

Pablo D. Herrera Veitia, Ph.D.

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EDUCATION

University of St. Andrews

PhD. Social Anthropology 2016- 2022
Dissertation: Voicing Afro-Cubaneity: Afro-Cuban Citizenship, Poetics and History-Making in Havana Today
- Supervision: Dr Huon Wardle (Head of Department).

University of Havana

Postgraduate Research Certificate. School of Communication & Media Arts 2009

University of Edinburgh

M.Sc. Sound Design - First Class 2005 - 2006
- Thesis: digitalB, The Album Project: Sound Practice and Personal Culture.
- Supervision: Dr Martin Parker (Programme Director).

University of Havana

B.A. English Language and Literature 1989 - 1994

RESEARCH EXPERIENCE

Department of Arts, Culture and Media, University of Toronto, Scarborough. 2022 - 2023
Inclusive Excellence Postdoctoral Fellow
Project: Afrosonic Cultures Across The Diaspora – Funded by Afrosonic Innovations Lab.
- Supervisor: Asst. Prof. Mark V. Campbell.

Hiphop Archive and Research Institute, Hutchins Center, Harvard University. 2018 - 2019
Nasir Jones Fellow
Project: Hearing Afro-Cuban Rap
- Supervisor: Prof. Marcyliena Morgan.

PUBLICATIONS

Book Chapters

Forthcoming. Rap Cubano in the Archive: The Immaterial Paradox. In *Hip-Hop Archives: The Politics and Poetics of Knowledge Production* M. Forman & M. V. Campbell (ed). Bristol: Intellect Books.

Forthcoming. Living Archives: Libretas de Santo and Afro-Cubaneity Today. In *Black Archives and Intellectual Histories: Cultures of Thought in South Africa and the Black Diaspora* Khwezi Mkhize & Christopher Ouma (ed.) Wits University Press.

2017. Consumir música popular y producir rap afrocubano: Una historia a saltos. In *Contar El Rap: Narraciones y testimonios* G. Hernández Bager & M. Junco Duffay (ed). La Habana: CIDMUC.

Peer-Reviewed Articles

Herrera Veitia, P. D. & Fernandez Selier 2003. Rap Cubano: Nuevas posibilidades estéticas para la canción popular cubana. *Boletín Música*, No. 11-12. Casa de las Américas. Havana.

Self-Published

Herrera Veitia, P. D. & Various Artists. 2019. *Habana Hiphop Volumen 2* – Limited Academic Edition (Vinyl & Booklet). Cambridge: Habana Hiphop (available online: https://soundcloud.com/pablo_herrera/sets/habana-hiphop-volumen-2, accessed 16 October 2020). Booklet PDF is available on request.

Online

Herrera Veitia, P. D. (2021). El Individuo: Writing Cuban Rap. *OkayAfrica.com* (available online: https://www.okayafrika.com/u/pablo_d_herrera_veitia, accessed 16 October 2020).

Herrera Veitia, P. D. 2018. This Journalist Started 'The Directory of Afro-Cuban Women'. *OkayAfrica.com* (available online: https://www.okayafrika.com/u/pablo_d_herrera_veitia, accessed 16 October 2020).

Herrera Veitia, P. D. 2018. A History of Havana's Best Rappers & M.C.s. [online] OkayAfrica. *OkayAfrica.com* (available online: https://www.okayafrika.com/u/pablo_d_herrera_veitia, accessed 16 October 2020).

Herrera Veitia, P. D. 2017. This New Compilation Connects Afro-Cuban Hip-Hop to the Global Black Resistance. *OkayAfrica.com* (available online: https://www.okayafrika.com/u/pablo_d_herrera_veitia, accessed 16 October 2020).

Herrera Veitia, P. D. 2017. Daymé Arocena's 'Cubafonía' Is a Wonder of Handcrafted Cuban Music. *OkayAfrica.com* (available online: https://www.okayafrika.com/u/pablo_d_herrera_veitia, accessed 16 October 2020).

