

diversidad

A Unique European Urban Experience

The whole diversity of European urban cultures in
AN ALBUM ° A SHOW ° AN EXHIBITION ° A FILM ° A WEBSITE



www.diversidad-experience.com

Editorial

DIVERSIDAD WILL OPEN THIS BEGINNING OF A DECADE WITH A PROGRAM EVEN MORE AMBITIOUS THAN THE PREVIOUS ONE.

FOR THE NEXT THREE YEARS, CULTURAL EVENTS WILL GATHER DOZENS OF URBAN CULTURE ARTISTS AND CELEBRITIES, COMING FROM ALL OVER EUROPE.

BEYOND DIVERSIDAD'S COMMON THREAD THAT WILL REPRESENT THE URBAN CULTURES, NEVER A CULTURAL PROGRAM HAS BEEN SO POSITIVE AND AMBITIOUS.

DIVERSIDAD IS A PERCURSORY PROJECT THAT IS GOING TO OVERTAKE THE SO-CALLED LANGUAGE BARRIER. IT INTENDS TO GENERATE CREATIONS THAT WILL EMPHASIZE THE INTERCULTURAL DIALOGUE BETWEEN ARTISTS OF DIFFERENT GENERATIONS AND NATIONALITIES.

DIFFERENCE IS OUR ASSET!

DIVERSITY, OUR DRIVING FORCE!

CREATIVITY, OUR TOOL!

ASSOCIATING THREE LANGUAGES IN ONE SONG WILL NOT BE AN OBSTACLE BUT A MOTIVATION TO CREATE SOMETHING EVEN MORE ORIGINAL. WE ARE VERY EXITED TO BE SOON TOURING ACROSS EUROPE WITH A CREW OF ARTISTS FROM DIFFERENT BACKGROUNDS, ALL REPRESENTATIVE OF OUR CONTINENT!

GATHERING SO MANY ARTISTS OF DIFFERENT CULTURAL HERITAGE AROUND SUCH A PROJECT WILL BE AN AMAZING EXPERIENCE AND A GREAT IMPULSE TO CREATE THE FIRST CULTURAL PROJECT GENUINELY EUROPEAN. WE ALREADY HOPE IT WILL INSPIRE OTHER INITIATIVES AND CREATIONS. HERE IS OUR GOAL...

Laurence Touitou (Diversidad Conception and Direction)



Presentation: Diversidad 2010-2012

Diversidad was launched in 2008 by the European Music Office thanks to the support of the European Commission. A dozen of European artists recorded a single that, as of today, has been downloaded more than 25,000 times (see myspace.com/diversidadexperience).

Following this successful experience, the European Commission decided to renew its support to the European Music Office to develop an ambitious 3-year Diversidad program.

Diversidad is co-organized by several European operators. Those partners will promote Diversidad in their own cultural events:

Co-organisers:

- Association Diversités (FR) - www.diversites.org
- Border Blaster (SE) - www.border-blaster.com
- Boa Events/Cultura Urbana (SP) - www.culturaurbana.es
- Buma Cultuur (NL) - www.bumacultuur.nl
- Fondazione Arezzo Wave (IT) - www.italiawave.com
- Hip Hop Connection (AT) - www.hiphopconnection.at
- Kulturarena Veranstaltungen GmbH (DE) - www.kulturarena-berlin.de

This project will be multidisciplinary and will develop different actions that will all participate to spread the word about Diversidad across Europe:

An album: The album will symbolize the spirit of an artistic collaboration between some of the most emblematic rappers, DJs, and beat-makers in Europe. Thanks to a European release, it will receive a real international promotion and will be the soundtrack of the inherent steps of the program (show, exhibition, documentary, film).

A show: A unique innovating and multidisciplinary show will be created by a group of European artists (musicians, rappers, dancers, choreographers, DJs) on Diversidad music. This show will remain faithful to the origins of the urban cultures while opening up to new artistic forms. It will tour in the main European capitals and festivals in 2011.

A graphic art exhibition: This art considered as « rebel » won its credibility to become a generational indicator that inspires fashion, luxury, the whole society. Advertising boards of European cities will be used for the project. Those pieces of art, exclusively created for Diversidad will be turned into derivative products to increase the promotion of the project.

A film: A sort of “filmed novel” will be produced around urban memories. Just like “Paris je t’aime” for which 21 directors wrote a short film about their vision of the city, we will ask European directors to write stories about the urban memories of their neighborhood and their city.

