

LA PEGATINA

2013

SONDE3 PRODUCCIONES
KASBA MUSIC



WHO ARE THEY? - BIOGRAPHY OF LA PEGATINA



La Pegatina is a project that started in 2003 under the name la Pegatina Sound System. They started performing small gigs in Montcada i Reixac, a town on the outskirts of Barcelona. Even though there were only three members and none of them had a musical background, it was at this moment that the first fans began following the group.

From 2003 to 2007 they performed 100 concerts in Catalonia and Galicia. They remember those years as intense practice in bars, small concert halls, trains and the street. Every venue was important to them and so were the critics.

In 2007, they realised they had enough of their own songs to start recording. Both Manu Chao and Che Sudaka collaborated on their debut album, *al Carrer!* (self-edited) and helped them out with the project by showing the band that it was possible to live

off their own music thanks to good self-management. That is how La Pegatina began.

In 2007 and 2008 the band elaborated its own style of music which is still recurrent now. A base player, trumpeter and accordionist joined the band adding their bit to the sound of the group. During this same period they recorded their second album, *Via Mandarin*, Kasba Music.

The band then realised that in order to make a living from their music they had to divide the different tasks between all the members. It was no longer just music, the band became an enterprise. They put their music on free download from their website so that it was accessible to everyone. This enabled their songs to reach the whole of the peninsula and the band to travel to Switzerland, France and Italy in just one year. It was their Label, Kasbamusic, who made it possible

for the new album to be as successful as it was and sell in many countries around Europe.

Until 2008 the group were considered as underground and were not sought out by the media. Yet, on the 23rd of October 2008, they became the first self-edited, self-produced and self-managed band to sell out the 1,200 capacity concert hall Apolo in Barcelona 10 days before the gig. The press was astonished!

After the release of *Via Mandarin* (Kasbamusic) the band realised that every concert brought a bigger venue and that is why they needed to reinforce the beat in their sound. So they added a seventh member to the group, the drummer. Due to the size of the halls in which they were playing, the production work they did with Gambeat (the base player of Manu Chao) became even more important. Every January they locked themselves up in their stu-

dio to produce a live show that would suit each and every country they toured in.

In 2009 they reached 100 concerts in one year and therefore had to leave the management of the band up to Sonde3 Productions as they were overwhelmed by the amount of work involved in performing so much.

In 2010 they once again reached 100 concerts which gave them a huge coverage on a national scale. The *Mira que Mira* Tour made them the trendiest band in Catalonia, Basque Country, Galicia and Madrid. They performed in massive festivals such as the Lowlands in Holland and the Festival d'été in Quebec, Canada. They became one of the most international Spanish bands on tour.

In 2011 the band released *Xapomelón* (Kasbamusic) and the project exploded. The seven musicians managed to combine their

individual styles into a successful new album. The same year they performed in the three largest Spanish festivals: Viñarock (25,000 people), Getafe en Vivo (65,000) and Arenal Sound (30,000). To the astonishment of the programmers and media, they were nominated as the revelation band in all three. They were no longer considered as newcomers in Catalonia and were sought out in Holland where they had sold out venues in Amsterdam and Utrecht. They also toured in China and performed for more than 20,000 people which brought the number of countries played in to 13.

This year, 2013, after two years of intense work, *Eureka* (Kasba) has finally been released. It was produced by Marc Parrot and has already been edited in 10 countries. With this album the band are expecting to take another huge step in their race to fame. Just wait and see!

FIGURES, RECORDS AND MORE

SALES FIGURES

La Pegatina's public just keeps on growing. Word of mouth has worked from the beginning. The number of sales and downloads from internet prove it. The band sold over 10,000 copies of the first album "**Al Carrer!**" (2007) and over 1 million singles were downloaded from their website. The second album, "**Via Mandarin**", (2009) did even better with over 12,000 copies sold and 2 million singles downloaded. Their third album "**Xapomelön**" (2011) reached 3 million downloads in less than a year and 15, 000 records sold.

This goes to show that La Pegatina's music is creating more fans everyday and also that sharing music for free on their website has not stopped them from selling their discs.

CONCERTS

If the group has managed to play outside of Catalonia it is partly due to the number of languages their songs are written in: Catalan, Galician, Basque, Spanish, English, French, Italian and Portuguese. But what matters to the public isn't as much the language as the music they make and the show they put on for them.

