



For immediate release | February 2011

Contact: Berta Corredor | Olga Mayoral  
Cultural Office | Embassy of Spain  
[berta.corredor@spainculture.us](mailto:berta.corredor@spainculture.us) | [olga.mayoral@spainculture.us](mailto:olga.mayoral@spainculture.us)  
202-567-2138

+ Info: [www.spainculture.us](http://www.spainculture.us) | Press



## 9:30 Club presents VETUSTA MORLA

March 21, 2012  
U Street Music Hall  
1115 U Street NW  
Washington, DC 20009

Concert starts @8pm  
Doors open @7pm

### Tickets

\$15

Buy Tickets:

[www.ticketfly.com/event/99145](http://www.ticketfly.com/event/99145)



Cultural / Office /

2375 Pennsylvania Ave, NW  
Washington, DC 20037  
United States

T. +1 202 728 2334  
F. +1 202 496 0328  
[www.spainculture.us](http://www.spainculture.us)





9:30 Club presents VETUSTA MORLA  
March 21, 2012 | U STREET MUSIC HALL

*The band that exploded onto the Spanish indie music scene at U Street Music Hall*

Washington, DC – SPAIN arts & culture and 9:30 Club organized a live concert in U Street Music Hall of one of the most popular Spanish bands, after their performances in New York and South By Southwest Music Festival.

Vetusta Morla is a **Spanish indie rock band formed in the late 90s**, with the aim of going beyond the stereotypes of that genre. They work on adding sounds and rhythms that come from outside the rock tradition, but keeping the core, not falling into world music.

**Their live shows are forceful and intense.** Their lyrics prefer image suggestion to unequivocal messages and invite the listener to participate actively. These are the artistic cornerstones of their music. Both contribute to a feeling of belonging that grows in their listeners: that he or she is also part of that creation and is directly involved in the musical experience (which, of course, actually happens).

Vetusta Morla are also **unconventional** about the way **they present themselves and manage their work.** Their **two albums to date**, *Un Dia en el Mundo* (2008) and *Mapas* (2011) have been both released by Pequeño Salto Mortal. It's a label they created to offer themselves a secondary road to bypass the usual channels of the recording industry. That's how they managed to avoid an apparent paralysis of the Spanish showbiz industry, that rejected their demos several times. Their journey from absolute anonymity to be one of the most recognizable bands in the independent scene in Spain, without help from any record company, has become an inspiring system failure in the music business.

**They are both musicians and label owners**, but always have in mind music as a goal in itself and not as a tool to achieve something else. This perspective in which art always comes first plus honesty and teamwork are the key ideas of Vetusta Morla's idiosyncrasy. The project is an emotional adventure, rather than a form of business. This perspective, paradoxically (but perhaps not so oddly), has led them to the **top of the charts**, to win several of the most prestigious awards in Spain and to a **sold out tour in their country and others like Mexico and Argentina.**

Vetusta Morla try to put Internet on their side, making a direct use of social networks and carrying out actions designed to use to their advantage the so called pros and cons of technology. Projects such as an application for Facebook called *Explorador de Mapas (Maps Explorer)* or a [website](#) with free and full-length streaming of their albums, which received thousands of visits the first day of release.



## PRESS CUTTINGS AND AWARDS:

- “*Un día en el mundo* was a gold album that sold 35,000 copies and turned the band into a reference by releasing it themselves, the do-it-yourself kings. Things didn't end there, in May of this year they released their second album called *Mapas*, that has certified their commercial success. The proof? This month they sold out five consecutive concerts in *La Riviera* which seats 2,500 people!” *El Mundo*, Spanish National Newspaper, November 2011.
- “*Mapas* is a record that continues along the same path, exquisite rock, smoothed over with catchy melodies and an elaborate sound crossed with abstract lyrics. Following on from *OK computer*, by Radiohead and a more intense Coldplay, Vetusta Morla stand to lead the live rock concert scene in Spain” *Público*, Spanish National Newspaper, May 2011.
- *Un día en el mundo*, is chosen as **the best Spanish LP** of the decade by the **magazine Indymag**, January 2010.
- The group received **two of the four Rolling Stone Awards** for ***Group of the Year***, and ***LP of the Year***, for *Mapas*, November 2011.

## DISCOGRAPHY:

2005, *Mira* EP (Label: Pequeño Salto Mortal)

2008, *Un día en el Mundo* LP (Label: Pequeño Salto Mortal)

2011, *Mapas* LP (Label: Pequeño Salto Mortal)

**For further information (Bio, Audio, Photos...): [Vetusta Morla Electronic Press Kit](#)**

\* Government of Spain —through the Embassy of Spain's Cultural Office in Washington, D.C. and its network of General Consulates and Cervantes Institutes in key cities— promotes Spanish culture and art in the United States and strives to strengthen bilateral cultural, artistic and academic exchanges. Spanish-American cultural cooperation aims to create multiple links between the creative sectors of both countries and promote Spain's contemporary artistic expression with special attention to Americas Hispanic Community, striving to emphasize plurality expression and opinion, in line with Spain's own diversity in language, creativity in the arts and unique cultural heritage.

Follow us on [www.spainculture.us](http://www.spainculture.us) / Facebook <http://www.facebook.com/SpainArtsCulture>  
Twitter [www.twitter.com/SpainCultureUSA](http://www.twitter.com/SpainCultureUSA)