



KADERO – THE VOICE OF MAGHREB PRESENTS HIS DEBUT ALBUM PERDU

In April 2005, the Moroccan raï- singer and composer KADERO presented his debut album *perdu* at the sold out location “Porgy & Bess” in Vienna, Austria. His 12 compositions - a hot mix of world- and pop music - impressed media and audience likewise. KADERO’s inexhaustible creativity achieves to unfold the entire magic of raï and develops it into an electrifying mix of afro, jazz and European pop. The young Austrian world music label Atlas Music pro produced the album and succeeded to win 18 top-class musicians from Morocco, Mauritius, Turkey and mainly Austria for this production; among them, well-known artists such as world class bass player Linley Marthe (Joe Zawinul Syndicate), accordion virtuoso Otto Lechner and the great guitarist Karl Ritter.

Raï originates from the folk music of the Northern border region of Morocco and Algeria. The rhythmic poems accompanied by a flute and a tabour became increasingly popular. In the 1970ies raï musicians enhanced their music with new instruments such as keyboard, bass, drums, guitar, trumpet and accordion. Well-known raï artists are Khaled (greatest hit Aïcha), Cheb Mami and Cheb Hasni from Algeria.

Born in 1972 in the Moroccan city of Oujda, close to the Algerian border, **KADERO** grew up in the centre of raï. Already at a very young age he impressed his audience with his unique voice and even raï stars such as Khaled acknowledged his great talent. When **KADERO** formed his first band in Austria more than three years ago, the music of raï was hardly known. Meanwhile the artist’s stirring raï-pop and his hypnotising voice are an integral part of Vienna’s music scene.

KADERO’s debut album has succeeded to enter the German and Swiss music market. “Perdu” was nominated for the “Price of the German Record Critics” and elected as the “CD of the week” on the national Swiss radio station DRS. KADERO’s danceable songs are not only “on air” at several German radio stations but also across Europe from Madrid to Moscow.

The **CD can be purchased** in music stores in Austria, Germany, Switzerland, United Kingdom, Lebanon and the United Arab Emirates as well as on the website **www.atlasmusicpro.com** and via the common MP3-download platforms.

Press information:

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Short Biography of KADERO

Born in 1972 in the Moroccan city of Oujda, close to the Algerian border, **KADERO** grew up in the centre of raï. Already at a very young age he impressed his audience with his unique voice and even raï stars such as Khaled acknowledged his great talent. With the hit "Emama y Mayme" KADERO achieved his break through beyond the borders of Morocco. Concerts in France, Belgium and the Netherlands followed. Though, to follow up with an international career KADERO would probably have had to choose France as his permanent residence.

However, KADERO's path of life led him to Austria, where the raï music was hardly known. The encounter with the accordion virtuoso **Otto Lechner** was finally the beginning of KADERO's career as a raï singer in Austria. Working with the legendary jazz musician **Joe Zawinul** encouraged KADERO to develop his own way of raï which is open to all kinds of music. In February 2005, a project with the Austrian pop-band **Papermoon** was initiated which soon after celebrated its premiere in **Abu Dhabi**, United Arab Emirates, at the occasion of **Sheik Nahyan's Festival of Thinkers**.

The young Austrian independent music label Atlas Music pro produced KADERO's **first album perdu** which was released in **April 2005** in Vienna, Austria. In his twelve very distinctive compositions KADERO unfolds the entire magic of raï and develops it into an electrifying mix of **afro, jazz** and **European pop**.

In his songs KADERO speaks with his expressive and moving voice about the different ways a man with an open heart can get lost. In "Lamaymya", "Houbak jabni", "Laisse moi" and "Tu n'es pas mon genre" KADERO talks about the complexity of relationships, misunderstandings and pain. In "Rahma", "Viena" and "Presqu'une vie" he finally finds the missing part in his life, the person who leads him back on the right track. "Lahshish" and "Yatim" are about social issues and the desperation of people leaving their country behind in the hope of a better life in Europe, but also about the desire to be back home in a familiar ambience. "Les Souvenirs" reminds of a time when people lived together in peace and innocence – a way of life which in today's world is nothing more than a memory. The spicy rhythm leaves no doubt that in the end the songs are full of hope.