They have performed a total of 700 concerts, **100 concerts per year for the last 4 years**. They have performed in 13 countries : China, Canada, Denmark, Germany, Holland, Belgium, Liechtenstein, Switzerland, Poland, France, Italy, Ecuador and Andorra.

In their home country, Spain, they have performed in some of the largest festivals and fiestas : Getafe en Vivo, Viñarock, Arenal Sound, San Fermín, Semana Grande in Bilbao and Victoria, Dia in Navarra and La Merce in Barcelona. They were a success in every one of these shows and were met with new followers each time.

SOCIAL NETWORKS

One of the keys to success for the band was the use of the new technologies in order to stay close to its fans. In 2003,

La Pegatina was among the first bands to create a webpage even though they hardly had any songs!

Back then they shared their songs freely because they knew that was the way to get people to listen and then come to the shows.

Right now, they are one of the Spanish bands with the most followers on Facebook with nearly 150,000 fans.

On Youtube their songs have had millions of visits. The group now belongs to over 20 social networks, some which are specific to one country like for example Orkut in Brazil or Weibo in China. They have even organised lectures to teach other bands to use these applications.

EXPECTATIONS

Thanks to having played in so many major festivals, they are now known by a huge crowd of people. There are only a few left who haven't felt the surge of adrenaline during their concerts.

Touring in large European festivals has also helped expand their fame. Festivals such as Lowlands and Zwarte Cross (Holland), Polé Polé (Belgium), Le Bout Du Monde and Le Festival du Poupet in France. But also further afield in Xi'hu Festival (Hangzhou, China), the Festival d'été in Quebec (Canada) and the Busker's Festival in Quito (Ecuador).

In 2013, all eyes are set on the band to see where their new album Eureka! will take them. It's a turning point in their career and they are hoping that this year everything will all fall into place and that they will finally achieve what they have been working for.

SOCIAL WORK

The band also participate in non-profit events. They have played in ten different prisons around Spain and Europe.

They also recorded **Minha Rua** (Via Mandarin) with a group called Grupo Eureka de Percussao from Sao Paulo (Brazil). It is an organisation (Meninos e Meninas de Rua de Brasil) who protects orphaned children who live in the slums. Copyright of that song go to them.



THE DISCOGRAPHY



AL CARRER!

2007, self edited

13 tracks

Featuring: Che Sudaka,
Manu Chao, Emma Calafell
y Txarango

Albums sold: 10.000



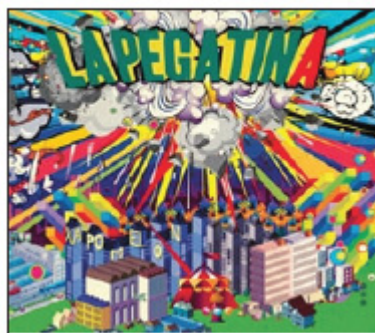
VIA MANDARINA

2009, Kasba Music

14 tracks

Featuring: D'Callaos, El
Puchero del Hortelano y
Grupo Eureka

Albums sold: 12.000



XAPOMELÖN

2011, Kasba Music

21 tracks

Featuring: Amparo Sánchez,
Joan Garriga, in*digna y
Sey Sisters

Albums sold: 15.000



EDICIÓN ESPECIAL GIRA CHINA 2011

2011, self edited

Special edition for 2011
China Tour.

www.lapeгатina.cn



EUREKA!

2013, Kasba Music

15 tracks

Featuring: Mario Díaz,
Baciamolemani, Romi
Anael, Esne Beltza and
Love of Lesbian

Produced by Marc Parrot

WHERE ARE THEY SUCCESSFUL?

SPAIN

There is no longer any doubt that La Pegatina is an essential band in all the major national festivals. The fact that they went back to Viñarock and the Arenal Sound in 2012 goes to prove it. In both events they were the main act of the evening. There are only a few major festivals that they haven't appeared in. All the promoters know that the band are reliable and that with them, a good show is guaranteed.

EUROPE

Within 2 years the band played 50 concerts in Holland. Thanks to the great show they put on in some of the biggest venues of the country (Lowlands, Zwarte-Cross, Dunya Festival, Great Wide Open, Festival Mundial de Tilburg, etc.) they made more of a sensation than stars like Santana, Black Eyed Peas, Arcade Fire, Jamie Cullum, Blondie and Sepultura. Due to their success they were able to go on 2 tours around the Dutch Concert halls which they sold out months before they started.

They are hoping to become as successful in countries such as Germany, Belgium and Denmark.

