



## PRESS RELEASE

### **16<sup>th</sup> Edition - Mawazine Festival Rhythms of the World**

#### **The music legend Nile Rodgers from CHIC at Mawazine**

*The Multi Grammy winning artist Nile Rodgers will be on the OLM Stage next Sunday, May 14th*

**Rabat, March 30th, 2017** - The Maroc Cultures Association is pleased to announce the concert of the multi-Grammy-winning composer, producer, arranger and guitarist Nile Rodgers, from CHIC at the 16<sup>th</sup> edition of the Mawazine Festival Rhythms of the World. There is no shortage of superlatives to convey the impact Nile Rodgers has made to popular music thanks to tracks like « Good Times », « Get Lucky », « Le Freak » and so many more.

Among music legends, Nile Rodgers is truly exceptional. He amplifies his legacy as a multi-Grammy-winning composer, producer, arranger and guitarist by constantly and successfully expanding the boundaries of popular music. As the co-founder of CHIC, Rodgers pioneered a musical language that generated chart-topping pop hits like "Le Freak," sparked the advent of hip-hop with "Good Times," and won CHIC eleven Rock and Roll Hall of Fame nominations. His work in the CHIC Organization, established with bassist Bernard Edwards, and his productions for artists like David Bowie and Madonna have sold over 200 million albums and 50 million singles worldwide while his innovative, trendsetting collaborations with Daft Punk, Avicii, Disclosure, and Sam Smith reflect the vanguard of contemporary music. He has four decades of pop anthems with more than 200 production credits to his name.

If 2017 is any indication, Nile Rodgers is already setting more precedents in his own illustrious career. He'll join the Rock & Roll Hall of



Maroc-Cultures

Fame's Class of 2017, receiving the HOF's "Award for Musical Excellence," and was recently the featured keynote speaker at the illustrious South by Southwest Music Conference. Earlier in 2016, Rodgers scored four #1 hits on, including his collaboration with Christina Aguilera on "Telepathy." Nile was inducted (along with Bernard Edwards) into the Songwriters Hall of Fame and he accepted the "EBONY Icon Award" at the EBONY Power 100 Event in Los Angeles. The French Embassy in New York also bestowed Nile with the "Ordre des Arts et des Lettres" medal. Signed to Warner Bros., Rodgers is currently recording *It's About Time*, the first new CHIC album in 25 years. "I'll Be There," the album's first single, went to #1 on the Billboard Dance Charts while the accompanying video generated nearly three million views in less than a week. One of the world's most dazzling headliners, Rodgers continues to tour globally with CHIC.

A native New Yorker raised in the city's thriving bohemian subculture, Nile Rodgers established the CHIC Organization Ltd. after partnering with bassist Bernard Edwards in the Big Apple Band. Between 1977-1983, CHIC's blend of jazz, funk, and disco dominated the airwaves and has since influenced a range of hip hop and EDM acts, ultimately distinguishing CHIC as the "most sampled band in history" (*The Guardian*, 2011). They produced "Everybody Dance," "Dance, Dance, Dance (Yowsah, Yowsah, Yowsah)," "I Want Your Love," "Good Times," and "Le Freak" — the biggest-selling single in Atlantic Records' history.

Beyond the CHIC Organization, Rodgers has achieved commercial and critical triumphs for artists like David Bowie (Let's Dance), Duran Duran ("The Reflex"), and Madonna (*Like A Virgin*).

Rodgers is Chairman and Founder of the We Are Family Foundation (WAFF), a non-profit organization he launched in 2002 that's dedicated to the vision of a global family by creating and supporting programs that promote cultural diversity while nurturing the vision, talents, and ideas of young people who are changing the world.

After surviving an aggressive form of cancer, he published his critically acclaimed self-penned autobiography *Le Freak: An Upside Down Story of Family, Disco and Destiny* (2011)



The full scope of Nile Rodgers' career is still hard to fathom, and it's not just ongoing, it's in overdrive," remarked Rolling Stone, who named Rodgers one of "the 50 Most Important People in EDM" (2014).

### **Useful Information:**

**16<sup>th</sup> edition of Mawazine Rhythms of the World Festival.**

**Nile Rodgers concert will take place on the OLM Souissi Stage on Sunday May 14<sup>th</sup> 2017.**

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

Established in 2001, the Mawazine Rhythms of the World Festival 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.