

When we see situations throughout the world of government corruption, lack of respect and justice, we say "lets play." And it seems like peace comes.

It's therapy. Let's play for the people. Let's play for them to be happy.

Ivan Conti Mamao, Azymuth.





# KEYFIGURES



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# WHAT

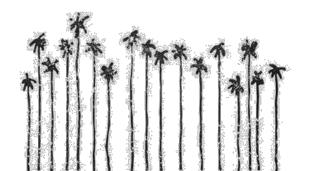
#### PRESENTATION OF THE PROJECT

Echoes is a multi format documentary project on the subject of bonding through music. The idea is to grasp the impact of music on a given society, as well as to explore the ways in which society affects its artists' creative process in return. Each edition is dedicated to a specific territory, as well as to its own questionnings.

Echoes was born out of a wish to explore a territory as well as its societies, through its musicians' sounds and its musical scenes, in order to better grapple its history and comprehend its future. Music here unravels as a common language, decrypting a complex culture.

For the first edition of the project, Brazil appeared to us as the most relevant choice. Its intermingling and the heterogeneous cultures it results of seemed to offer a particularly interesting study field for the aimed research. With its African, American, Hispanic, Japanese and Indian influences, Brazilian music is in itself a probing example of a form of coexistence between different cultures, ways of thinking and religions.

We therefore spent three months exploring the country's rhythms, to meet its faces and stories. From the roots of the Tropicalia movement in Rio, to the Afro-Brazilian cultures of Candomblé in Bahia and up to the alternative artistic movements which have been invading the streets and abandoned buildings of Sao Paulo. This journey is an invitation to the discovery of new worlds; all made possible through music.



Broadcasted between April and July of 2015 at the initiative of Sofia Lambrou - member of Phonographe Corp -, the first edition was held in Europe and Brazil.

The project is composed of:

Video episodes staring the people met during the journey;

Articles deepening the subjects tackled in the videos;

Themed playlists including exclusive uploads of very rare grooves;

Music podcasts aimed to promote new sonorities and preserve a heritage, which often lacks the necessary recognition.

22 record sellers, musicians, singers, DJs, producers and music lovers will come express themselves on their artistic process, putting in perspective the questionings of a complex and hybrid society.

Produced in collaboration Shaman Agency, the project will highlight monthly subjects on which each of the encountered actors of the industry will express their views. Under the theme of encounters and sharing, each video episode will be the occasion to explore a specific world and artistic process, as well as to open an inter cultural and generational dialogue through music.





# WHEN

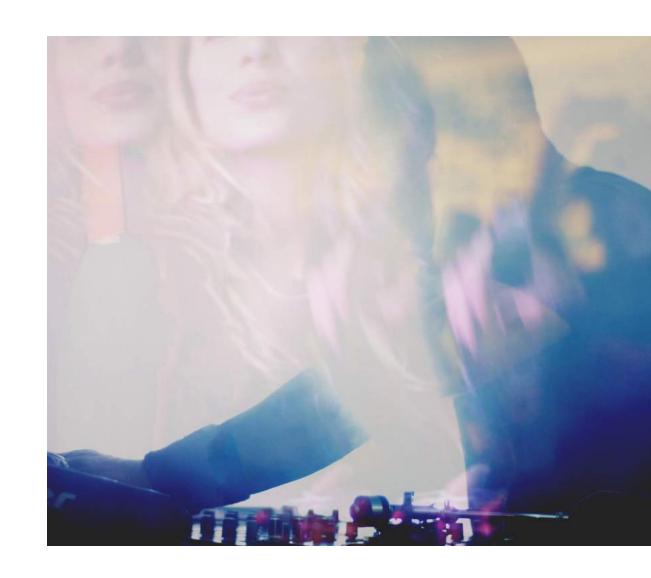
**MEETINGS** 

### **THE SERIES**

The first episode of the series will be launched on April of 2017 and will be available on Phonographe Corp's Youtube channel, produced by Shaman

# THE LAUNCHING EVENT

Echoes, in collaboration with Amical Music will be celebrating the series kick-off with a very special launching event. Legendary Azymuth will be meeting Motor City Drum Ensemble at the famous New Morning venue on April the 14<sup>th</sup> of 2017.





# THE SERIES

### THE KICKOFF

The project will be launched on April of 2017 and will last 5 months. It will unravel through 4 monthly themes, in which the 22 people met throughout the journey will paint out the portrait of diverse and complex musical cultures, along with their profound social ramifications. This will result in weekly video portraits, along with filmed musical sessions, articles, playlists and podcasts, all carried out in an effort to convey the explored environments.

The choice of a plurality of formats is the fruit of a willingness to stress the richness of the studied cultures, as well as of the importance of initiating a dialogue between them. The final idea is to highlight the existence of their causal links, forming an interconnected grid which is in constant movement and happens to translate the synergies and dialogues that can be formed through musical composition.