Herrera Veitia, P. D. 2016. 9 Afro-Cuban Artists & Intellectuals You Should Know. OkayAfrica.com (available online: https://www.okayafrika.com/u/pablo_d_herrera_veitia, accessed 16 October 2020).

Magazine

Herrera Veitia, P. D. 2013. Movimiento. *Movimiento: La Revista Cubana de Hiphop*, 10. Agencia Cubana de Rap & Instituto Cubano de la Música.

Other Writing

Herrera Veitia, P. D. 2007. Diaspores and Other Texts. In *What Is to Be Done? Tokyo*. Deliss, C (ed). Special Edition. documenta 12 Magazines. Edinburgh College of Art Centenary Publication. Tokyo: Metronome Pr.[u.a.].

Herrera Veitia, P. D. 2006. Political Entertainment: The Communicative but Remove Yourself, Show. In *Future Academy*. *Metronome No.10* Deliss, C (ed) Special Edition. documenta 12 Magazines. Oregon: Metronome Press.

Herrera Veitia, P. D. 2004. Generation Rap. In *Time Out Havana & The Best of Cuba Guide*. London: Penguin Books.

FELLOWSHIPS, AWARDS AND SCHOLARSHIPS

2021 Outstanding Feature Film Writer Award - Sin La Habana
Reelworld Film Festival, Canada

2018-2019 Nasir Jones Fellowship
Hiphop Archive and Research Institute. Hutchins Center. Harvard University

2015 Social Anthropology Department Scholarship
Social Anthropology. University of St. Andrews

2010 ACE Student Award
Reid School of Music. The University of Edinburgh. Scotland, UK
2006 International Student Award
Edinburgh College of Arts, University of Edinburgh. Scotland, UK

2008 *Llena de amor el mambo*. Best Album Rap/Dance, Co-Producer
CUBADISCO Cuba

2006 Graduated First Class of MSc Sound Design
Special commendation for overall research and academic delivery on Digital Studio Media
Project Edinburgh College of Arts, University of Edinburgh, UK

2005 *Cabiosile*. Best Album Rap/Dance, Producer
CUBADISCO Cuba

2005 Full Chevening Scholarship
British Council Cuba, Foreign and Commonwealth Office, UK

TEACHING EXPERIENCE

University of Florida, Gainesville
Center for Latin American Studies

Fall 2020. Adjunct Lecturer (temporary position) .
LAS6938 – Seminar in Modern Latin American Studies: Cuba: Race, Revolution and Culture

- Lecture
- Lead Class Discussion
- Grade Class Papers
- Course Director: Dr Tanya Saunders

University of St. Andrews
Music Center

Fall 2018. Curricular Contribution.
Co-Designed MU1006 Undergraduate Sub-Honours Introduction to Ethnomusicology Module

- Lecture Cuba 1 - Cuban Music Contexts
- Lecture Cuba 2 - Local Productions: Music, Modern, Citizen, Identity

- Course Director: Dr Jane Pettegree

Department of Social Anthropology.

Fall 2017. Undergraduate Sub-Honours Tutor.

SA1001 Anthropology in the World

- Impart weekly seminar and mark module assignments.
- Meet students during office hours.
- Course Director: Dr Aimee Joyce

Mathematical Institute

Fall 2017. Undergraduate Sub-Honours Tutor

ID1003 Great Ideas

- Impart weekly seminar and mark Module assignments
- Course Director: Dr Charles Paxton

University of Havana

Department of English, School of Foreign Languages.

Fall 1995 - Fall 1997. Lead Instructor, English as Second Language Phonetics Laboratory.

- Conducted curricular Audition and Listening workshops sessions
- Led team of two instructors
- Course Director: Prof. Humberto Fernandez

Fall 1994 - Fall 1997. Junior Instructor.

- ESL Taught curricular Oral Expression I, II, III, & IV, Listening I, II, III, IV & Writing I, II, III, IV to 1st & 2nd Year students
- Conducted ESL Phonetics curricular workshops for 1st and 2nd Year students
- Course Director: Prof. Olga Fraga

Fall 1991 - Spring 1994. Teaching Assistant.

