

CASE STUDY

Rosalía

'We were captivated by her from the very beginning!'

Rosalía is a Spanish artist with her roots and heart in the folkloric culture of flamenco and who is fusing that tradition with other genres to take her own unique sound and style to the world.

She studied flamenco throughout her childhood and began performing as a teenager. As recently as six years ago she was teaching flamenco, championing music that is ingrained in Spanish culture classroom by classroom.

Now, in partnership with Sony Music, she is spreading the word rather more rapidly, and much more spectacularly, popularising and modernising flamenco all over the world, country by country.

Her first album, *Los Angeles*, was released in 2017, attracting some attention and critical praise. It was her second album, *El Mal Querer*, however, that was the real breakthrough, garnering global acclaim and topping the Latin Pop Album charts in the US. At the Grammy Awards 2020 (where Rosalía performed) it won Best Latin Rock, Urban or Alternative Album – the latest landmark in an ongoing journey.

Influential music media brand *Pitchfork* made *El Mal Querer* one of its top 10 albums of 2018 and perceptively described Rosalía as "less an ambassador for flamenco than the innovator of her own fascinating hybrid".

Jen Mallory, EVP and General Manager, Columbia Records, calls Rosalía "a unique artist in a league of her own, completely redefining pop music" affirming that "this type of music has literally never been done before" and admitting that "we [Columbia] were captivated by her from the very beginning!"

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JEN MALLORY
EVP and General Manager,
Columbia Record



She continues: "José María Barbat and Afo Verde signed her out of Sony Spain and then we up-streamed her to Columbia US after the *El Mal Querer* album cycle.

"Rosalía was a huge star in Spain when we signed her, and she was already developing around the world. Our primary focus at first