

AGOGO
RECORDS

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PRESS VITA

"BRAZILIAN RAPPER LAÍZ & THE NEW LOVE EXPERIENCE RELEASES A REMARKABLY SELF-ASSURED DEBUT, ELA PARTÍU (AGOGO RECORDS), COMBINING TROPICALIA AND SAMBA WITH HER LANGUID FLOW TO PRODUCE A LIVELY MODERN LATIN AMERICAN TAKE ON HIP-HOP"

**The
Guardian**

"THIS IS DAMN FINE...AND TOO DARN GOOD TO PASS UP"
-SOUNDS AND COLORS

"LAÍZ HAS IMMENSE JOY"
-SONG LINES

"WHAT A SUPERB ALBUM"
LAURENT GARNIER (FIP, FR)

"STRONG, TENDER, AND AN OUTSTANDING NEW FIGURE IN GLOBALLY-MINDED HIP-HOP"
POP MATTERS

"OUTERNACTIONAL EXCELLENCE"
WORLD TREASURES MUSIC

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ABOUT THE ARTIST

Brazilian hip-hop, with a golden-era glint and a 20-strong cast is given fresh impetus on Ela Partiu, 24 year old rapper Laiz's breakout recording on Agogo Records.

The Brazilian rapper immigrated to Germany in 2019, quickly leaving her mark in the Berlin Jazz scene, by mixing Hip-Hop to Afrobeat and Jazz. Gaining recognition from local musicians she started on her studio recordings in 2021, glowing with pan-African collaborations, and rooted in Laiz's love for tropicália and Brazilian music old and new - think Tom Zé and Marcelo D2 - The rapper and her collective have been getting international attention since their debut Album Ela Partiu on September 13th.

Lyrically ruminating on emigration, the songs are drawn from Laiz's experiences, as well as those experiences of the international guest musicians, many who are global south artists, emigrants, who call Germany their home. The roll-call of artists from Germany's nascent hip-hop, soul, jazz and global music scenes is impressive, with musical identities and expressions plugged in, from Cuba, Algeria, Brazil, Colombia, Germany, Australia, South Africa, Ivory Coast, Ghana, Sudan, Peru, USA and Madagascar.

There's little doubt Ela Partiu offers new bridges between tropicalia, Brazilian MPB and hip hop, lighting up Brazilian musical traditions in similar ways that Marcelo D2 or Criolo attempted. Its joyful, yet poses serious questions, and with a highly talented group of emigrant musicians from every corner of the globe, it's so much more than a Brazilian record, brought to life by a talent and traveller who thrives on the off-beat path, and is clearly still finding her way.



POSSIBLE LIVE SETS

RAP CONCERT

DJ, SAXOPHONE, LAIZ

LIVE/DJ

HORNS SCRATCH
PERCUSSION, LAIZ

BAND HIP-HOP

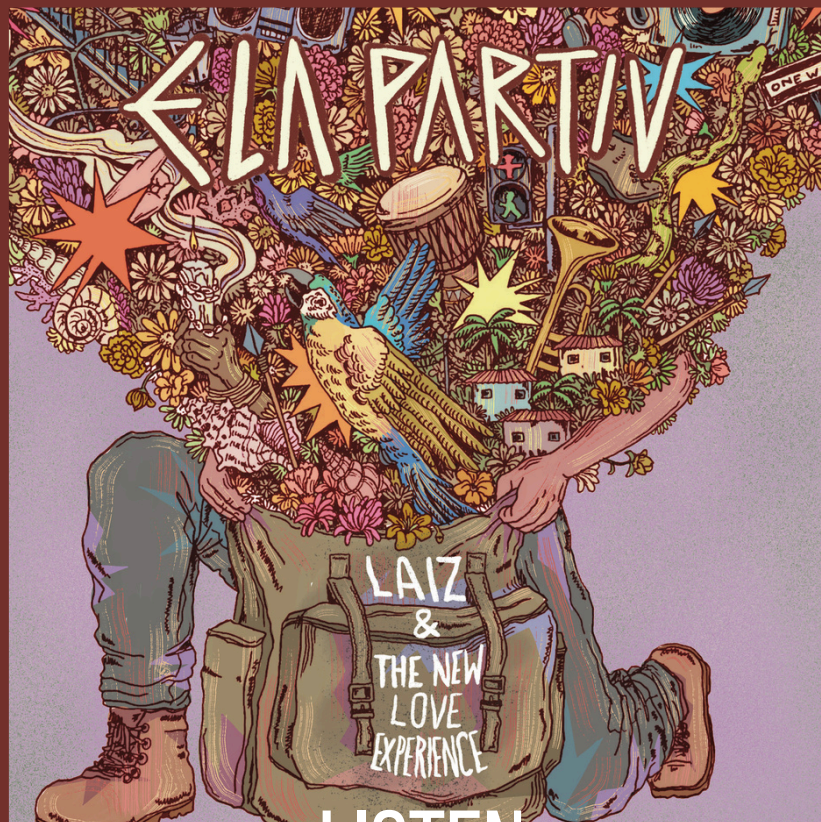
DRUMS, SAX, KEYS,
BASS, PERCUSSIONIST,
SCRATCHER, LAIZ

FULL BAND

DRUMS, SAX, KEYS,
BASS, PERCUSSIONIST,
SCRATCHER,
TRUMPET, LAIZ

BOOK

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