



## ANNOUNCING PEACE & RHYTHM'S NEW VINYL 7" 45 RELEASE: BIO RITMO'S "ORIZA" B/W WHISKEY BARONS REMIX



### BIO RITMO - ORIZA 7" 45

**Artist:** Bio Ritmo

**Release:** Oriza

**Format:** 45 RPM 7" vinyl single

**Special feature:** red vinyl

**Cat. no.:** P&R-45-004

**Release date:** 12/01/15

**Airplay:** FCC clean

**Official site:** <http://peaceandrhythm.com/artists/bio-ritmo/>

**Band site:** <http://bioritmo.com/>

**Official video:** <http://bioritmo.com/videos/>

**Listen:** <http://bioritmo.com/musica/oriza/>

**Wholesale order direct:**  
[peaceandrhythm45@gmail.com](mailto:peaceandrhythm45@gmail.com)

...a brilliant reimagining of a classic song. Great stuff as usual from **Bio Ritmo**. Bill Lupoletti, Global A-Go Go

Richmond, Virginia's **Bio Ritmo** have always been ahead of the curve when it comes to making original salsa that appeals to both the head and the heart. For the last couple of decades, their music has been a refreshing alternative to the brand of "Teflon" salsa made today by a lot of artists (you know, that horribly bland, overly commercial, or overly conservative style that seems to get major label support still). Their latest full-length, *Puerta Del Sur* (Vampisoul, 2014) is their best yet and stretches their approach to even higher ground.

They occasionally do a cover tune, usually from a source that has long been an inspiration to the band. In the past, everyone from **Roger King Mozian** ("Asia Minor") to **Bobby Valentín** ("Sigues Critcando") has been fodder for the **Bio Ritmo** treatment. Now it's **Cortijo y su combo**'s turn, with the iconic *Oriza*. But here the band take the frenetic Santeria/bomba hybrid

of **Ismael Rivera** and Cortijo's seminal version of the **Silvestre Méndez** tropical standard and slow things down for a **funky cumbia**, in a nod to both their Colombian fans and a successful attempt at putting a "nuevo ritmo" (new rhythm) to the song, just as the lyrics suggest. The intro starts with an old timey feel, as vocalist (and album cover artist) **Rei Álvarez** does a humorous Spanglish transmutation of the inimitable Ismael Rivera over a posse of growling wah-wah muted trumpets. Pianist **Marlysse Simmons** brings not only some super fun synths but also debuts her backing vocals in an excellent tribute to the classic Cortijo sound of the "coro de voz femenina" (falsetto chorus) made famous by saxophonist **Eddie "La Bala" Pérez**. The tune also has an amazing montuno bridge that is pure salsa, where the trumpets let loose. The rhythm, led by timbalero **Giustino Riccio** and conguero **Héctor "Coco" Barez**, is tight as ever. Recorded at the same time as *Puerta Del Sur* but left



Bio Ritmo photo by Chris Smith



off the album, “Oriza” might not have seen the light of day on vinyl if the **Peace & Rhythm** crew had not suggested they save it from purgatory and co-release it post haste. Over all, a monster booty-shaking number guaranteed to get the party moving whether you dig salsa or not. The **B-side** features a dope dancefloor rework by the **Whiskey Barons** with **Bosq** on **mini-Moog** for an extra-added stanky skank to the beat. And the whole thing’s wrapped in super freaky cover art featuring the orisha Eleggua towering above the post-industrial landscape of Richmond, VA, like some B-movie monster from Silvestre’s nightmares.

**About the band:**

Blazing a trail by playing some of the hardest hitting and far reaching modern salsa for nearly 25 years now, **Bio Ritmo** have grown into one of the most intriguing and influential Latin dance bands of the last two decades. They are **true rebels** who have defied being pigeonholed. They have helped pioneer a new generation of musicians (aka *nueva generación*) that thrive on the spirit of experimentation that once defined the **70’s Latin sound** that came to be known as ‘salsa’. From hipster rock clubs in Brooklyn to ‘salsa bars’ in Cali, Colombia, **Bio Ritmo** keeps the bodies on the dance floor with their nitty-gritty, vintage grooves while turning heads with their experimental synth tones, innovative harmonies and thought provoking lyrics. They convert the skeptics who only

know the overly commercialized, tacky veneer of Latin music and challenge the purist who hitherto believed the genre died during the 90’s. They have a fierce, almost punk rock **DIY ethos** that pervades their attitude and style, releasing their records either by themselves or on indie and hip-hop labels like **Merge**, **Fat Beats** and **Electric Cowbell** (and now **Peace & Rhythm**). They cite Stereolab and Brazilian psychedelic music as influences in the same breath as name-dropping Ray Barretto, Roberto Roena and classic Fania records. It’s no surprise that their latest record, **Puerta Del Sur**, came out on a Spanish label (**Vampisoul**) whose mission is to resurrect ‘lost’ Latin music. The band’s motto: **Salsa Revolution!**

**Peace & Rhythm** was founded by internationally respected tastemaker DJs **Andujar** and **Bongohead**. The **Oriza 45** is available from the **Peace & Rhythm webstore**.

For promotional purposes we can send digitals, as well as any physical copies you may need of the 45.

Don’t hesitate to contact us for an **interview** with the band or to **book the group** for a live concert.

And please let us know what you think! **Contact Andujar/Peace & Rhythm** at [peaceandrhythm45@gmail.com](mailto:peaceandrhythm45@gmail.com).

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