

# Quote Sheet

## ROGERS & COWAN, INC.

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### JUANES – Un Dia Normal Album & Tour Sample Press

*“the single most important figure on the Latin music scene”*

*“Juanes [is a] Stirring Voice of Hope”*

*“...the first great Latin album of the year... songs that live up to the phrase timeless classic”*

*“The Best Latin Album of The Year”*

*“[Like] U2 does at its best... It was Juanes at his raw best”*

*“...the year's best single: "A Dios Le Pido.”*

*“If the Beatles had written a cumbia, it would sound like La Luna”*

*“piercing guitar lines that were probably godfathered by Eric Clapton”*

*“[Juanes’ duet with Nelly Furtado is] a shining moment”*

*“he's got an authority no pop vocalist could claim”*

*“Hip-shaking Shakira may be Colombia’s most famous pop star- but Juanes is its best”*

*“a tropical postscript to the Song of Solomon -- sacred and sexy, a plea for life, a supplication for one more minute of breath to say "I love you" to those who matter.”*

*“Juanes already possesses the solid songwriting and arranging skills that have served [artists] like Tom Petty or John Mellencamp so well.”*

*“Whether it's Bruce Springsteen or Kurt Cobain, the best musicians transform personal experiences into something universal. By that yardstick, Colombian singer-songwriter Juanes is off to a promising start”*

*“Juanes is a figure like Bono or Sting: an idealistic songwriter who never forgets how to entertain... Juanes doesn't hide his seriousness, but he puts it across as a determination to endure and rise above troubles... [He] has found a way to mesh the personal and the political. His songs about finding love and compassion, sung with a somber ardency, can apply to both romance and the turmoil in Colombia”*

*-Jon Pareles, New York Times*

*“[Juanes] has emerged as **the single most important figure on the Latin music scene...** His live show [is] a powerful performance that should not be missed.” - Agustin Gurza, Los Angeles Times*

*“The winner of five statuettes at September's Latin Grammys — he already has won nine in all — [Juanes has] tunes that blend romantic sentiments with a keen social conscience.” – Elysa Gardner, USA TODAY*

*“Juanes [is a] Stirring Voice of Hope... Un Dia Normal is a worthy follow-up -- well-crafted, rich with catchy hooks... It includes subtle blends of pop, rock and indigenous Colombian styles such as vallenato ("A Dios Le Pido,") ska and guasca, a country style ("La Paga"), and the reggae-influenced cumbia ("Luna"). [Un Dia Normal] is an almost defiant affirmation of life and a new faith in the power of love and pop harmonies, though all of that is tempered with reminders to live each moment fully because it can be one's last.”*

*- Fernando Gonzalez, Washington Post – album review*

*“Los Angeles has witnessed a pop-culture first -- the creation of a Latin-music superstar in its own backyard... [Juanes] symbolizes the long-awaited success of alt-Latino, the most invigorating trend in Latin pop music today... He originally came here from his native Colombia as a skinny, shaggy singer-songwriter and virtual unknown looking for his start. He had a batch of brilliant songs in his head and nothing but dreams in his pockets... Juanes returned in triumph Friday night with a rousing performance before an adoring crowd at Anaheim's House of Blues, the artist so beloved now for his soulful music that young women at the edge of the stage reached to caress his calves as if he were some living god... Juanes proved during the show that his music is even more powerful and stirring in concert... The power of [‘A Dios Le Pido’] was vividly demonstrated at the close of Friday’s show. From its opening twangy guitar lines, the club burst into joyful song and dance, the crowd throbbing with rhythms and pulsing with the song's irresistible spirit... **judging from his thrilling performance, he remains true to his roots and his heart.**”*

- Agustin Gurza, *Los Angeles Times* – concert review

*“A Singer's Answered Prayer- Juanes' Music Hits A Universal Chord... Juanes' impassioned "A Dios le Pido" was also the showstopper and show-closer at Friday's Hispanic Heritage Awards at the Kennedy Center's Eisenhower Theater, so moving that after the official good night, a cast that included honorees Ricky Martin, Carlos Ponce and Jaci Velazquez assembled onstage for another rousing chorus... **fans may have difficulty resisting the slim, shaggy-haired 28-year-old singer, whose thick eyebrows and smoldering good looks are the match of his soul-searching lyrics.**”* –Richard Harrington, *Washington Post* – “Style” section COVER story

