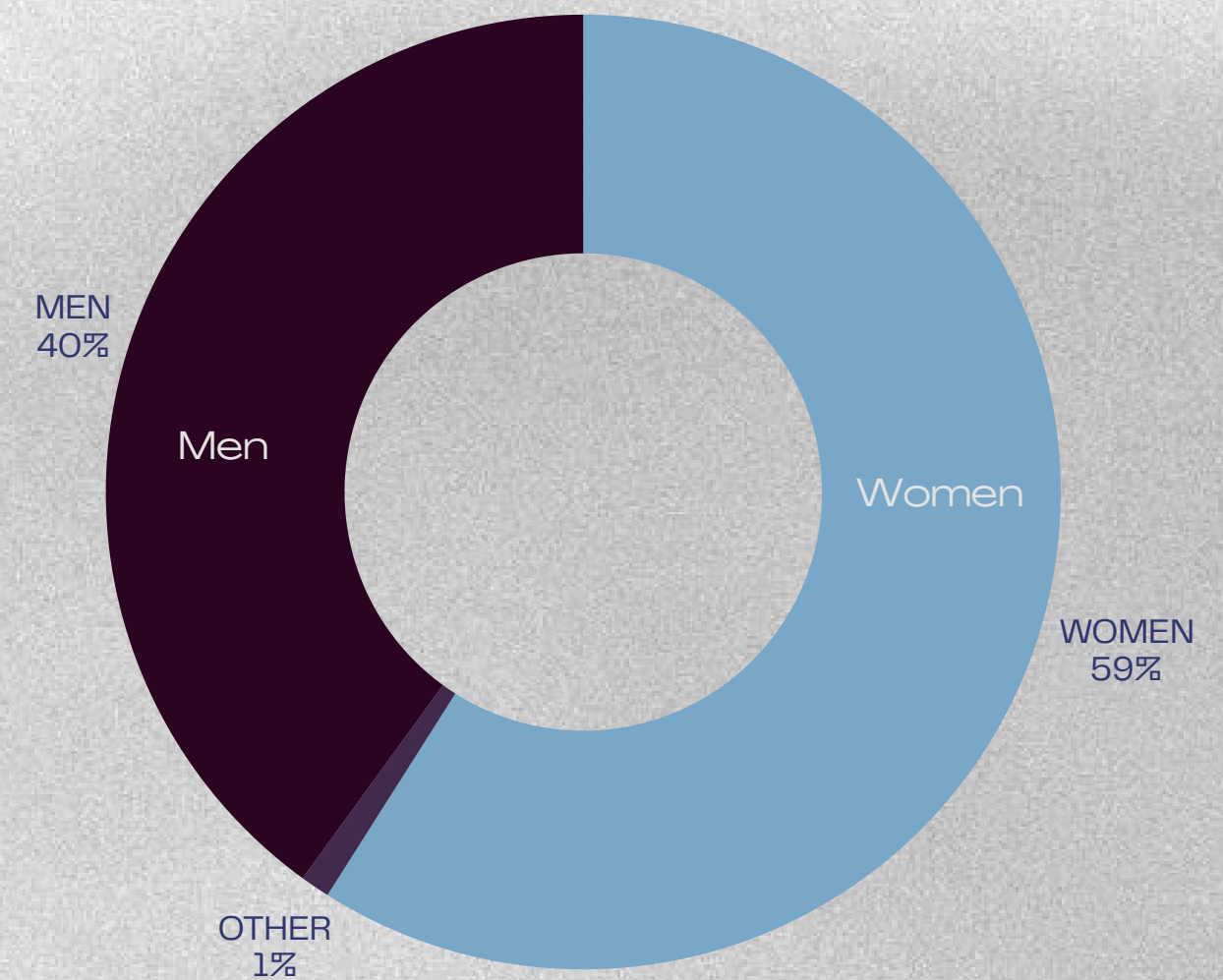
EVENT AUDIENCE



AGE



GENDER



OUR ATMOSPHERE



THANK YOU!

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