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KADERO's CD presentation thrills 600 fans in Vienna, Austria

On **21 April 2005**, KADERO presented his debut album *perdu* for the first time to the public in Vienna, Austria. The hot mix of raï, afro, jazz, and European pop, was enjoyed by an audience of 600 people. Among the **15 members of the live-ensemble** who had already enriched the album with their incredible commitment and artistic inspiration at the studio, were world class bass player **Linley Marthe** (Joe Zawinul Syndicate), accordion virtuoso **Otto Lechner** and the exceptional guitar player **Karl Ritter**.

Debut album on the road of success

After its release KADERO's debut album *perdu* gained great **recognition in Austria**. Shortly after, the first **German radio stations** took the Spanish-Arabic pop-song **Viena** and the groovy hit **Double face in rotation** and "perdu" was nominated for the "Price of the German Record Critics". Meanwhile, KADERO's danceable songs are "on air" across Europe from Madrid (Radio National de Espanga) to Moscow (Govorit Moskva).

In October 2005, *perdu* was released in the **Lebanon** and the **United Arab Emirates** where it was well received as a new voice in the world of raï. Austrian journalists are convinced that KADERO is most likely to become an internationally known raï singer who "*sings easily in one champion-league with superstar Khaled*" (CD review, Freizeit-Kurier, April 2005). Thus, the album release in KADERO's home country Morocco in May 2006 as well as in France and the Low Countries in summer 2006 is awaited with great interest and high expectations.

Extract of the album's repertoire

- *Viena* (no. 5), Spanish pop-song with hot-blooded flamenco rhythm
- *Double Face* (no. 2): grooves incredibly
- *Lahshish* (no. 3), unmistakably reggae, wrapped up in sounds of raï
- *Laisse Moi* (no. 10): Orient and Austrian classic get together and result in a cool disco song; with a mual as an intro
- *Rahma* (no. 9), so called raï-love
- *Lamaymya* (no. 1): African beats, including a Congolese rap by Prince Zeka
- *Presqu'une vie* (no. 12): French pop with chanson elements

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Press review (translation from German into English)

"This takes off. Takes off with high speed! [...] All tracks are original compositions and all of them are special. A funk-raï speeds like the entry lane of Frankfurt, an oriental-reggae creates speculations that Jamaica is situated in North Africa, then a chanson-like song with Spanish rhythm and likewise guitar sounds, or a pop-song has a force of attraction like Khaled's greatest hits (which were regularly not written by him). Some songs have a strong Egyptian influence. Besides Joe Zawinul - bass player Linley Marthe, it is Otto Lechner on the accordion and guitarist Karl Ritter who present an outstanding performance, but it is not fair to point them out, because all of the musicians are brilliant. A clever arrangement, high speed, fantastic groove, not overloaded – this is how you do it, if you want to do it correctly."

(Folker!, Nr. 05, September 2005)

"[...] Raï is groovy North-African power-pop, a sudorific mix of traditional shepherd music, jazz, soul and rock. Internationally known names are Khaled – yes, the one with Aisha, Cheb Mami and Faudel who captured Europe starting from France. And now there is another one – KADERO who lives in Vienna and whose CD is the central point for me since last week. KADERO sings easily in one champions-league with Khaled. His 12 songs are fantastic, almost magic. They awake a desire for palm trees, sun shine, beach and colourful bazaars, street-cafes, and hot evenings and parties where nobody can sit still. [...]"

(Freizeit Kurier, 16.04.2005)

„Porgy & Bess: The folklore grievance chant of Algeria – raï music! It is the voice of the Moroccan singer KADERO that carries captivating melancholy and nostalgia. Partly with modern instruments, a magnificent rhythm and a twist of happiness – that's what makes it a work of art all together. The Viennese citizen KADERO presented his first album "perdu": an invitation to dance. . [...]"

(Kronen Zeitung, 25.04.2005)

„Long awaited, it is finally out: the first album of the Moroccan raï singer KADERO who has provided Vienna's music scene with exceptional and stirring sounds during the last years. [...] Musicians such as Karl Ritter on the guitar, Zawinul-bass player Linley Marthe and accordion virtuoso Otto Lechner, his biggest supporter in Vienna, weave a distinctive and groovy sound carpet on which KADERO's hypnotising voice takes off in the direction of Africa. Sounds great and the live performance speeds like the fire brigade."

(Falter, 22.04.-28.04.2005)

„The concert of the week: KADERO presents his CD „perdu“. Big chance to become an international hit. Pop meets Orient, groovy, hot, danceable - simply irresistible. With Otto Lechner and his accordion."

(Freizeit Kurier, 16.04.2005, 5 stars out of 5 = terrific)

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