*“Juanes knocked the Latin music world on its collective ear last year ... [His] two albums show Juanes' ability to combine different styles — rock, cumbia, salsa, reggae, ballad, folk — but he says the consistent theme in his music is emotion.... [In Colombia], **“A Dios Le Pido” has become a sort of touchstone for a nation ravaged by war.**”* –Adrian Sainz, *Associated Press*-feature profile

*“A Gem of Colombia - **Rocker Juanes is a musical ambassador of hope**... the Colombian artist with the biggest music-business buzz is Juanes... The Spanish-speaking world has taken his positive message to heart. **“A Dios Le Pido” hit No. 1 throughout Latin America and Spain.***

”-Isaac Guzman, *New York Daily News* –“Now” section COVER story

*“**Juanes has blessed us with the first great Latin album of the year.** [Twelve] heartfelt, life-affirming songs that span from the hotly danceable to the intensely reflective, **songs that live up to the phrase “timeless classic”**... what he started on *Fijate Bien*, bringing a sense of poetics and meaning back to songwriting and creating just the right chemistry between lyrics, melody, harmony and rhythm, is brought to full fruition on *Un Día Normal*... there is a stunning duet with the fabulous Nelly Furtado on ‘Fotografia,’ replete with intoxicating choruses”* - Ed Morales, *Newsday* – album review

*“**because of the unprecedented success of his album - “Un Día Normal” has been in the top 10 of the Billboard Latin album charts for an incredible 74 week - Juanes' star has never looked brighter**... he had the crowd revved up to floor-shaking intensity with his rock-meets-traditional Colombian repertoire. With his cowboyish good looks and ability to write melodic, driving songs that offer optimism in the face of his country's nightmarish political violence, **Juanes has become king of Latin pop and rock. Like few before him, Juanes has found the right balance between commercial pop, strong songwriting, artistic integrity and sex appeal...** For his young fans, he makes the world safe despite its bombings and betrayals”* - Ed Morales, *Newsday*

*“Hip-shaking Shakira may be Colombia’s most famous pop star- but Juanes is its best... *Un Día Normal* (A Normal Day) [is] the confirmation of Juanes as a master songwriter, guitarist and singer who immediately hooks you with simple melodies that are soaked in subtle touches of genius. If *Fijate Bien* was intimate, *Un Día Normal* is all-out. **‘A Dios le Pido,’ the album's first single and an instant classic, opens the disc with a frontal attack of Juanes' alternative Colombian folk. From then on, the album never lets go, whether it's the cumbia reggae, the ballads or the memorable cover of underrated Colombian salsa legend Joe Arroyo's "La Noche," which closes the album and leaves you breathless. [Juanes’] vocal prowess after two albums is nothing short of amazing... There's also that duo with Nelly Furtado (“Fotografia”), a match made in heaven and one of the best songs of the year... should consolidate [Juanes] as the smartest name in Latin pop.**”* - Enrique Lopetegui, *L.A. New Times* – album review

***Un Dia Normal matches his previous effort, even raising the bar a notch... The hooks come with pleasant frequency and the lyrics are heartfelt, clever and not quite as serious and angry as those of its predecessor. 'A Dios le Pido' kicks off the album with urgent energy and guitar work that sounds simultaneously Colombian and Caribbean. The title ballad is a catchy call to seize the day, and 'La Paga' borrows a page from Manu Chao's crazy carnival book. 'Fotografia' is a melodic, fun-loving duet with Nelly Furtado - who knew the bird-like hipster could sing in Spanish so well? a solid release that sounds better with each spin.***

- Richard Chang, **Orange Co. Register**- album review

***"... spearheading a Colombian renaissance that has pleasantly stunned the rest of the Latin world... it is Juanes who has been most identified with social conscience this year, illustrated by "A Dios Le Pido,"***  
- Steve Morse, **Boston Globe** – feature profile

***"In less than a year, Juanes has become an international pop phenomenon... Juanes has happily taken on the role of unofficial ambassador for his country."*** - Bob Young, **Boston Herald** – feature profile

