

Sala New York was opened by Daniel and Adrián Alcaide, two early school leavers passionate about dancing since they were kids. Reus is not a large town and creating a dance hall specialized in **Salsa, Bachata and Kizomba** was a risky step to take.



Their main goal was to turn their hobby into their profession. To do so, they did not only want to teach others to dance but also to offer them a nice and comfortable environment to spend free time dancing with others and put into practice what they had learnt in the classes. To create a dance hall, you don't need to have any specific certificates; you only need to be a good dancer and have enough teaching and social skills to help others improve and have fun in the process.

One of the challenges they faced was finding an adequate place that had all the **facilities** they needed: enough space, a bar, changing rooms, good **acoustics**...

In the end, they were lucky to find a suitable place.



After several years of running a successful business, promotion is still their main concern. They are very active on social media, which allows them to remain a preferred place for dancing.

Glossary

- **Salsa, Bachata and Kizomba**: dancing styles originating in South America.
- **Facilities**: the basic physical and organizational structures that provide a specific service.
- **Acoustics**: the qualities of a space that determine how sounds are heard.