- Hired as teaching assistant to support the Language Teaching Services team across several schools within the university, including the School of Foreign Languages, the School of Liberal Arts, the School of Biology, and the Department for Professional Training.
- Taught ESL/EFL Spectrum Series.

CLASS VISITS

University of Florida, Gainesville

Department for Latin American Studies

December 2020. Towards an Acoustemology of Afro-Cuban Rap

LAS6938 Seminar in Modern Latin American Studies: Black in the Americas

- Invitation: Ryan Morini

New York University

College of Arts and Science

May 2019. Rap Music in Havana

CORE-UA 730, Expressive Culture: Sounds

- Invitation: Assist. Prof. Yunior Terry Cabrera

Harvard University

Department of Music

November 2018. Rap Music Production in Cuba: A Brief Overview

AAAS 182: From R&B to Neo-Soul: Black Popular Music and Cultural Transformation

- Invitation: Prof. Ingrid Monzon

Bates College

Latin American Studies

Feb. 2019 Learning Associate Bates College

- SPAN 202 class. Prof. Fra-Molinero
- LSSP 341 Lectura americana de Cervantes. Prof. Fra-Molinero
- AARE 233 Literary Representations of Africana Religions. Prof. Sue Houchins
- MUS 237 Computers, Music, and the Arts. Prof. Gabriel Bolaños
- ANTH105 Global Circuits: Popular Culture, Migration, and the Economy. Prof. Jacqueline Lyon
- LSAN 205 Citizenship, Borders, and Belonging. Prof. Jacqueline Lyon
- Auto-ethnography practice and demonstration
- HILS The Cold War in Latin America. Prof. Alexis Baldacci
- AAAM Cultural Politics class. Prof. Dale Chapman
- Public conversation on Music Workshop and demos
- Invitation: Dr Baltasar Fra-Molinero & Prof. Emeritus Charles Carnegie

Goldsmiths, University of London

Department of Anthropology

Oct. 2017. Orisha Devotion and Creolisation in Havana

- Invitation: Dr Adom Philogene Heron

University of St. Andrews

Department of Social Anthropology

Oct. 2015. Research Methods and Reggaeton in Cuba

SA3049 Perception, Imagination and Communication

- Invitation: Dr Huon Wardle

Pedagogy Training

Center for Academic, Professional and Organisational Development

Fall 2017 - University of St Andrews

Tutoring & Demonstrating in the Sciences: An introduction

Tutoring in the Arts: An introduction

Assessment and Academic Misconduct (Science): An introduction

Assessment and Academic Misconduct: An introduction

- Completed intensive graduate-level pedagogy training course
- Developed classroom strategies for addressing diverse learning needs and goals

PRESENTATIONS AND CONFERENCE PARTICIPATION

Guest Lectures

March 2021. Towards an Acoustemology of Afro-Cuban Rap
Center for Experimental Ethnography, Center for Africana Studies and the Latin American and Latinx Studies Programme, University of Pennsylvania

- Invitation: Prof. Deborah A. Thomas

March 2021. Towards an Acoustemology of Afro-Cuban Rap
Center for Latin American Studies, University of Florida, Gainesville

- Invitation: Prof. Carlo de la Torre

April 2019. Rap Music in Havana
Center for the Study of Race and Ethnicity, Brown University

- Invitation: Prof. Tricia Rose

April 2019. CimaFunk in Context: A Brief Overview
Political Science Department, Brown University

- Invitation: Prof. Richard Snyder

February 2019. Havana's Noise and Rhythm: Understanding Afro-Cubaneity
Africana and Latin American Studies, Bates College

- Invitation: Prof. Baltasar Fra-Molinero

February 2019. Havana's Noise and Rhythm: Understanding Afro-Cubaneity
Afro-Latin American Research Institute Seminar Series, Harvard University

