



## PRESS RELEASE

# **16th edition of Mawazine Festival Rhythms of the World**

## **DJ Snake at Mawazine**

The 16th edition receives the phenomenal DJ Snake at the OLM stage on Wednesday, May 17th.

**Rabat, on Sunday, March 12th 2017:** Mawazine renews its passion for contemporary and urban music and announces the performance of Dj Snake on the turntables on the OLM Souissi stage Wednesday May 17th.

Born in Paris in 1986 as William Grigahcine, DJ Snake lives in the United States where he with lightning speed not only asserted his artistic talent as he world's best-selling artist, but also became a real cultural phenomenon. Dj Snake started his artistic career in 2009 as producer before he was awarded a Grammy in 2011 for his work as co-producer of Lady Gaga's album, *Born This Way*. Dj Snake's first huge hit was *Turn Down For what*, a collaboration with Lil Jon that turned out to be the a global best-seller in 2014, selling more than 8 million copies, 240 millions of streams (five times Platinum in the USA). The clip went on to win four MTV VMA prizes, including 'Best Direction" prize, a Grammy nomination for "Best Music Video" category. Shot straight into the charts at No. 1, DJ Snake met with the unanimous approval of the best critics. Rolling Stones magazine listed *Turn Down For What* as one of best music in the year 2014.

Quickly after *Turn Down for What*, DJ Snake starts a successful collaboration with Aluna George with *You Know You Like It*, which shot straight to the top of the rankings. The single demonstrates the artist's ability to perform on the radio, as the song became one of the fastest in the Mainstream and Rhythmic Top 40. *You Know You Like it* was also certified double Platinum less than a year after its release.

DJ Snake kept pace in 2015, making his first appearance at the mythical Coachella Festival. The same year he collaborates with Major Lazer on *Lean On*. True to his music style, this collaborative work represents a symbolic hymn highly appreciated pop song in the Top 40 as in the most famous world music festivals. Selected as song of the summer, *Lean On* also became the most broadcast title on Spotify, earning 4 platinum records. As to the clip, it was destined to make history as one of the videos most viewed on YouTube, clocking up more than 2 billion views.

Never resting on his laurels, Dj Snake will release the same year the title *Middle* double



platinum record winner and a true musical renewal for radio stations around the world.

March 2016, Dj Snake releases the video clip *Middle*, starring actor Josh Hutcherson of the movie Hunger Games.

August 2016, Dj Snake releases his first album *Encore* from which came the huge hit with Justin Bieber *Let Me Love You*. Following this release, Ryan Seacrest (American Top 40 Radio) announces that Dj Snake is the first French artist to have had as many N° 1 titles in the United States. History is now sealed and stamped!

The year 2017 augers extremely well. Concert follows concert and festival follows festival. (Ultra, Coachella, Lollapalooza). It is now obvious that DJ Snake will never stop surprising us!

### **Useful Information:**

**16th edition of Mawazine Festival Rhythms of the World: May 12th to 20th 2017.  
DJ Snake's concert will take place on the OLM stage Wednesday, May 17th, 2017**

#### **About Mawazine Festival Rhythms of the World:**

Established in 2001, the Mawazine Festival Rhythms of the World is the essential rendezvous for music amateurs in Morocco with, for the last 15 years, over 2 million festivalgoers at each edition. Held every month of May over nine days, Mawazine offers a rich and diversified program where world stars from the four corners of the world make of the cities of Rabat and Salé a world stage for music.

Committed to promote Moroccan Music, the Festival devotes more than half of its shows to national artists. As a firm believer in the values of peace, tolerance openness and respect, 90% of the concerts are free of charge so that everybody can enjoy it. Mawazine also participates in the region's economy, attracting tourists from all over the world; thus making of Morocco once every year a world music stage.

#### **About Maroc Cultures Association:**

Created In compliance with the provisions of November 15, 1958 Dahir, and further to a General Assembly held in Rabat on October 23, 2001, Maroc Cultures is a non-profit association whose main mission is to offer to the public of Rabat-Salé-Zemmour-Zaër region a highly professional cultural and artistic entertainment worthy of the capital of the kingdom. Echoing the fundamental values of His Majesty King Mohammed VI development policy, Maroc Cultures materializes this mission through Mawazine Rhythms of the World Festival as well as various events, multi-disciplinary symposia, plastic art exhibitions and concerts.