

# Lulacruza

www.lulacruza.com :: lulacruza@gmail.com



## Rooted luminous songs unfolding in sonic landscapes.

LULACRUZA is an electronic folk duo at the junction of the hypermodern and the ancient. Their music weaves together hypnotic female singing, South American instruments, found sound objects, field recordings, and electronic manipulation. The result is a cross-genre, world-esque music unfolding with mesmerizing vocals, aquatic textures and up-tempo, handcrafted South American rhythms.

Lulacruza is made up of Alejandra Ortiz (Colombia) and Luis Maurette (Argentina). Alejandra is an extraordinary songbird and plays the Colombian cuatro, shruti box, tar and kalimba. Luis Maurette complements with electronic processing and sequencing, as well as percussion, charango, and amazonian flutes. Together they create catchy, powerful and intimate music that is hard to classify, but has been called pop, folk, electronic, latin, ambient, world, new age, ethnic, experimental, and even jazz.

Since meeting at Berklee College of Music in Boston, USA, Lulacruza has independently released 3 albums: **Do Pretty!** (2006), **Soloína** (2008) and an EP of remixes called **Canta** (2009). They have played in over 25 cities in 5 countries, growing steadily since their debut in 2006. Their music has been included in documentaries in Colombia, Argentina and Mexico, as well as compilations in Argentina, Italy, the USA and Venezuela. In 2007, they were chosen Today's Top Tune in Morning Becomes Eclectic KCRW 89.9. In 2008 they were Artists in Residency at the Red Poppy Art House in San Francisco, CA; and were recipients of the Zellerbach Family Foundation Grant & the William & Flora Hewlett Foundation Grant for their multidisciplinary performances. In 2009, their second album was included in the prestigious "Club del Disco" catalogue in Argentina.

Lulacruza currently share their time between the San Francisco Bay Area (USA), Buenos Aires (Argentina) and Bogotá (Colombia). They are currently recording their much-awaited third full-length album **Casa Redonda**.

### Members:

**Alejandra Ortiz** \*voice, cuatro, percussion, field recordings\*

Alejandra is a singer/songwriter from Bogotá, Colombia. She has a deep connection with the immemorial practices of her land and plays native instruments from different cultures. She has toured Japan, Brazil, Mexico, Argentina, Colombia & the US, and has recorded over 20 albums singing jazz, electronic, world and ethnic music. She graduated from Berklee College of Music, and the Sound, Voice & Music Healing Program at the California Institute of Integral Studies in San Francisco, California. She is inspired by being in nature, being in silence and by the possibilities of using sound for transformation.

**Luis Maurette** \*electronics, percussion, charango\*

Luis is a percussionist, electronic musician sound and multimedia artist. After graduating from Berklee College of Music, he studied at CCMIX in Paris, and received a Masters degree in Electronic music from Mills College in Oakland, California. He has performed and released music in NYC, Paris, Buenos Aires, Bogotá, San Francisco, Boston & São Paulo. He has received numerous SEAMUS awards for his compositions, as well as a number of grants and commissions for his video work. He has lived in many South American countries and through his art conveys the universal principles that underline different cultures.

### PRESS

"For Luis Maurette and Alejandra Ortiz, music is a test of the human spirit, of nature, and of ephemeral concepts of reality. Through live drumming and digitally altered hooks, the group manages to create a sound that challenges what we expect from contemporary music."

*San Francisco Bay Guardian (USA)*

"What is the result of musically crossbreeding a Colombian songstress with a pristine voice and an argentine gifted for instrumentation: Lulacruza, a pleasant rarity. This hard to classify duo recovers Latinamerican musicality with a modern sense for sumptuous pop. (...) A delicate blend of untamed nature dialoguing with new technologies. It is a cornerstone in the musical DNA of Latinamerica."

*Revista Veintitres (Argentina)*

"The universe of this duo spins around four elements: wind, earth, fire and especially water, creating primitive and vibrant songs. Like a nymph from the Andes Mountains, Alejandra hypnotizes you with a voice and lyrics that pay homage to Pacha Mama. Luis is in charge of creating the décor; an electronically processed primitive forest."

*Proyecto Under.org (Argentina)*

### MAIN SHOWS

**USA:** San Francisco Yerbabuena Center for the Arts / DeYoung Museum / NASA's Ames Center / Brava Theater / Great American Music Hall / Red Poppy / Hemlock Tavern / Mills College / NYC Piano's / Zebulon / MonkeyTown / Washington DC Project 4 Gallery / Los Angeles Echo Curio / KCRW / Berkeley La Peña / KPFA Santa Cruz The Attic / KZSC

**FESTIVALS:** California Field Day Festival (Lake Tahoe) Priceless Music Festival (Belden) / Spring Goddess Festival (Geyserville) / Solstice Festival (Tiburon) / Harvest Moon Festival (Bolinas) / MAPP Festival (SF) / Palais Ideal Festival (Chico)

**ARGENTINA:** Buenos Aires Ciudad Cultural Konex / NoAvestruz / Auditorio Radio Nacional / La Cigale

**MEXICO:** Guadalajara Teu Lloc / Tijuana Radioglobal Mazatlan Plazuela Machado / Museo de Arte / Cuernavaca El Manojó / Xalapa La Muerte Chiquita