In France and Italy they have also performed quite a bit but not on the same scale. Around the Mediterranean they are considered as a band who plays « world music » whereas in the other countries they are put in the pop-rock genre. This means the audience from one country

to the next is very different.

OUTSIDE OF EUROPE

The one thing that characterises the band is work well done. After having conquered Spain and Holland they are now aiming for Asia.

In October 2011 they revealed themselves in China by going on a 8-gig tour. More than 20,000 people danced to their music to the surprise of the Chinese promoters who had never seen anything like it.

As China is just starting to open its borders to foreign culture, La Pegatina got to perform for the first generation of people in the country who can enjoy different styles of music. The band made the front cover of a few major Chinese newspapers during their tour.

Thanks to the success they had in China, many more doors have been opened to them like Japan, Malaysia and Korea. This could be their opportunity to be the first Spanish group to become huge in Asia.

While all these projects are taking shape the dream of touring around Latin America will soon come true. 50% of all the downloads of La Pegatina's songs are in Mexico, Argentina and Colombia. In 2012 the band set foot on the continent for the first time when they went to Ecuador.

The new album Eureka! will be edited in 10 countries including Argentina, Chile and Uruguay. The other countries are Spain, Japan, France, Germany, Belgium, Holland and Luxembourg.



Razzmatazz (Barcelona, 2012)



Viña Rock 2012



Xi'hu Festival (Hangzhou, China)



La Mercè (Barcelona, 2010)

MAJOR CONCERTS (2008-2012)



2008

Telecogresca - Barcelona (Spain)
Caixa Sabadell Etnival - Girona (Spain)
Cruïlla de Cultures - Mataró (Spain)
Transmusicales - Rennes (France)
Italian and Swiss Tour

2009

Fira de la Música al Carrer - Vilaseca (Spain)
Festival de la Primavera - Sevilla (Spain)
Binouze Story - Montaigu (France)
Festival Esperanzah - El Prat de Ll. (Spain)
Les Feux de l'Été - St. Prouant (France)
Latino Roc - Cauterets (France)
Festibaloche - Olargues (France)
ZomerParkFeest - Venlo (Holland)
Festival Cruïlla Barcelona (Spain)
Festival Le Grand Soufflet - Rennes (Fr)
Italy, Switzerland, Poland & Germany Tour

2010

Eurosonic - Groningen (Holland)
Austrian and Liechtenstein Tour
Enderrock Awards - Barcelona (Spain)
Festival Foot-Rugby - Pau (France)
Tempos du Monde - St. Paul le Dax (France)
Very Folies - La Verrie (France)
Caixa Sabadell Etnival - Girona (Spain)
Festival Mundial - Tilburg (Holland)
Amsterdam Roots (Holland)
Festival EHZ - Hellette (France)
Festival d'Été - Québec (Canada)
Acampada Jove - Montblanc (Spain)
Festival Castillo de Aínsa - Huesca (Spain)
Semana Grande de Bilbao (Spain)
Festival Le Bout du Monde (France)
Lowlands - Biddinghuizen (Holland)
Fiestas del Pilar - Fraga (Spain)

2011

Belgian and Holland Tour
Festival Fiesta Mundial - Mol (Belgium)
ViñaRock - Villarobledo (Spain)
Getafe En Vivo - Getafe (Spain)
Dunya Festival - Rotterdam (Holland)
ParkPop Festival - Den Haag (Holland)
Wereld Feest - Utrecht (Holland)
San Fermín - Pamplona (Spain)
Acampada Jove - Montblanc (Spain)
Zwarte Cross - Lichtenvoorde (Holland)
Zomer op het plein - Alkmaar (Holland)
Polé Polé - Gante (Belgium)
Bardentreffen - Nürnberg (Germany)
Arenal Sound - Burriana (Spain)
Brincadeira Festival - Ordes (Spain)
Chinese and Italian Tour
W'i'hu festival - Hangzhou (China)
Great Wide Open - Vlieland (Holland)

2012

20 sold-outs on the Spanish tour
ViñaRock - Villarobledo (Spain)
Ecuador Tour
Night of Arts - Groningen (Holland)
Festival Mundial - Tilburg (Holland)
Festival Cruïlla Barcelona (Spain)
Acampada Jove - Montblanc (Spain)
Aúpa Lumbreiras - Villena (Spain)
Fêtes de Pau (France)
Festival du Poupet (France)
Semana Grande de Vitoria
Festa di Radio Urto (Brescia, Italy)
Ferrara Music Park (Ferrara, Italy)
Festival Lowlands (Holland)
Mercat de Música Viva de Vic (Spain)
Pilares de Zaragoza (Spain)
Pilares de Fraga (Spain)
End of tour gig sold out (Spain)