A digital platform: www.diversidad-experience.com Key tool in terms of communication, the digital platform will allow to be constantly connected to the Diversidad universe. A website will provide up to date information on Diversidad’s development. A Facebook forum will be launched and will host the interactions between European users through artistic exchanges and collaborations. It will be the meeting place for the web community created around Diversidad.

Diversidad across Europe

Thanks to its partners Diversidad will be promoted across Europe in different events in 2010 and 2011. In 2010 we will introduce the second edition of Diversidad announcing the record release in fall and the big show to come in 2011. Indeed next year, a whole show with the mcs from the album, European breakdancers and a stage set designed by European graphic artists will tour in our partners' events.

Diversidad's program schedule:

- March 26 – April 4, 2010 : album recording (ICP studio, Brussels)
- End of april : Album mix
- June 2010 : Single release
- Summer 2010 : Promotion in our partners' events
- October 2010: Album release
- November 2010 : Show Conception
- January 2011 : Artists Residency to produce the show
- Spring & Summer 2011: Show touring in the main European capitals' venues and adaptation to book it in the European summer festivals + graphic art exhibition touring in the European capitals.

Partners events schedule :

- January 14-16, 2010 - Eurosonic (NL) : Press conference
 - May 15, 2010 - Cultura Urbana (SP) : Promotion & showcase
 - May 22, 2010 - Hip Hop Connection (AT) : Promotion & showcase
 - July 9, 2010 - Summer Festival at KulturArena (DE) : Promotion & showcase
 - July 21, 2010 - ItaliaWave Love Festival (IT) : Promotion & showcase
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- January 2011- Eurosonic (NL) : Diversidad Show
 - May 2011- Cultura Urbana (SP) : Diversidad Show
 - May 2011- Hip Hop Connection (AT) : Diversidad Show
 - July 2011- ItaliaWave Love Festival (IT) : Diversidad Show
 - October 2011- Border Blaster (SE) : Diversidad Show

Diversidad album: The Artists

1st single due out in June 2010

Album to be released in fall 2010

Diversidad Patronage & Producers:

AKHENATON (France)

Key figure and leader of the French hip-hop scene with his band IAM created in Marseille at the end of the 80s. With his numerous albums, international collaborations, projects in music and cinema, Akhenaton is a multidisciplinary artist whose curiosity has no limit. His support to Diversidad since the first single in 2008 is definitely boosting this ambitious cultural project.

<http://www.iam.tm.fr/>

CURSE (Germany)

Inspired by the deep vocal tones and even deeper contents of Rakim, Chuck D. and Big Daddy Kane, Curse is considered as one of the greatest German rappers. His tracks' lyrical depth is his trademark and he landed collaborations with American artists such as the Roots, Pete Rock or D/R Period. He stretched himself beyond all musical borders, leaving any Hip-Hop clichés behind, as evidenced in his work with rock band 4Lyn.

<http://www.curse.de/>

Producer:

SPIKE MILLER (France)

Producer for famous French artists like Rohff, Pit Baccardi, Sefyu and for TV shows music themes, Spike Miller is one of the leaders of the new generation of composers influenced by Hip-Hop. Rnb, pop, electro and rock sonorities are also part of his musical palette, he's open-minded and got his first inspirations from Dr Dre, Kanye West, Just Blaze and Havoc (Mobb Deep).

<http://www.myspace.com/spikemiller>

After days of researches and listening of hundreds of European artists, we chose the rappers and producers presented below for the second edition of Diversidad.

Those artists were selected because to our point of view, they currently represent the best hip-hop scene in Europe thanks to their artistic talent, their spirit, their creativity and their originality.

The beat-makers:

CHI (Luxembourg)

The producer from Luxembourg was influenced by artists such as Lord of the Underground or DJ Premier at an early age. He's been connected to the French Hip Hop scene since 2001 and he has worked with famous French rappers including IAM, Shurik'n, Pit Baccardi, Oxmo Puccino, Nubi or El Matador.