**COLOMBIA:** Bogota Auditorio Skandia / U. de los Andes / Medellin ArteVivo

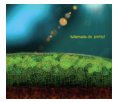
# Lulacruza

www.lulacruza.com :: lulacruza@gmail.com

## LIVE

Lulacruza combines songs, soundscapes and dance music with astonishing ease. In their live sets, they process, loop and sample acoustic instruments, and trigger pre-recorded sounds, moving from high energy beats and songs adorned with electronic textures, to beautiful drones and chants. Treating sound almost like a malleable plastic material, Lulacruza creates live and organic sonic spaces. Their use of textures, timbres, rhythms and tempos imitates the strange and perfect synchronicity of nature's cycles. Their music has the power to induce intense trance-like states, altering the perception of time and space, while it explores the relationship between humans, technology and nature.

## DISCOGRAPHY



### Do Pretty! (2006)

Their debut album, *Do Pretty!* is a collection of contemplative songs that radiate outward in kaleidoscopic noise. It was recorded in Oakland, CA (USA) and Bogotá (Colombia), and mixed in Buenos Aires (Argentina). It features collaborations with Gregg Kowalsky (Kranky, Nosordo), Ben Bracken, Quentin Sirjacq (Ambiances Magnétiques) and more.

*"One of the most delicious, bizarre, rhythmic yet peaceful, dreamlike and suggestive Spanish albums of the year."* [www.muzikalia.com](http://www.muzikalia.com) (SPAIN)



### Soloina (2008)

This collaborative project between Lulacruza and MJ Greenmountain combines entrancing South American rhythms and colorful melodies with a potent blend of Amazon jungle electronica. Recorded in their Oakland home, the tracks feature the trio's voices, a diverse group of indigenous instruments as well as sounds from field recordings, synthesizers and digital processing.

*"Lulacruza creates diverse tracks, from tribal sounding tunes with strong folk instruments to ambient pieces; but what is common throughout is their sense of a soothing infinite sonic space, a joyous space that expands endlessly."*

*Tower Records (JAPAN)*



### Canta - Lulacruza Remixed EP (2009)

Remixes by Gaby Kerpel (Argentina), Pernet (Colombia), Pasternak (USA), Nerone (Italy), Sistema Sonoro Macaco (Mexico) and Lulacruza. Free online distribution.

*"The sound of a sampler plugging into a 100 year old tree in the rainforest with a mini-stereo mic catching the raindrops from leaves & mixed skillfully with the sultry vocal styling (quite sexy) of Alejandra, as if she were a forest spirit playing in the morning dew."* [www.sohnup.com](http://www.sohnup.com) (USA)

## LULACRUZA IS DISTRIBUTED:

**WORLDWIDE:** CD Baby / **DIGITALLY:** Bandcamp / iTunes / Napster / Amazon / Rhapsody / Last.fm / Bitmunk / + more / **USA:** Soundspaces / **JAPAN:** Taiyo Records / **FRANCE & BELGIUM:** COD&S Distribution / **ARGENTINA:** Ultrapop / Club del Disco / **BRAZIL:** Peligro Discos / **COLOMBIA:** Millenium Discos

## MORE PRESS

"Now that the novelty phase of electro-latino fusion has passed and most of the faux-ethnic, cut-and-paste snoozedlica can safely be moved to the recycle bin, a new generation of artists is finding newer, subtler ways of merging traditional Latin American songwriting with subtly electronic production." *Phillip Sherbune - Earplug (USA)*

"LULACRUZA accomplishes the rare and remarkable feat of breathing an organic, fluid, and earth-bound life into the world of electronic music. It is as if they took electronic music and opened up a sky within it where the rain, mist and sun can come in." *Todd Brown (USA)*

"Lulacruza segues from intimate songcraft to experimental settings with preternatural ease. The group's instrumental palette is kaleidoscopic with found sounds, field recordings, and electronics enriched by bombo, tar, maracón, tiple, and cajón. Still, as much as the group impresses on other fronts, the strongest weapon in Lulacruza's arsenal is Ortiz's voice, an instrument of marvelous versatility and tonal colour." *Textura.org (Canada)*

"Lulacruza has an incredible sound. They build off a blend of completely natural earth-sounds, Alejandra's freaky dynamic range and Luis' masterful digital modifications and looping of the aforementioned in real-time. The first time I heard them play I didn't realize that every song was in Spanish until -after- the concert had ended. It is a testament to the universal ability of music to touch one's soul directly, knowing no borders or boundaries." *Lee C. Sonko (USA)*

## TECHNICAL RIDER

7 x 10 ft. stage (minimum) / 1 table / 2 chairs / 4 mic stands

VENUES FOR UNDER 80 PEOPLE:

2 ch. console / 2 monitors / 2 1/4 inch cables

VENUES FOR OVER 80 PEOPLE:

10 ch. console / 2 monitors / 8 DI Boxes / 10 XLR cables /

8 1/4 inch cables / 1 bass drum mic / 1 vocal mic

SHOWS WITH VISUALS:

1 Video Projector / 1 VGA cable / 1 DVD Player

\*ask for more details\*