



BIOGRAPHY

Carlos Vives

"Amaranto Molina" in "The Low Tone Club"

Two-time GRAMMY® and fifteen-time Latin GRAMMY® winner, Carlos Vives is one of the most important figures in Latin music today and is the creator of a new sound based on the traditional music of the Caribbean coast and the northern region of Colombia. With over 10 billion streams across platforms and selling more than 20 million albums worldwide, Carlos has become an ambassador of Colombia in the world. His singles such as "La Gota Fría," "La Tierra del Olvido" and "La Bicicleta" alongside Shakira have been taking the culture and value of Colombian identity to all corners of the world, earning international recognition for the music of his country.

Carlos' award-winning work "Cumbiana" includes not only an album, but also the Latin GRAMMY®-winning documentary "The lost world of Cumbiana," and the book "Cumbiana, stories of a lost world," exposing a true creative universe around the origin and the evolution of cumbia. For 2022, Vives is set to release "Cumbiana 2," which continues the success of "Cumbiana" with songs such as "Canción Bonita" with Ricky Martin, "Currambera," "Besos en Cualquier Horario" with Mau and Ricky and Lucy Vives, in addition to his most recent hit "Baloncito Viejo" with Camilo, that is leading the radio charts in all Latin America.

He is additionally the founder of the initiative "Tras LaPerla" to promote sustainable development in the city of Santa Marta, and its influenced region by the Sierra Nevada and Ciénaga Grande. As his most beloved slogan indicates, "united in diversity," Carlos Vives has made his mark across generations through music and inspired advocacy for Colombian culture.