<http://www.myspace.com/minimalchi>

CUT KILLER (France)

From the cult movie *La Haine* where he was acting as the dj to P. Diddy, Tony Parker or Eric Besson's parties where he is got famous people bouncing on his mixes, Cut Killer has been a major player in the French Hip Hop scene from the beginning. Nowadays he's got his own record label, composes movie scores and hosts a weekly show on Skyrock, the main French urban radio.

www.myspace.com/djcutkiller

EVERSOR (Greece)

His musical focus in hip-hop is an evolution of the classic boom bap sound with a futuristic touch. He has produced a track for Marc Ecko's/Atari's PS2 game "Getting up" in 2005 which soundtrack also features Mobb Deep, Busta Rhymes, Rakim. Apart from making music, he also performed with his crew alongside Freestyle of the Arsonists, Wax Tailor, Sabac Red of Non Phixion and Q-Unique from Uncle Howie records to name a few in numerous festivals and live gigs across Greece.

<http://www.myspace.com/eversorphase3>

The Artists:

DEPHJOE (Austria)

Born & raised in Vienna DephJoe took his first steps in the hip hop scene in the early 90's. The sounds of A Tribe Called Quest, Digable Planets or Pharcyde started influencing his own style. Rather than taking on the negative approach of the so-called Gangsta Rappers, he focuses his energy on soulfulness & strives for creating positive mind moving music.

<http://www.myspace.com/dephjoe>

ELEMENTAL (Croatia)

This band started its career in 1998 with a classic forming: 3 MCs and one DJ. Today they have become a real band. There's a rapper, a singer, a backing singer, a guitar player, a drummer, and a keyboard artist. Thanks to their efficient mix of reggae, jazz and funk in their music, Elemental became one of the most popular group in Croatia.

<http://www.elemental.com.hr> / <http://www.youtube.com/watch?v=SOBMc56OhWQ>

FRENKIE (Bosnia)

After escaping the Bosnian war, Frenkie settled in Germany until 1998. There he was first introduced in the hip-hop culture. Along with starting to make hip-hop, he started to do graffiti. His first rap lyrics were in German.

German hip-hop has been influencing his rap style a lot. After returning to Bosnia, he continued with his graffiti, making him one of the first to make hip-hop related graffiti art after the war.

<http://www.myspace.com/frankdatenk>

GMB (Netherlands)

GMB alias Gery Mendes Borges handles the microphone like a genius. He's been part of the local underground and hip-hop scenes for ten years. Today his rap expresses a star-like musicality and confidence with the mike.

<http://www.myspace.com/gmbonline>

LA MELODIA (Netherlands)

The female MC Melodee and her DJ I.N.T bring back to date the freshness of the Native Tongue band. Already in 2006 the duet opened the European gigs for Californian artists Oh No, Percee P and Wildchild.

<http://www.myspace.com/lamelodiamusic>

MARIAMA (Germany)

A voice. An acoustic guitar. That's all Mariama needs to take us on a trip with her. The beautiful German girl coming from Freetown is to be compared to artists such as Ayo.

<http://www.myspace.com/listentomariama>

NACH (Spain)

Watch out the caustic lyrics! Nach has been working in the local hip-hop scene for the last ten years. He's not here to butter the audience up. With his dark voice he throws "Un dia en Suburbia" and reveals the hidden sides of the Spanish capital.

<http://www.myspace.com/nachofficial>

ORELSAN (France)

« Perdu d'avance », his first album, shook the quiet French record shops when it was released. In his songs Orelsan knows how to be ironical and cynical: he's a UFO on the French Hip hop scene. He became a key representative of the French rap new school.

<http://www.myspace.com/orelsan>

PITCHO (Belgium)

Pitcho is polyvalent: rapper, slammer, actor, this thirty year old can do anything. This self-taught artist started in the Brussels underground in the middle of the 90s with his first band Onde de Choc.

<http://www.myspace.com/pitchomusic>

RIVAL (Belgium)

Member of one of the eldest crews in Belgium (CNN : Criminels non négligeables), after 20 years of activism Rival still has a lot to say. After having participated to lots of projects, mixtapes and compilations he manages to keep a sharp style.

<http://www.myspace.com/rivalcnn>

STRESS (Switzerland)

He's the best rap music seller in Switzerland. Since he started his successful solo career, STRESS (former member of Double Pact) is an essential member of the French-speaking rap. Precise rhymes, clear voice, elaborated productions, Stress is a rap favourite.

<http://www.myspace.com/stresspeacemakers>

VALETE (Portugal)

He's a stager of the Portuguese scene. His influences go back to RUN DMC or Public Enemy! Through the years the message from the MC from Benfica evolved a lot. Today in Portugal his message reaches out beyond the hip-hop world.

www.myspace.com/valete115

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