San Fermín 2011



Arenal Sound 2011



Le Bout du Monde, 2010

SPANISH PRESS CLIPPINGS



10+1cult música

UN FENÓMENO DE LA NUEVA ESCENA

Verbena con La Pegatina

El grupo de Montcada i Reixac volcó su repertorio de rumba, ska y ritmos latinos en una Aupa lleona. Su dominio de las redes sociales ha disparado su popularidad

JOSÉ GARCÍA

La Pegatina es el grupo de Montcada i Reixac que ha conseguido convertirse en el fenómeno de la nueva escena catalana. Su dominio de las redes sociales ha disparado su popularidad.



La banda irrogió en su repertorio pop-rock de canciones de Celia Cruz, The Pogues y José Luis Perales

La canción de Rodolfo

La canción de Rodolfo es la que ha convertido a La Pegatina en el fenómeno de la nueva escena catalana.

el Periódico

19 de mayo del 2011

CONCURSO

Un pianista ucraniano de 22 años gana el Maria Canals

La pianista ucraniana de 22 años, que ha ganado el premio Maria Canals, se ha convertido en el fenómeno de la nueva escena catalana.




EL PAÍS, domingo 21 de octubre de 2012

RUMBA

De juega con La Pegatina

LA PEGATINA

Rumbeo

19 de octubre

LUS HIDALGO

No. No era una fiesta, era una

frase hecha. Los pedidos de los

anfitriones del Rumbeo resultan

básicamente, convertidos en

pistas de baile longitudinal

donde solo había espacio para

danzar. Del techo caían gotas de

sudor condensado a las que nadie

hacía caso, y sobre el mismo

escenario actuó lo que parecía una

gaceta, que torcemente quería

hacerse notar sin que el hiperactivo

técnico de escenario le mostrase

más acuse de recibo que un enorme

balde que situó bajo ella. La

Pegatina, en la actualidad uno de

los grupos más interactivos con

los que cuenta Barcelona, estaba

despidiendo dos años de gira,

más de 200 actuaciones, ante

una sala llena, ¿cómo?, ¿cómo?, ¿cómo?

¿cómo?, ¿cómo?, ¿cómo? ¿cómo?

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¿cómo?, ¿cómo?, ¿cómo? ¿cómo?

del público gustaba las camisetas promocionales verdes del grupo, recordando así una concentración de seguidores de la Ama Guadalupe de Onda. La Pegatina, en la actualidad uno de los grupos más interactivos con los que cuenta Barcelona, estaba despidiendo dos años de gira, más de 200 actuaciones, ante una sala llena, ¿cómo?, ¿cómo?, ¿cómo?

Público adecuado

En aquella concentración no era perceptible ninguna marca, hecho inusual en el resto del mundo en cuanto se juntan más de tres personas, y las camisetas, planchadas por el desahío, obedecían a esa ley no escrita del público de La Pegatina que sugiere que han de parecer escogidos para que resulten impropios para asistir a una recepción que no sea de La Pegatina. El grupo, no escamotea de distinta gaita, botaba en escena exhibiendo espoleado, saltando una canción tras otra sin apenas momento para sentir el cansancio. Fueron tres horas en las que el mundo exterior, áspero, inquieto, frío y hostil, no pareció existir. La Pegatina se lo había cargado.

Esta banda es una leyenda en la escena catalana, una referencia que ha mantenido viva la etiqueta de la fusión juegueña en la escena catalana. Su propuesta musical ha variado quizá menos

que la constitución de un público que en los noventa, cuando se mentaba el movimiento, no hablaba tanto en catalán y mucho menos gritaba "independencia", uno reservado entonces a los sectores más radicales y por ende, minoritarios, del rock catalán. Por lo demás, la propuesta artística se mantiene inalterable, una atropellada colección de himnos taberneros entusiastas, veloces, ocurrencias y disparatados en los que se tritura rumba, cumbia, ska, ranchera y cualquier melódica rítmica, alegre y vertiginosa que sirva para bailar. Eso se hizo, en Rumbeo, tanto que hasta se seció la gaceta sin que el técnico, haciendo nada más que retirar el barullo sin hacer el más mínimo ruido. Pareció un joré.