***"They stood there, flush against the stage, waiting...members of America's fastest-growing youth population - young, hip, and Latino - didn't budge... they stood, nearly transfixed. Waiting... "Juanes! Juanes! Juanes! Juanes!," they chanted... Finally, alterna-latino sensation Juanes emerged... a sparkling silver electric guitar hanging over his shoulder, he strummed softly - one, two - then began to rock hard. With three other guitarists joining in - two electric, one a traditional folk instrument - the message was clear: This isn't your mother's Colombian music... He started with "Fijate Bien"("Pay Close Attention").... It's a song that delivered him from minor sensation to international superstar. And no wonder. **With its eerie message of caution, set to a catchy guitar rhythm, the song makes you dance and think, the way U2 does at its best... It was Juanes at his raw best...** His music is a crush of Vallenato, salsa, R&B, soul, with a heap of rock. It's unlike any kind of music you've ever heard, yet has a familiarity that makes it easy to love... His chiseled features make the girls swoon. **But Juanes is all musician, all the time**"*** - Cindy Rodriguez, **Boston Globe** – concert review.

***"In today's landscape of Latin music, all signs point to Colombia... in the movement's vanguard stands singer songwriter Juanes... Juanes has racked up an astounding string of accomplishments... Nowadays, such is his stature that when he talks, important people listen. For instance, Alvaro Uribe, the newly elected president of Colombia, requested and received an audience with Juanes earlier this week in Washington, D.C. (Uribe was there to speak with Treasury Secretary Paul O'Neill.) Uribe even took in Juanes' D.C. show Tuesday. Now that's a feat that even U2's Bono, international mystery man of diplomacy, would hard-pressed to surpass... [In Concert] Juanes proceeded to tear up the joint... [he] led a celebration of life in the face of anarchy... It all culminated with "A Dios Le Pido," his ardent prayer for peace. He returned for encores, including the slyly prophetic "La Noche" (with the line, "I'll remember this night"). That's an emotion that we'll second"***  
- Laura Emerick, **Chicago Sun-Times** – concert review (picked "A Dios Le Pido" as "the year's best single")

***"...when [Juanes'] name was called to come claim the [Latin Grammy] he was so emotional, he could barely articulate his thoughts... [but] he concluded with confident, almost declaratory coda: 'This is for Colombia,' he said, holding the statuette aloft for a second before bringing it back down to his breast... 'Everyone knows about the war in our country,' Juanes says. 'But there is another country too: The one where people are sick of all that, where there are so many hard-working people struggling for a better life, and where the arts are -- and have been -- flourishing' ... 'This has been going for years, for decades,' he says, as if 'Adios Le Pido' and his first album, the searing Fijate Bien, weren't groundbreaking worldwide sensations... [Juanes'] response to 9/11 was the dazzling "A Dios Le Pido," a prayer in which he asks God for life and love and happiness for those he loves: 'That my country stop shedding so much blood and that my people may be lifted up,' he sings in what might be seen as a tropical postscript to the Song of Solomon -- sacred and sexy, a plea for life, a supplication for one more minute of breath to say "I love you" to those who matter."***- Achy Obejas, **Chicago Tribune**

***"Colombian singer/songwriter Juanes follows up his critically acclaimed eponymous debut with a well-penned collection... the uptempo lead single "A Dios le Pido," [is] a prayer for life and love set over thrusting percussion and almost pizzicato, Caribbean-hued guitars... the kicker for many will surely be "Fotografia," a charming duet with Nelly Furtado that perfectly captures the mainstream possibilities of singing in Spanish."***  
- Leila Cobo, **Billboard** – album review

“There is a wonderfully amusing cultural bilingualism (or schizophrenia, if you will) in Latin music right now.

Finally, there's a generation that has grown up bicultural and bilingual... But this generation has made a curious decision: It will talk in flawless English. It will jive and hustle in street English to get by. And it will play guitar -- the electric guitar -- in English... But it will sing, damn it, in Spanish... [The concert had] **timeless rock archetypes with a twist: a three-prong guitar attack, a super-tight rhythm section with a heart-jumping back beat, and clean, clear, piercing guitar lines that were probably godfathered by Eric Clapton**... But Juanes -- who says that if he crosses over it will not be in English - doesn't just sing in Spanish, his whole lyrical universe is in Spanish... even though he can use the language of Eminem and Ani DiFranco and laugh and pun with ease, just like most of the Latino kids in his audience... "Did you see? Did you see those two girls at the side of the stage?" he grinned, switching from English to Spanish and back again, his doe-eyes wide with amazement and delight backstage after the show. "They were gringas -- gringuitas! -- and they knew every word in Spanish!"

