SUMA FLAMENCA 2010 The Madrid Community's 5th Annual Flamenco Festival

Press Pack

VALDERRAMA "FLAMENCO"

Musical Direction and Arrangements: Jesús Bola Vocals: Juan Valderrama Guitar: Daniel Casares, Luís Ruíz "Calderito" Piano: Laura de los Ángeles Chamber Music Quartet: Director and Cello: Rafael Domínguez Violin: Amaya Barrachina Viola: Alexander Tronchinsky Double Bass: Francisco Ballester Sanz

Song

MADRID

TEATROS DEL CANAL-SALA ROJA (TEATROS DEL CANAL THEATER – RED HALL) THURSDAY, JUNE 17TH AT 20:30

MAESTROS

Premier. A vision of traditional flamenco the aim of which is to recall the great masters of the golden age of *cante flamenco* (a particular style of flamenco singing), showing a different side of them that helps reintegrate them with a renewed freshness.

Vocals and guitar merge with the harmonic richness of the piano and violins join in on the *Farruca*, *Garrotín*, *Malagueñas*, *Tarantas*, *cantes de ida y vuelta*... Names such as Don Antonio Chacón, Pastora Pavón "Niña de los Peines", Ramón Montoya, Manuel Vallejo, Dolores Jiménez "Niña de la Puebla", Pepe Marchena, Pepe Pinto, Porrinas de Badajoz and Juanito Valderrama, make up the base of this musical show.

Great artists who, in their own days, had stood flamenco on its head, reworking and perfecting their harmony, their technique, their performances, in order to endow flamenco with a previously unknown aesthetic beauty. These great flamenco masters took the art form beyond the four walls of the tavern, dressed it up, and promenaded it around the most prestigious stages both at home and abroad, decisively contributing to flamenco's current expansion and relevance. Suma Flamenca commissioned Valderama to create this piece, challenging him as the son of Don Juan Valderrama to take the bull by the horns and keep his father's memory alive.

Valderrama. Valderrama is a prime example of the new generation of flamenco musicians. He is the youngest child of one of our country's best-known artistic couples: Dolores Abril and Juanito Valderrama. Juan Antonio Valderrama Caballero was born in Madrid in 1972 and grew up surrounded by music from early childhood. This experience has provided him with a wisdom that is palpable in his albums. His recordings are imbued with a unique style that combines flamenco, *boleros*, ballads and *rumbas*.

His first album, *La memoria del agua* (Water's Memory) was launched in 2002, with special collaboration from artists such as Ana Belén, Joaquín Sabina and Vicente Amigo. Valderrama managed to sell over fifty thousand copies. This is how he positioned himself as one of the best-loved artists among critics and audiences alike, partly thanks to the musical skills inherited from his father.

In 2004, Valderrama recorded an album called *Alfileres* (Pins) in which he delves into pop music territory without losing sight of his own particular style of flamenco. In 2006 he launched his third album, *Ilusión* (Hope), under his own record label (Kompetencia Records), two of the songs on the album were written by José Luis Perales. Within days of its launch, the record was listed among the

20 best-selling albums, thanks to which Valderrama had the chance to cross over to Latin America and launch the album in Argentina, Uruguay, Peru and Chile.

Meanwhile, Valderrama performed in over three hundred live concerts. He participated in several television specials, always playing live. He also formed a company along with artist Clara Montes with a show called *Memoria del Sur* (Memory of the South) and toured all over Spain with it. This last show deals with Mediterranean themes and combines *copla* and *fado* ballads with flamenco. The piece thus becomes a vehicle for expressing the feelings, hopes and emotions of the people of Andalusia.

Along with his wife, writer and director Rosa Peña, Valderrama wrote the history of Los Chichos, a group he greatly admires. He also faced the challenge of organizing his parents' musical and film careers into a collection that would also bear his record label's seal.

Valderrama's fourth album, *Moderna Tradición* (Modern Tradition) was launched after three years of silence and much research into flamenco's roots in Arabic music. The title itself explains the spirit of this new record: distilling the essence of traditional songs and including it in contemporary music. The album combines the two most ancient cultures in the history of music, fusing instruments with a long-standing Arabic tradition together with flamenco and acoustic guitars, as well as Turkish and Egyptian string instruments.

Fifty musicians from four different countries have taken part in this recording, a fact that adds sensibility, variety, originality and freshness to an album that will be launched in Germany, France, Belgium, Turkey and Egypt and with which Valderrama intends to tour Europe and the Middle East. Jesús Bola, the maestro from Seville and producer for Camarón, Paco de Lucía and Rocío Jurado, has been put in charge of the record's flamenco contents. Horacio Icasto, an unquestionable star on the international jazz scene, has taken on the task of producing one of the songs on the record: *Un tango en Madrid* (A Tango in Madrid) Addel Hakki, well-known Egyptian producer, is in charge of integrating the elegance of Arabic pop into the album. And Ogüz Kaplangi, head of one of the most successful electronic music groups on the international scene, is producing four songs on the album.

With these ingredients, the result is a product full of nuances and sounds that are new to the Spanish music scene in which Valderrama is gradually making a name for himself, convinced as he is of the significance of his legendary surname.