



LA SHICA

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For some reason I cannot explain, I feel strongly attracted to traditional Spanish music. And it is from this music, from where I feel like working; even though I am fully aware of the rejection it causes in some minds such words as copla, folklore or flamenco.

The fact is that I am not a typical folkloric artist and I think that complicates things a bit. My most powerful influences are: Lola Flores, Diego Carrasco, La Niña de los Peines, Martírio, La Piquer, Morente Family, Chichos, Los Chunguitos, Las Grecas, Bambino, etc.

But at the same time I am fascinated by artists such as: Bjork, Camille, Joan as Police Woman, Anthony & the Johnson, Erykah Badu and a long etc.

The problem is that my brain hasn't got bookmarks nor watertight compartments where to store all this information well apart. I keep it all together in the same folder, named "Music", I guess...

So, completely unsought it get mixed in my head a big folk singing, as may be the Taranto, with a song of the latest album of Matthew Herbet.



Now that my influences are clear, I will explain my concerns and intentions_ watching how African music has traveled and derived in other amazing music as funk, candombe or samba, I wonder ...: How far can our music go? Can it evolve? Or it is condemned to live stuck in the past, surrounded by a lot of clichés and ideological or political prejudices, that even having nothing to do with it, make it an unattractive product for young people?

Well, this is what I do.

These are my intentions: retrieve, break and transform.

There I am...

”

ELSA ROVAYO "LA SHICA"

La Shica, charismatic and powerful artist. When she is on the stage, she fills it with a look and a great deal of artistry. **Winner of 2 awards at the Spanish music awards in 2011**, as best new artist and best new author of the year. Her heterodox and original proposal, it feeds not only of "copla" and "flamenco", but also of rock, rap, funk...**All these styles, mixed with flamenco dance**, are present in her performing, giving, as a result, an unusual and innovative show.



La Shica is an artist able to approach flamenco drinking from the *copla* and coloring it without fear with the more urban sounds. Hip-hop and rap are in a repertoire where there is no lack of rock or funk touches.

Born in the miscegenation of flamenco, rock, funk and rap and in her desire to find her own sound, La Shica develops an atypical language when she's on stage. Mixing the flamenco dance with a clean "cante" and a modernist aesthetic, her show is convincing and resounding.

In her creations we find a use of the scene deeper than it's usually handled in music concerts. She seeks to fill with meaning every piece that presents, through the movement, her different entrances on stage, positions, lights, silences... La Shica fills the stage with her voice, her art and her sense of humor.

She manages to capture the audiences with her grace and talent from the very first note, mixing the elegance and the intensity of traditional flamenco dance and rhythms with some modern beats and grooves. You do not need to like copla, flamenco, or hip hop, she wins with her presence!

BIOGRAPHY AND PROFESIONAL BACKGROUND

LA SHICA is Elsa Rovayo, born in Ceuta at the age of 15 she moved to Madrid to study flamenco, Spanish dance and classical ballet at the prestigious school Amor de Dios. She managed to stand out in a scene with a lot of competition and be part of the company Merche Esmeralda, José Antonio Galicia, Ricardo Franco, Sara Lezana and Alfonso Losa, among others. She also collaborated with the company Arrieritos in the show "Las trece rosas" ('The Thirteen Roses'). After performing a long time at the best tablaos of Madrid she turned in her role as singer, attracting the interest of major record companies. In 2008 she signed with Warner Music and published her first album, "**Trabajito de chinos**", (nominated for the Music Awards of Spain)

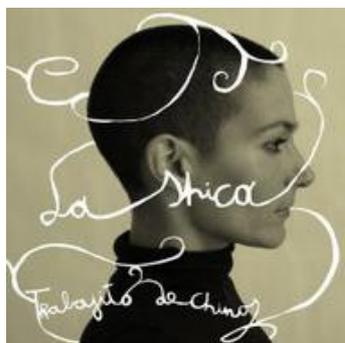
In 2010 she released her second record, "**Supercop**", produced by Javier Limon (multiple Grammy Awards, and Latin Grammy Awards). With this album La Shica won **two Spanish Music Awards** as Best New Act of the year and Best New Author.

En 2014 her third álbum was released, "Esa", produced again by Javier Limon. It was introduced very successfully at Festival Internacional Cervantino (Mexico) (FIC is the most remarkable cultural and artistic meeting of Latin America and one of the most emblematic in the world) and also at Festival de las Culturas en el Zocalo (Mexico DF)

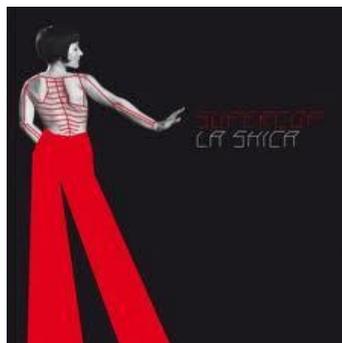
During these years she has **collaborated** in very important records such as: "Adelantando" (Jarabe de Palo), "De ayer mañana"(Eliseo Parra), "Mujeres de agua" (Javier Limón), "Bajo la corteza" (a tribute to Leño), "L'arte de maravillarme" (Joe Barbieri) or "Coplas a la muerte de su padre (Amancio Prada), OXFAM's project "Avanzadoras" (directed by Sole Giménez), "14 de ciento volando" (Pedro Guerra's tribute to Joaquín Sabina's lyrics)

She has also **share stage** with many artists: Martirio, Bebe, Macaco, Rosendo, Josemi Carmona, Rosario Flores, Jorge Drexler, Pau Donés, Rozalen, Natalia Lafourcade o Armando Manzanero. And she has also worked on plays such as LA NOTE D'À COTÉ with Alfonso de Vilallonga (Goya Award for Best Original Music by Blancanieves) or LA PIEL DEL HUEVO TE LO DA (with Sol Pico and Candela Peña).