They were singing right along -- OK, they had a little accent -- but they were great!.. **This, really, is as culturally bilingual as it gets....** He stuck the big hit, "A Dios Le Pido" (No. 1 in too many countries to list for the last three months), somewhere in the middle and picked the encores to jive, soneando with a reserved Anglo cool over an electric cumbia beat. Oh, yes: Here are the funky, snappy guitar riffs -- but here, too, is a song as devastating as any to citizens of Third World chaos: "Careful where you walk, you just might step on a bomb."

- Achy Obejas, Chicago Tribune - concert review

“When Nelly Furtado joined Juanes two-thirds of the way through his show Wednesday night, it only added to the electric excitement in the Mayan Theatre for the Grammy-winning Colombian singer-guitarist... Juanes worked the crowd and took in the adoration, even leaping into the audience at one point to delighted female shrieks. Yet there's no ego out of control here at all. Instead, he's a musician first, star on the rise second. While he has those boyish looks, he's a rocker all the way... Should Juanes decide to record material in English, crossover success can almost be assured. But as it is, he doesn't need to be pushed into such a transition and marketing move. **His audience is already loyal, as he finds a musical vision of his own.**”

- Daryl Morden, Hollywood Reporter – concert review

“at a packed Billboardlive, **Juanes showed himself to be the real thing -- an artist for whom playing live is as natural as breathing**... onstage, Juanes' guitar is indisputably the lead voice, articulating both rhythm and melody -- by turns jagged and bouncy, sweet and powerful, the bones and the heart of his music. He pulls together rock and cumbia, the United States and Colombia, so that they sound vividly organic.. **a real artist playing real songs that provoke real feelings, he's got an authority no pop vocalist could claim**”

-Jordan Levin, Miami Herald - concert review

Spirituality runs through *Un Dia Normal* (A Normal Day), but it's a spirituality built on faith in humanity as much as in God... Musically **it's playful and relaxed, filled with pop melodies and Colombian folk rhythms and powerful, agile playing from Juanes** on everything from electric guitar to more obscure instruments such as the mandolin and the Colombian tiple. **It's often deliriously romantic. If the Beatles had written a cumbia, it would sound like La Luna...** ‘Fotografia,’ a lovely duet with Nelly Furtado, has the oddly moving effect of making you feel like you're listening to a dialogue in Juanes' head, as he struggles with missing a lover and the feelings her memory ignites.” - Jordan Levin, Miami Herald – album review

“**When it comes to the year's top Latin artists, Juanes stands alone ...** However you want to measure success, 2003 belongs to Juan Esteban Aristizabal. Juanes's album *Un Día Normal* moved more copies than any other disc in Spanish this year, spending the entire year on Billboard's Top Ten Latin album chart (after parking there for eight months in 2002) ... **“If we've told you once, we've told you a thousand times: Go see Juanes!...**

Uplifted by his lyrics, you might end up singing a little prayer of your own:  
If I die, let it be of listening to Juanes.” – Celeste Delgado, Miami New Times

“**The follow-through punch of Juanes's *Un Día Normal* (A Normal Day) is a winning blow for the fledgling Latin alternative scene in the United States...** The concept behind *Un Día Normal* derives directly from Colombian folklore. ‘Un Día’ gives rock treatment to salsa from the coast, bambuco from the plains, and guasca, the country music of Juanes's native Medellín. Rather than remark on danger, Juanes is now searching for simple pleasures... There are still social themes, but the outlook is more optimistic It's no wonder that the first single from the album, "A Dios Le Pido" (I Ask God), is a prayer”- Miami New Times – album review

***“Whether it's Bruce Springsteen or Kurt Cobain, the best musicians transform personal experiences into something universal. By that yardstick, Colombian singer-songwriter Juanes is off to a promising start... the confident work of an emerging star... Musically, Juanes wraps his themes in an irrepressibly upbeat blend of rock, salsa, reggae and traditional Colombian styles....the sound is fresh and addictive.”***

