

PRESS RELEASE

**17<sup>th</sup> Edition of the Mawazine Festival Rhythms of the World**

## **Mawazine 2018, more popular than ever!**

**Rabat, June 30<sup>th</sup> 2018:** Organized from the 22<sup>nd</sup> to the 30<sup>th</sup> of June 2018 under the High Patronage of His Majesty King Mohammed VI, the 17<sup>th</sup> edition of the Mawazine Festival Rhythms of the World ended in style after nine days of unforgettable concerts, highlights and shared emotions. For this edition, Mawazine has once again crossed the threshold of 2,5 million spectators, Moreover, it is millions of viewers that have celebrated this year music from around the world through the screens of national and international television channels as well as through social networks! Maroc Cultures wishes to express its deepest thanks to its audience, always more faithful than ever.

As every year, festival-goers have vibrated on many occasions with a national fervor and a large number of tributes, rendered by artists, to Morocco and its culture.

### **Mawazine, a unique model of success!**

A record-breaking festival, with an attendance growing year after year, Mawazine has once again confirmed its place as an international musical event.

Embodying the values of openness and tolerance, the event positioned the cities of Rabat and Salé at the center of the world cultural calendar, offering an unmissable showcase for the region. Mawazine also offers free access to 90% of its festival-goers. All kinds of music and audiences were at the rendez-vous!

A major player in the democratization of access to culture in the Rabat-Salé region, Mawazine has been contributing its support to the regional tourism economy, helping to boost the hotel, transportation and restaurant industries.

To reinforce more the cultural dimension of the festival, of sharing, accessibility, tolerance and openness, Facebook. To further reinforce the cultural dimension of the festival, sharing, accessibility, tolerance and openness, Facebook, the first social network in Morocco and in the World has decided to join Mawazine this year. With the common goal of facilitating youth access to entertainment and culture, Facebook and Mawazine have gathered people together around moments of joy and sharing, relaying them live or through the many different features with their communities on Facebook.

Mawazine has provided infrastructures, welcoming and safety conditions worthy of the best international festivals, playing a leading role in the creation of a professional national entertainment industry, creating added value to tourism and the economic fabric of the country.

### **The highlights of the 17<sup>th</sup> edition**

On the OLM Souissi stage, Bruno Mars brought together all generations for a unique performance and exceptional concert especially when he paid tribute to our country Morocco through one of his songs. An incredible musical moment!



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An American rap icon, the Moroccan French Montana also expressed his happiness to be performing his native country, and his pride to be a Moroccan by repeating several times "Ana Maghribi", while the duo "The Chainsmokers" released their great game by turning the scene of the OLM Souissi.

In front of festival-goers, Damso, one of the greatest representatives of French hip hop, showcased his incredible talent of showman by delivering compositions with various influences ... All under the cheers of the crowd dancing the night away!

As for the Canadian star Abel Tesfaye, aka The Weeknd, he offered a incredible show in front of a huge crowd, in a sound universe that mixes funk, electro, RnB and rap pop.

At the Mohammed V National Theater, the Lebanese soprano Majida El Roumi gave a true tribute to Moroccan music by singing "Ya Bent Bladi" by Chaqqara to a delighted audience.

There were also numerous performances by Douzi, Aminux, Najat Aatabou, H-Kayne, Senhaji and many others who have showcased the great variety of Moroccan music and the immense talent of national artists!

### **Evenings under the sign of emotion!**

A true symbols, Stati and Najat Aâtabou, who are among the undisputed masters of the Moroccan chaâbi, were a sensation on the Salé stage in front of their many fans who came to cheer them.

The most awarded Puerto Rican artist of his generation, Luis Fonsi, has, in turn, marked the spirits of the OLM Souissi and sung, in chorus with the public, his now legendary hit, *Despacito*, which has exceeded 5 billion views on YouTube!

Another intense moment of this last day, the Emirati diva Ahlam was present on the Nahda stage accompanied by a hundred musicians! An incredible show for a grandiose and unprecedented performance!

### **Celebration of Morocco but also altruism and solidarity!**

At the Bouregreg venue, the French rapper Rilès gave performancefull of a colors and announced that he was donating the fee of his performance to a Moroccan association. A surge of generosity that has been widely applauded and reminiscent of what many artists have already done in the past during Mawazine, just like La Fouine in 2017, who had donated part of his fee to the "Maison des Enfants Lalla Hasnaa".

Great moments are to be mentioned on the Bouregreg stage with huge artists from Africa including Seun Kuti, Sidiki Diabate, Ebo Taylor ... who have conquered an African audience.

On the historical venue of the Chellah stage, it is the beautiful voices of the world and the lyricism of their performance that have enchanted an audience of faithful connoisseurs.

Fire-eaters, jugglers, acrobats, percussionists, gnawas ... have invaded the streets of Rabat allowing residents to celebrate the festival and their city.

### **A grandiose 17<sup>th</sup> edition thanks to .....**

This extraordinary success has been made possible thanks to the loyalty of the public that Mawazine would like to thank warmly, the trust of the artists, the presence and coverage of the national and



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international press, the support of partners, customers and sponsors, the professionalism of the companies participating in the organization and the commitment, know-how and technical skills of the festival teams.

Maroc Cultures also wishes to thank the local authorities and security services who spared no effort and to ensure that Mawazine takes place in the best conditions of safety, calm and serenity for the population.

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### **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 drawing for the past 15 years, over 2 million festivalgoers at each edition. Held over a period of nine days, Mawazine offers a rich and diversified program where performers from all four corners of the world make of the cities of Rabat and Salé a world stage for music. Committed to promoting 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 for everyone to enjoy. Mawazine participates in the region's economy, attracting tourists from all over the world; and is a leading player in the creation of a real entertainment industry in Morocco

### **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.