### APRIL OF 2017

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### THE PORTRAITS



ANDRÉ MIDANI (Rio de Janeiro, Brazil) Producer of many legendary artists such as Caetano Veloso and Gilberto Gil at the *Odeon* music label



**AZYMUTH** (Saquarema-Jaconé, Brazil) Legendary Jazz and Funk band, composed of Ivan Conti Mamao (drums), Alex Malheiros (bass) and Kiko Continentino (piano).



**SABRINA MALHEIROS** (Niteroi, Brazil) Brazilian singer, daughter of Alex Malheiros (Azymuth).



**JOE DAVIS** (London, United-Kingdom) Founder of the Far Out Recordings label (which released artists such as Marcos Valle and Joyce) and Brazilian Music specialist.





**ANTAL HEITLAGER** (Amsterdam, The Netherlands)
DJ and founder of the *Rush Hour* and *Kindred Spirits* labels.



**PATRICK FORGE** (London, United-Kingdom)

DJ, producer specialized in Brazilian music, member of the *Da Lata* band and founder of the *Brazilian Love Affair* project.



PAULO GONÇALVES (Paris, France)

Founder and co-owner of the Superfly Records record shop.



### VITOR CABRAL (Sao Paulo, Brazil)

Drummer, as part of Ed Motta's band, as well as of several other projects such as *Deep Funk Session*.



# LEANDRO CABRAL (Sao Paulo, Brazil)

Music teacher at the Conservatory *Souza Lima*, composer and pianist, as part of Ed Motta's band, as well as founder of several other projects, such as *Deep Funk Session* and *Leandro Cabral Trio*.



PAULAO SAKAE TAHIRA (Sao Paulo, Brazil)

DJ and owner of the *Patua Discos* record shop.





MARCELLO MB GROOVE (Rio de Janeiro, Brazil)
DJ and co-founder of the *Vinyl é Arte* label.



**THIAGO FRANÇA** (Sao Paulo, Brazil)
Composer, saxophone player and founder of the *Meta Meta* band, which recently co-released an album with Roy Ayers.



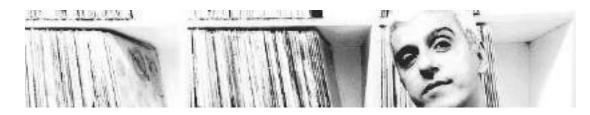
**MIKE RYAN** (Rio de Janeiro, Brazil)

Trumpet player, composer, ethnomusicologist and owner of the *TribOz* Jazz Club in Rio.



**MARC MODERNSUN** (Rio de Janeiro, Brazil)

Musician, composer and producer, founder of the *Modernsun Records* label.



**MARCELLO MALDONADO** (Rio de Janeiro, Brazil) Owner of the *Satisfaction Discos record shop and director of Rio de Janeiro's* record fair.



**MARCIO ROCHA** (Rio de Janeiro, Brazil) Co-owner of the *Tropicalia Discos* record shop.





# **TOM ASHE** (Rio de Janeiro, Brazil)

Trumpet player, music teacher and founder of the *Favela Brass* project - a free music school for the children of the Pereira Da Silva favela and its surroundings.



# PAULO TESSUTO (Sao Paulo, Brazil)

DJ, producer and founder of the Carlos Capslock project.



# MILOS KAISER (Rio de Janeiro, Brazil)

DJ and co-creator of the *Selvagem* duo. Selvagem blends disco, house, rock, techno, funk and soul of all eras and places.



# FRANCISCO FRONDIZI & FILIPE RAPOSO (Rio de Janeiro, Brazil)

DJs and promoters, founders of the *RARA* project - aimed to revamp the electronic music scene in Rio.



# MAURO FARINA (Sao Paulo, Brazil)

DJ, promoter and founder of the *Free Beats* project - forerunner of the city's occupation movement.



# RODRIGO PLAÇA (Sao Paulo, Brazil)

Record collector and aficionado.



# THEEVENT

# AZYMUTH x MCDE @ NEW MORNING

Echoes and Amical Music will be joining forces on April the 14th of 2017, in view of a unique show with the legendary Brazilian trio Azymuth. The event will be a tribute to Jazz Funk's best times.

The hailed 30-album men will be playing at the famous New Morning, in Paris, after 9 years of absence in the capital.

Motor City Drum Ensemble (Danilo Plessow) will be opening up the festivities with a World-Music-meets-Jazz & Funk kind of session, before giving way to 1h30 og Carioca elegance.

The event's closing session will be held out by Victor Kiswell and Craig Ouar.

#### APRIL THE 14TH OF 2017

New Morning 7-9 Rue des Petites Écuries, 75010 Paris, France







# WHO

**ABOUT US** 

### SOFIA LAMBROU

Founder of the Echoes Project, Phonographe Corp

As a Paris-based photography enthusiast and recently graduated in international affairs, Sofia is interested in the use of creation outside of the Arts industry. Having got close to the music industry by being a photographer and graphic designer for several Parisian promoters, she explores music through its imagery. She is currently developing several projects aimed to link musical creation and social questionings, as well as urban-planning related issues.