DISCOGRAPHY



TRABAJITO DE CHINO
© 2008 WARNER MUSIC



SUPERCOP
© 2010 WARNER MUSIC



ESA
© 2014 CASA LIMON

INTERNATIONAL

From 2008 to present, La Shica has been presenting her records for much of the Spanish geography. But La Shica has not only been a stand-out artist in her country, but also abroad.

She has performed in the most outstanding festivals and venues of EUROPE:

Roskilde Festival (Denmark)
Zagreb Music Festival (Croatia)
Festival Med (Portugal)
Festival Sur La Route Des Musiques Tsiganes (France)
Sziget Festival (Hungary)
Festival Theatre (Budapest),
London Flamenco Festival (Lilian Baylis Theater) (England)
National Theatre (Bucharest)
Latin Palace (Frankfurt)
Archa Theatre (Prague)
Södra Theatre (Stockholm)
Centro de Artes (Caldas de Raihna, Portugal)
Cinema San Jorge (Lisboa)
and much more...

LATIN AMERICA:

Teatro Metropolitan (Buenos Aires)
Club Thelonius (Santiago de Chile)
Festival Internacional Cervantino (México)
Festival de las Culturas (México)

E.E.U.U.

Le Poison Rouge (New York)
Artisphere (Washington)
GlobaFEST, Webster Hall (New York)
Instituto Cervantes Auditorio (Chicago)
AuditorY Instituto Cervantes (New York)

OTHERS:

Delh Arts Festival (**New Delhi, India**)
Al-Hussein Cultural Center (**Amman**)
Instituto Español Severo Ochoa (**Tánger**)
Conservatorio de música. Dar Attakafa (**Marrakech**)
Casa de la Cultura (**Tetuán**)

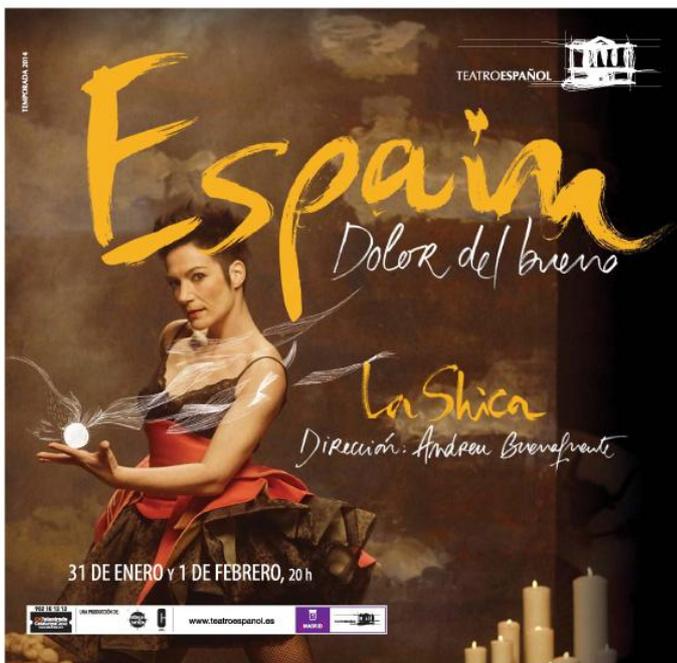
TRAJECTORY IN THE THEATER

The Shica presented his show **SUPERCOP** (2010) at the GALILEO THEATER in Madrid, and she did it with the same way of the plays or dance

In her eagerness to innovate, it was presented during 12 consecutive days in a first phase, and an entire month in a second phase in this Madrid's emblematic theater, giving the opportunity to the public to discover the true secret of her success



She was able to count every day with great collaborations of artists as diverse: Bimba Bosé, Javier Limón, Jorge Drexler, Bebe, Pau Donés, Amancio Prada, Manuel Carrasco, Martirio, Alex Ferreira, Javier Limón, El Drogas, Rosendo, Tomasito, Ajo Micropoetisa, Rosario Flores, etc...