- Invitation: Prof. Alejandro de la Fuente

Oct. 2017. 'Carnival! /Carnaval! /Kanaval! - Caribbean/Caribe/karayib'
Department of Social Anthropology, University of St. Andrews

- Invitation: Dr Huon Wardle

May 2015. Cuban Hip-hop From Edinburgh
TEDx Portobello, Edinburgh

May 2012. Afro-Cuban Hip Hop: Music Production as A Cultural Experience

Lab. Etnografia e Estudos em Comunicação, Cultura e Cognição. Universidade Federal Fluminense

- Invitation: Dr Tanya Saunders

Papers Presented

October 2021. Afro-Cuban Poetics of Protest.
Transnational Dialogues in Afrolatinidad: Performing Afrolatinidad: The Arts, Identity and Social Justice
Latinx Connect: Elevating Latinx Identities & Contemporary Issues
Afrolatinidad Studies Initiative, University of Pittsburgh

- Invitation: Assoc. Prof. Michele Reid-Vazquez

July 2021. Towards an Acoustemology of Afro-Cuban Rap.
SIEF, Helsinki [online]

July 2020. Towards an Acoustemology of Afro-Cuban Rap.
EASA, Lisbon [online]

June 2018. What Motivates Me?
Caribbean Studies Conference, Havana

May 2018. Sonic Triptych: A Meshwork of Urban Sounds and Music
CASCA Cuba, Santiago de Cuba

Dec.2015. Replying to Notes On 'Non-Human-Agents', 'Ontology', 'Cosmopolitics' and 'Mental Decolonisation' by
Huon Wardle
Department of Social Anthropology. University of St. Andrews

Mar. 2015. Political Entertainment: The Communicative but Remove Yourself, Show.
SIEF, Zagreb

Jul. 2009. Rap, Rumba and Reggaeton: Cuban Hybrids of Cultural and Political Desire
Migrating Music Conference. SOAS, University of London. London

Jul. 2008. Crisis and Healing in Popular Cuban Music
EMSM Conference. Seattle, USA

Convened Conferences

May 2019. Celebrating Afro-Cuban Rap
Hiphop Archive & Research Institute
Hutchins Center for African and African American Research, Harvard University

Panellists included:

- Fred' Fab 5 Freddy' Brathwaite (Artist, Filmmaker)
- Dr Tanya Saunders (Sociologist)
- dream hampton (Author, Filmmaker)
- Dr Marc Perry (Anthropologist)
- Ben Caldwell (Filmmaker)
- Harold Medina (DJ AfroQbano)
- Prof. Marcyliena Morgan (Executive Director, Hiphop Archive & Research Institute)

Co-Convened Panels

July 2022. The Sounds That Bring Us Together, EASA, Belfast [hybrid], in progress
Co-Conveners: Assoc. Prof. Carlo Cubero, Tallinn University
Assoc. Prof. Alexandrine Boudreault-Fournier, University of Victoria

July 2021. Towards an Acoustemology of Transgressive Movements. SIEF, Helsinki [online]
Discussant: Assoc. Prof. Jim Sykes, University of Pennsylvania
Co-Convenor: Carlo Cubero, University of Tallinn

July 2020. Re-Listening to Transgressive Music: Acoustemologies in and from the Changing Caribbean.
EASA, Lisbon [online]
Discussant: Dr Sonjah Stanley Niaah, University of the West Indies, Mona
Co-Convenor: Carlo Cubero, University of Tallinn

June 2018. Motivities. Caribbean Studies Conference, Havana
Discussant: Dr Huon Wardle, University of St Andrews
Co-Conveners: Dr Giuseppe Troccoli, Dr Molly Rosenbaum, Dr Laurajan Obermuller, Dr Shelene Gomez,
University of St Andrews

May 2018. Sonic Triptych. Canadian Anthropology Society Conference, Santiago de Cuba
Discussant: Brandon LaBelle, University of Bergen
Co-Convener: Carlo Cubero, University of Tallinn