"This journey was the opportunity to confront myself to new worlds, as well as to new perceptions.

The idea was to discover a world through the eyes of its musicians, as well as to explore the notion of coexistence through artistic means. Being both Grek and Spanish, while growing up in Belgium, I have always felt close to the Brazilian culture, given its intermingling and heterogenous nature. Over time, I learnt to experience music and visual arts as extremely interesting means of communication, especially when it comes to grasping hybrid and complex worlds. This is why I truly wished to deepen the idea of bonding through musical expression.

Throughout these three months spent meeting such different people, learning Portuguese through hearing their stories and discovering their worlds through their music, I felt that I somehow truly understood the importance of creation within a society."



### CRAIG OUAR

Echoes Music Projects Coordinator, Phonographe Corp

Originally from the South of France, Gregoire moved to Paris in order to refine his musical knowledge. As a records aficionado, he has been putting together a carefully selected vinyl collection. He engages in transmitting his passion for Disco, Afro and Brazilian music to the Phonographe Corp collective; which he integrated in 2014. As a DJ, he performs both on radios and in clubs, where he thrives to propose enriched sets, combining Funk, Soul Afro and Brazilian music.





"What I saw in Echoes was the opportunity to speak about music from a human point of view rather than a technical one. It is an opportunity to explore the purpose that music serves within a population, a culture, understand what its composition actually brings and deepen the reason why a record would trigger an emotion, in order to better grasp the society in which it is experienced. Both through the public's and the artists' lens, the idea is to speak about complex emotions, while avoiding falling into elitism.

Echoes is a multi-format documentary which holds the idea that everyone is equal when it comes to living a moment of dancing or appreciating a melody. It is a social and human project built around this common love for music."



#### SOULEIMAN BOURI

Co-Founder of Phonographe Corp

Souleiman has been digging music with an uncommon zeal since his youngest age. This is what led him to found the Phonographe Corp collective, which he has been managing for five years now. The collective dedicates itself to electronic music, as well as to close genres with values such as dialog sharing and discovery, that are also inherent to the Echoes project.



"When we started Phonographe, it was mainly focused on electronic music. Although over the time, as we evolved, and discovered ourselves, wider tastes and interests in many activities started to emerge. In the midst of this process of growing up steadily, gaining maturity and exploring new territories, Echoes seemed like the dreamed project to leave our comfort zone and open ourselves to new horizons. The idea to speak about music with simple words, to discover it outside of our western club culture seemed essential to enrich Phonographe Corp and its purposes. Echoes thus snuggly fits the values and the shapes of our crew, while pushing the whole idea one step forward."



## THE STAKEHOLDERS



For six years now, we have been happily sharing our passion through two activities, digital-content production with our website and our social networks, as well as event organization. We aim to gather music lovers through two essential values, discovery and sharing. Our motivation is to offer musical content with exceptional stories, singular technics and foremost unique moments.



We are creative makers and skilled project managers. Our tribe brings smart tools and ideas to startups & connects brands with audiences through meaningful content.



We started Shaman because we were lucky enough to cross the path of a wide variety of multi-disciplinary makers. For many years we've built complex, fun and innovative projects with these skilled folks claiming one idea: small talented tribes can achieve more.

As a result, from early sketches to public releases, we deeply believe that our vision and methodology can take up any challenges and make it a creative success.

We are convinced that true listening and conversations can lead to meaningful iterations, ensuring that the right idea will pop up!

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# ARTISTIC CONTRIBUTIONS

# MARIE DE LA GIRAUDIERE (Paris, France)

Journalist | Contents support and research.

### **ALDRIC FLANDRIN** (Paris, France)

Graphic Designer | Graphic Charter.

### **JOSEPH DUBRULE** (Paris, France)

Sound Designer & DJ | Original music.

## **HISHAM CHEIKH** (Paris, France)

Musician | Original music.

## PAULO DIMANTAS (Rio de Janeiro, Brazil)

Filmmaker | Contents support

### **ROBERTO MOURA** (Rio de Janeiro, Brazil)

Filmmaker | Contents support

### LUANA SCHWENGBER (Sao Paulo, Brazil)

Photographer | Contents support



# CROWDFUNDING CONTRIBUTIONS

ALISON <b>AMBROSIO</b> CONS	TANCE <b>GABAI</b>	PILAR <b>ZURIMENDI</b>
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AMINA **BOURI** FLORENCE **BOYER** SEGOLENE **MOUTERDE** 

ANGELES **CUALLADO** FREDERIC **BOYER** SOPHIE **MUSSOT** 

AP **DE LA GIRAUDIERE** GREGOIRE **LARENAUDIE** THIBAUD **GALESNE** 

AXEL **AMOUYAL** ALEXANDRE **JOUANNEAU** THOMAS **CAZENAVE-PIARROT** 

CAROLINE **BOUDARD**JUSTINE **DE LA GIRAUDIERE**VERONIQUE **BOYER** 

CATHY **PUTTEMAN** MAXIME **GAUTHIER** VICTOIRE **SAIBRILLER** 

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