

## GEN VERDE 2014: KEY ELEMENTS

### WHO WE ARE

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Gen Verde is a group of musicians and performing artists with a distinctly international profile. The current line-up is 21 women from 13 different countries. The band has given over 1400 performances in tours of Europe, the Middle East, Asia, and South and North America, achieving a strong and popular track record for its concerts, workshops and for cultural and educational events.

Gen Verde's style of music has evolved with the arrival of each new member. The band's current concert includes rock and pop rock songs often with an original twist influenced by the group's own rich cultural and ethnic mix. To date Gen Verde has released a total of 66 albums.

For a detailed description of Gen Verde's most recent activities, please see *Attachment 1*.

### OUR GOALS AND A DESCRIPTION OF WHAT WE OFFER

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While Gen Verde's line-up has changed over the years, the values at the heart of its artistic goal remain the same: to contribute towards creating a global culture of peace, dialogue and unity. The band offers concerts as well as various types of artistic educational projects especially for young people.

#### "MUSIC MADE TO BE PLAYED"

##### Gen Verde in Concert

Every Gen Verde concert is unique. A look at the possible set list will reveal new, original songs in styles ranging from rock to worldbeat, alongside newly arranged selections from their much-loved back catalogue.

Music, dance, drama & video combine to express the group's quest for harmony in today's complex and conflicted world. Some of the band's most recent creative endeavors: an instrumental dialogue between rock instruments and traditional Asian instruments (*East West*); an original Latin American salsa-style song about unity in multicultural diversity (*Encuentro*); a modern theatrical piece depicting a young person's loneliness and sense of insecurity, featuring a flash mob scene and ending with a Blues-style song (*Resto o me ne vado - Don't Want to Go*).

#### "START NOW": Dialogue, peace, unity... it begins with me

##### Workshop & Concert

The variety of artistic expertise within the group makes Gen Verde ideally suited to offer workshops across a range of artistic forms including song, dance, drama and percussion. In an intense 3-day programme called Start Now the band works with groups of young people to share skills and prepare them to perform in concert alongside Gen Verde members.

The Start Now workshop-concert programme is designed for schools, universities and colleges, conventions and youth groups, and can be tailored to specific age profiles and artistic experience. Participants are encouraged to develop existing talents and discover new ones. Through the creative and rehearsal process of preparing a show, the band and workshop members work side by side as co-protagonists and members of a team in which respect and openness are the norm.



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The programme concludes with a concert featuring Pop-Up youth performances.

This may well find its way online, but other lasting effects are more interior: the indelible experience of art as a universal language which transcends barriers caused by race, religion or gender and the sharing of skills which can be applied to everyday as well as artistic life.

#### INTERACTIVE YOUTH SESSION

Gen Verde's interactive youth session has been successfully delivered to schools, universities and colleges, conventions and local youth groups. In a lively 90 minute programme, young people are enabled to participate in singing, body-percussion, dance and drama activities.

Band members from around the world describe their own artistic journeys which touch on many of the most pressing issues of our day, to encourage and challenge the young participants, and to provoke a lively and enriching exchange of ideas, thoughts and creative aspirations.

"If the outcome of a Gen Verde session can be summed up in one word, it would be: hope," said one youth leader, "hope for each young person to fulfil their own dreams, hope in a better future for our world."

#### ***THE SONGS AND THEIR THEMES***

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Gen Verde's current concert "Music Made to be Played" and the workshop-concert "Start Now" include a set list of 20+ different pieces including songs, drama pieces and instrumentals. They take a fresh look at the challenges and choices facing individuals and society, touching on themes that go from young people's questions, frustrations and dreams, to building relationships of dialogue and peace in a multicultural but divided world.

#### ***TECHNICAL SPECIFICATIONS***

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Gen Verde's backstage production team combines technical know-how and artistry to showcase the message behind each production. When touring in Europe Gen Verde brings their own equipment for all technical fields. When the band tours in other continents usually much of the equipment must be rented. For details please see the attached technical rider (*Attachment 2* will arrive under separate cover).

#### ***NUMBER AND NATIONALITIES OF PERSONS TRAVELING***

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21 persons from: Argentina, Brazil, Chile, Ecuador, El Salvador, Italy, Korea, Mexico, Northern Ireland, Panama, Portugal, Spain, U.S.A.

#### ***LINKS TO VIDEOS***

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Gen Verde 2014 (English version):

<http://www.youtube.com/watch?v=0qy-pyzk5bY&list=UUuSTi05GBIACXtCu4zEY7FQ>

Music Made to be Played: Behind the scenes (making of the CD):

<http://www.youtube.com/watch?v=VbMGjoke734&list=UUuSTi05GBIACXtCu4zEY7FQ>

Workshop-concerts Start Now:

<http://www.youtube.com/watch?v=p1Jc366yCic&list=UUuSTi05GBIACXtCu4zEY7FQ>