In 2014 again she moved away from what was established and premiered a show directed by **Andreu Buenafuente**:

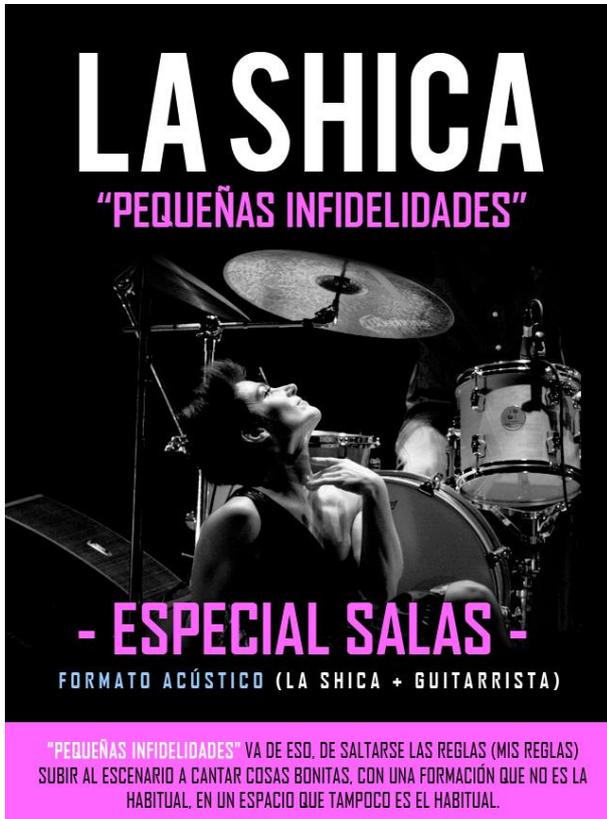
“ESPAIN (Dolor del bueno)”

The debut performance was at the very prestigious **Teatro Español** de Madrid, where she sold out all the tickets two consecutive nights.

ESPAIN is a journey through the musical memory of the Spanish culture. A work of decontextualization of some topics of culture, art and music.

A show in which the language, the costumes, the arrangements ... the form were updated.

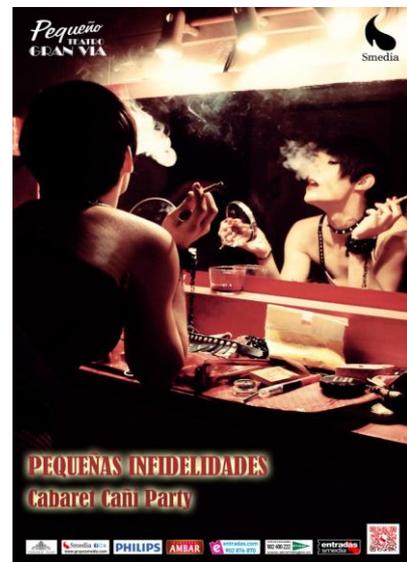
CLUB / SMALL VENUES



"PEQUEÑAS INFIDELIDADES" (SMALL INFIDELITIES)

A show with cabaret format designed for small venues where she gave free rein to her more humorous side and also more musical. A tour with voice and guitar through the calamities of unrequited love that intertwines a tasty repertoire of breakthrough females, from La Lupe to Paquita la del Barrio, Martirio, Chavela Vargas. But also José Luis Perales, Rocio Jurado, Pimpinela, etc.

A show full of delirious moments to tears that has become a classic of iconic venues like the Café Berlin in Madrid where she has to come back every season.



"It didn't seem simple that Elsa Rovayo, postmodern "coplera" and disguised, caught us with changed foot: her previous albums and various previous shows and portrayed her as a recalcitrant iconoclast that dominates the art of sensuality, sarcasm and mischief. And yet, Little Infidelities, surpasses all previous expectations and provocations ... "

(Fernando Neira, EL PAÍS)

NEW SHOW



*“Travels change you ...
The last two years I have lived in Latin America, including Mexico and Peru. And I've found a lot of coincidences between their music and ours. The sound of wood, the "zapateadores" (tap with feet), the rhythms ... What we understand by rhythm of Tanguillos has a twin brother in Peru that is called Festejo, what we understand by the rhythm of Soleá by Bulerías, could be the cousin sister of La Zamba Argentina ... ”*

Elsa Rovayo (LA SHICA)

De aquí a Lima (*From here to Lima*) is a personal reading and a selection of songs that the artist has heard on the radio while cooking, or songs she has learned in homes and concerts of friends and brought back in her suitcase.

The aesthetics of the project was defined by an anecdote that she was told in Lima about Chabuca Granda and the fact that she would have loved that her music sounded in night clubs, and see the young people on the dance floor with her music... and to try to fulfill this desire, La Shica, with her particular style and accompanied by a flamenco guitar and the fine electronics, will undress and dress again such songs as "Una larga noche" (A long night, "Cambia, todo cambia" (Change, everything changes), "Piedra y camino" (Stone and road), "Cardo o ceniza" (Thistle or ash) or "El árbol del olvido" (The tree of forgetfulness).

Nobody would have imagined that a song of Chabuca Granda could be danceable, but the Shica has done it. Her voice and dance are accompanied by the flamenco guitarist **Josete Ordóñez** and the programming and keyboards of **Mr. Didi Gutman**, with which he reaches an unequalled **mix of roots and electronics**.



LA SHICA voz y baile



JOSETE ORDÓÑEZ guitarra flamenca



DIDI GUTMAN teclados y programaciones