Mar. 2017. The Acoustics of Dwelling: A Sound Workshop. SIEF, Gottingen
Co-Convener: Carlo Cubero, University of Tallinn

Dec. 2015. Cosmopolitanism: Making and Sharing Knowledge. Postgraduate Conference
Co-Conveners: Dr Karen Lane, Dr Shuhua Chen
Department of Social Anthropology. University of St. Andrews

PUBLIC SECTOR EXPERIENCE

November 2015 - Dec. 2017. Consultant and Project Manager. Waxploitation. Havana/Los Angeles
Future Sound of Havana. Compilation of Cuban Electronic Music
November 2015 - Apr. 2016. Project Coordinator. GoPro Cuba Trip. Documentary
Waxploitation/GoPro. Havana/Los Angeles.

June 2007- Jan. 2019. Original Idea, Co-Writer, Creative Consultant. Sin La Habana- Film script
Kaveh Nabatian. Les Voyelles Productions, Montreal, Canada

March 2013. Consultant. The Latin And The Jazz. Documentary
Blacjac Entertainment Group -

June 2011-Jul. 2012. Creator - Project Manager. Cuba at Urban Vibes
Kulturreferat. Landeshauptstadt München. Munich, Germany

May 2012 - Jul. 2012. Co-writer. Interview. Wilber Calver Story
Sebastian Scotney / Alex Wilson Records. London, UK

Mar. 2011 - Jan. 2012. Project Manager, Logistics Coordinator. Area 52 album, Rodrigo y Gabriela
Peter Asher Management Inc/ Rubyworks/Abdala Studios. Havana, Cuba

March 2010. Music Consultant. La Linea Presents: Calle 13. Havana Concert.
SGAE Cuba / Como No!

June 2006 - May 2010. Music Consultant. Buena Vista in the Club. Geoff Baker. Book Project
Habana Hip Hop Productions/Royal Holloway University of London

October 2009. Music Producer. Revolucion del cuerpo. Gilles Peterson
Havana Cultura: New Cuba Sound-Brownswood Recordings

September 2009. Director, Sound Design. An Ideal State of Popular Music. Experimental Documentary.
dgitallB Productions/Kaveh Nabatian

August 2008. Director, Producer. Popular Music: An Approximation. Vol. I. Documentary.
dgitallB Productions/Ctrl-Z Studios

October 2003 - Aug. 2008. Music Consultant. U.K. / Cuba Contemporary Music Exchange Initiative.
British Council Cuba -

February 2007 - Aug. 2008. Country Producer. Incubator Cuba (U.K.)
British Council Cuba

November 2003 - Sep. 2005 Music Consultant and Music Coordinator.

- Elbow
- Sandstone Veterans
- Robert Hylton and DJ Billy Bizniz
- Alex Wilson

British Council Cuba

RELEVANT SKILLS

IT Proficiency

Audio editing: Logic Pro, Ableton, Reaper, Audacity, Pro Tools

Video: Wondershare Filmora, Final Cut Pro, iMovie, Adobe Premiere Pro

Design: Photoshop, InDesign

Broadcast: OBS (Basic experience)

Microsoft Office 365 Suite, iWork Productivity Suite, Adobe Acrobat, XMind, Zotero, ReadCube.

LANGUAGE PROFICIENCY

Spanish (native and academic speaking, reading, writing)

English (quasi-native fluency: speaking, reading, writing)

Portuguese (intermediate speaking, reading; basic writing)

Italian (intermediate reading; basic speaking, writing)

French (intermediate reading; basic speaking, writing)

Russian (intermediate speaking, reading; basic writing)

PROFESSIONAL AFFILIATION

European Association of Social Anthropologists

International Society for Ethnology and Folklore

American Anthropological Association

Association of Black Anthropologists

Digital Anthropologies Interest Group

Music and Sound Interest Group

Post-Communist Cultural Studies Interest Group (SOYUZ)

Society for Latin American and Caribbean Anthropology

Latin American Studies Association

Society for the Anthropology of Religion

Member SGAE (Spanish Society of Authors and Publishers)