



PRESS RELEASE

Salé will vibrate to the sounds of the most emblematic voices of the Moroccan musical scene

Mohamed Reda, Saïda Fikri, Rhany, and many others promise the public beautiful surprises

Rabat, April 10th, 2016 - This year, once again, Mawazine has the intention to blow festivalgoers' minds with a colorful lineup. Appointment at the stage of Salé for a series of concerts from this great country we call Morocco!

Mawazine Festival Rhythms of the World highlights international stars, but never forgets its major national artists in its lineup. Hence, Mohamed Reda will make crowds dance next Friday May 20th on the stage of Salé. True musical prodigy, cradled since his youngest age to the voices of Mohamed Abdelouahab, Oum Kalthoum, and Abdelhalim Hafez, he is today one of the most in vogue singer-songwriters in the Arab world. Trained at the Conservatory of Marrakech, he participated in numerous festivals in Morocco and the Middle East, winning numerous awards. *Mon Histoire*, album released in 2016, was a planetary success and was distributed throughout 30 countries. An album giving him access to the most prestigious stages of the world, including the Olympia of Paris. His latest track, "Fatoura," was viewed over 2,5 million times.

The same night, it is the first Moroccan to have reached the final of *SuperStar*- most popular musical show of the Arab world- who will perform on stage. The one and only Hatim idar, whose first single "Zay Zaman," written by Ahmad Darwich, composed by Haitham Zayad, and arranged by Toni Saba had an explosive effect upon its release in 2007. Followed the album *Best of Ya Wlidi*, in 2011, in which he revisits and brings his personal touch to the greatest standards of Moroccan music. Laureate of the National Conservatory of Casablanca, this native of the Bernoussi neighborhood always dreamed of following the footsteps of the artists he considers legends, such as Oum Kalthoum and Mohamed Abdelouahab. Plenty are the strings on his arch as he also leads a promising acting career.

Rhany is also a multidisciplinary artist. A true crooner, this native of Marrakech produces music with devilish rhythms, inspired from Latin American sounds. Rhany released his second album, *Alamtini*, in Cuba in 1999, which he recorded in the mythical studios of Egrem, Havana. Best North African artist in 2001, he performs from festival to festival, from stage to stage, all while nurturing a slightly crazy project of writing an autobiographical show between a concert and a one-man-show. A show crowned with success completed in 2015 under the name of *Rhany Bl'vitamine*. For this great Elvis Presley fan, singing is "getting closer to the people, cooling tempers, and sharing one's culture." We will acclaim him on the stage of Salé next Saturday May 21st, in addition to Saïda Fikri.

An activist for peace, and human rights in general, particularly women's, this Moroccan singer-songwriter, guitarist, has centers of interests that are as eclectic as her music. Rock, blues, jazz, folk, pop, country, reggae... she knew how to bring her "Moroccan touch" to each one of these styles to



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create her own, always distinguishable. For Saïda Fikri, music is definitely the best means of expression. Either catchy, either compassionate, the themes she squarely addresses include social injustices, the suffering of the Moroccan people, misery, exploitation, exclusion... subjects which touch an increasingly large public, who even named her "the voice of the voiceless." Today, her career counts over 8 albums.

On Monday May 23rd, two raï singers will be honored: Sami Ray and Kader Japonais. Sami Bouterbouch, aka Sami Ray, recorded his first album, *Limigria*, when he was only 16. Very early, he already impressed with his rigor and professionalism throughout all challenges. He spent his adolescence accompanying his older brothers, particularly Simo, the oldest of his siblings, to diverse events where they performed. Today, his discography counts 8 albums in which he addresses diverse and profound subjects such as immigration, child labor, the Palestinian combat... Topics that this complete artist holds at heart, and who writes and composes his own songs.

Abdelkader Haïbaoui, aka Kader Japonais, began his career by adopting tracks of the greatest singers of raï such as Cheb Hasni and Cheba Remiti. A musical style he worships since his childhood. This is how he became known in Algiers, his native city, before conquering the entire Algerian territory. His raucous distinctive voice also seduced a Moroccan public, who went in bulk to watch him perform at the Festival of Oujda, amongst others. France gave him the red carpet treatment during his concert at the Zenith in Paris and in Toulouse for the Raï Festival. His career counts today no less than 12 albums.

Two days later, Wednesday May 25th, Hajib will set fire on the stage of Salé. Him and his group, mainly made up of his childhood friends, have a proud tradition of bringing back long forgotten music, songs, and dance, specific to aïta, during festive and captivating shows. It is at local parties and other neighborhood events that Hajib perfects his singing technique, since the age of 13. Unconditional fan of Fatna Bent Lhoucine, he specializes in aïta music, cultural heritage of certain regions of Morocco, until now reserved for women. Al Marsaouia, Al Haouzia, and Al Mallalia, no style resists him. And odds are festivalgoers will meet the same fate!

On Friday May 27th, the Raï evening will continue with Rachid Berriah counting a career of over 20 years. This great Moroccan singer and songwriter, native of Oujda, produced over 12 albums and travelled the world with his music. Amongst his most popular tracks: "Ala' Ala zarga rani nsal" and "Nebghi Njik" are now part of the classics of raï songs, which he will be pleased to present during his concert.

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Useful Information:

Mawazine Festival Rhythms of the World 15th Edition: May 20th to May 28th, 2016.

Stage of Salé

Mohamed Reda's concert on Friday May 20th, 2016

Hatim Idar's concert on Friday May 20th, 2016

Rhany's concert on Saturday May 21st, 2016

Saïda Fikri's concert on Saturday May 21st, 2016



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Sami Ray's concert on Monday May 23rd, 2016

Kader Japonais' concert on Monday May 23rd, 2016

Hajib's concert on Wednesday May 25th, 2016

Rachid Berriah's concert on Friday May 27th, 2016

About Mawazine Festival Rhythms of the World:

Born in 2001, the Mawazine Festival – Rhythms of the World is the essential rendezvous for music lovers in Morocco. With over 2 million festivalgoers for each past edition, it is ranked the second greatest cultural event in the world. Organized during nine days, every year in May, Mawazine offers a rich and robust lineup, which intermingles the ultimate stars of the global repertoire, making the cities of Rabat and Sale a forum of exceptional encounters between the public and a multitude of renowned artists. Extremely committed to the promotion of Moroccan music, Mawazine dedicates over half of its lineup to national talents. Embodying the values of peace, openness, tolerance, and respect, the Festival's main mission is to ensure access to the public, hence offering free admission to 90% of its concerts. It is also a major contributor to the regional tourism economy and leader of the creation of a genuine entertainment industry in Morocco.

About the Maroc Cultures Association:

Maroc Cultures is a non-profit association, which commits to create a cultural and artistic motion for the people of the region of Rabat-Sale-Zemmour-Zaër. Created in 2001, the association pursues its mission of the development and democratization of culture, initiated by His Majesty The King Mohammed VI, throughout several events, most notably the Mawazine Festival Rhythms of the World and the musical contest Generation Mawazine. Every year, Maroc Cultures also organizes numerous interdisciplinary symposia, art exhibitions and concerts.