La Pegatina en una imagen promocional.

hijo es el último en salir de esta lista de músicos. Pero eso, que allí entra la nerviosa entre tanta camiseta desabocada y un leve perfume a estimulante especie 'herbácea'. Abajo, las primeras filas llenas de jóvenes de menos de 20 años, en esto La Pegatina no se diferencia de Justin Bieber, que se desahoga cantando Volando voy, cosa que en efecto no saben hacer las protagonistas del vídeo y caen riéndose. Y tanto frenesí provocaba en el grupo la entrega de los

CATALUÑA

seguidores, también la de ellos, como, que hasta alguna lista con el repertorio cabó desgarrada y posada.

Y más sorpresas, pues los muchos invitados presentes en el escenario no lo fueron para cantar una canción de La Pegatina, sino que el protocolo marcó que se cantasen al menos un par de piezas: una de los invitados y otra de La Pegatina. Nada bajó el ritmo de la actuación, cuyo escenario, una especie de camarote de los Mar, se llenaba de confeti, si made in China como ya casi todo, fotografías y cámaras de vídeo.

posterior. Y la máxima actividad de estos profesionales llegó cuando Adri, uno de los cantantes, pidió al público llevase en volandas a Rubén, el otro, a comprar las patatas fritas que expendía una máquina situada en el lado opuesto del escenario. Mal momento para un fotógrafo artístico. Eso ya era en la parte final del concierto, allá por las casi tres horas de desahío, sonrisas y baile con las que La Pegatina cerró dos años triunfales de gira.



INTERNATIONAL PRESS CLIPPINGS

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14 文娱·焦点

2011年10月30日 星期日
晨报晚报 30 万 版式设计:陈国栋

今日早报

“2011西湖国际音乐节”昨在太子湾开唱

舒服 舒服 真舒服

音乐总监 傅聪
乐团指挥 陈佐湟

西湖国际音乐节, 在太子湾拉开了帷幕。这是一场音乐盛宴, 也是一场视觉盛宴。在太子湾, 人们可以欣赏到世界顶级的音乐表演, 也可以欣赏到美丽的湖光山色。音乐节期间, 将有来自世界各地的优秀乐团和独奏家登台演出, 为观众带来一场场精彩的音乐盛宴。此外, 音乐节还设有多个分会场, 观众可以在不同的地点欣赏到不同类型的音乐表演。音乐节期间, 太子湾的景色也将成为一道亮丽的风景线。湖水清澈, 绿树成荫, 是休闲度假的好去处。音乐节期间, 太子湾的游客量将大幅增加, 为当地的经济和旅游业带来巨大的促进作用。

“2011西湖国际音乐节”在太子湾拉开帷幕。音乐节期间, 将有来自世界各地的优秀乐团和独奏家登台演出, 为观众带来一场场精彩的音乐盛宴。此外, 音乐节还设有多个分会场, 观众可以在不同的地点欣赏到不同类型的音乐表演。音乐节期间, 太子湾的景色也将成为一道亮丽的风景线。湖水清澈, 绿树成荫, 是休闲度假的好去处。音乐节期间, 太子湾的游客量将大幅增加, 为当地的经济和旅游业带来巨大的促进作用。

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《Laughing哥 耻笑快男》

耻笑快男

文/陈国栋

《Laughing哥 耻笑快男》是一部由Laughing哥主演的喜剧电影。影片讲述了一个关于娱乐圈的故事。Laughing哥在影片中扮演了一个角色, 这个角色在娱乐圈中经历了许多坎坷和挫折。影片通过幽默诙谐的方式, 揭露了娱乐圈的种种内幕和黑暗。Laughing哥在影片中的表演非常精彩, 深受观众喜爱。影片上映后, 票房成绩也非常不错, 受到了观众和影评人的高度评价。

绝名子到换时段 《后宫》PK《甄嬛传》

本报记者 陈国栋

《后宫》和《甄嬛传》是两部非常受欢迎的电视剧。它们在播出期间, 受到了观众的广泛关注和喜爱。两部剧在剧情、演员阵容和制作水平上都达到了很高的水准。两部剧的播出, 为观众提供了丰富的选择, 也反映了当前电视剧市场的繁荣和竞争。

32 | **Espectáculos**

► **LA ENTRADA AL ESPECTÁCULO ES GRATUITA**

La música callejera tiene su espacio con el Festival Busker's

► Con la participación de Swing Original Monks, La Piñata y la agrupación española La Pegatina -que se caracteriza por la rumba catalana- concluye hoy el evento en la Plaza del Teatro de Quito



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