- Jim Abbott, **Orlando Sentinel** – feature profile

***“As the U.S. is finally seeing Latin culture becoming less marginalized, acts such as Juanes are finding that they're allowed to just be themselves, and success follows. Juanes' persuasive blend of hard rock and superstar presence certainly owes much to the Latin rhythms upon which its based, but don't expect a conga line. His shows are notoriously rockin' affairs.”*** – **Orlando Weekly** –concert preview

***“Colombian singer-songwriter Juanes's second solo album is many things: poetic, lyrical, heartfelt, and intelligent. Ordinary, however, would not be among the list of adjectives. The humble title, Un Dia Normal, is more a description of the album's overall themes... Un Dia Normal finds [Juanes] contemplating an array of inner emotions--primarily life, love, and loss "La Unica" is a sweet and tuneful love letter, while "Mala Gente" finds Juanes damning a cruel lover to hell--literally. "A Dios le Pido" is an intoxicating swirl of cumbia, reggae, and folk rhythms, but it's the bittersweet duet "Fotografia" that truly soars. Juanes's unassuming vocal style is the perfect complement to Canadian songbird Nelly Furtado's lilting soprano, creating a shining moment among an already impressive collection of gems.”*** -Joey Guerra, **Amazon**

***“The Best Latin Album of The Year... [With Un Día Normal] Juanes played it smart. He bypassed the hype, the expectations and just made quality music... Juanes remains miles removed from the goopy, overproduced and melodramatic Latin pop fare that fills the airwaves. His brand of Latin pop revels in infectious, earthy rhythms, pure, beautiful melodies and spacious arrangements that let the tunes breathe... Un Dia Normal is an exceptional piece of work indeed. "Es Por Ti," is like a luxurious bubble bath you never want to leave... the song is a pure pop gem.... Juanes doesn't write anything that smacks of ordinariness.”***

– Mario Tarradell, **Dallas Morning News** -album review

***“Electrifying show... Juanes may be the first in a wave of truly multidimensional Latin pop artists. As his show made clear, Juanes already possesses the solid songwriting and arranging skills that have served [artists] like Tom Petty or John Mellencamp so well.”*** –Matt Weitz, **Dallas Morning News**-concert review

***“Fusing tropical rhythms with rock force, Colombian guitarist Juanes thrilled his fans... From the moment he bounded on stage, the fans were on their feet -- and they stayed that way all night. It was quickly evident that the slim and shaggy-haired singer is a natural performer, as he easily bonded with the audience... Juanes is almost a household name in the Latin rock world. Yet he didn't act the role of a star, coming across as a humble and hungry young rocker... Juanes is also a philosopher who injects reflections and questions into his music.... it is also evident that Juanes has the kind of vibrant energy and contagious persona to keep the fans on their feet all night. Ultimately, his driving force is his unique fusion of catchy tropical dance rhythms, melodic rock power and inspirational lyrics.”*** -Ramiro Burr, **Houston Chronicle** –concert review

***“Colombian rock-pop singer Juanes symbolizes the newfound success of Latin-alternative music in the United States. A Latin-music phenomenon the kind of which hasn't been seen north of the border since the Mexican supergroup Maná first hit it big in the late '90s, Juanes has been selling out venues across the country... Juanes performed a solid set of songs that kept 1,500 adoring fans dancing and singing throughout the night... His music needed no translation. Take "Es por tí," which Juanes called his favorite song. It was during this tune that the singer was the most passionate and interactive with his fans, even coming off the stage to sing in front of the first row... Juanes and his band returned to the stage and performed two more tunes, but only after a persistent and boisterous crowd refused to leave the floor after such an energizing finale.”***

- Hiram Soto, **San Diego Union Tribune** - concert review

***“Colombian pop star and guitar shredder Juanes, [creates a] combination of fiery Latin rhythms and subtle rock bombast... [Juanes'] musicianship, singing and writing abilities make him perhaps Latin music's most interesting solo artist. Judging by his first two solo efforts, the spotlight on Juanes should only increase.”***

- Enrique Lopetegui, **Phoenix New Times** – feature profile