

DURATION: 4:04

## **REPORT ON AM444/ROOTWORDS COLLABORATION**

NYON, SWITZERLAND (20 JULY, 2015) (ACTUA PR – ACCESS ALL)

1. VARIOUS OF AM444 AND ROOTWORDS REHEARSING

2. (SOUNDBITE) (English), JAY.SOUL, BASSIST OF AM444 SAYING:

“We talked on Skype to get to know each other a little bit and discuss the plan about two month ago or one month ago. And we decided I would send some demos, instrumental tracks, so they could both listen and see if there are tracks that they both like. Julio started writing to it and he sent us what he did.

And then she started to write. And then I kind of rearrange and put it together.”

3. AM444 AND ROOTWORDS REHEARSING

4. (SOUNDBITE) (French) JULIO M. NKOWANE, RAPPER OF ROOTWORDS SAYING:

“I started writing regarding social medias. How it invades your life. It’s like if Internet what an open Pandora box. There’s a lot of information, of knowledge, it’s infinite.

5. AM444 AND ROOTWORDS PERFORMING ON STAGE

6. (SOUNDBITE) (English) CHACHA, SINGER OF AM444, SAYING:

“It’s not only about the bad part. It’s also about the good part like how we are able to work together with Rootwords. It’s also because of Internet. I think that’s the positive way and also the negative way. How we balance this I think.”

7. (SOUNDBITE) (French) JULIO M. NKOWANE, RAPPER OF ROOTWORDS SAYING:

“She recorded the mock-up and also sent me the lyrics. So it was in Chinese. I had to use google translate to understand. I didn’t understand everything because the translation was not entirely correct. But when I met her for the first time with jay, yesterday, we discussed and I understood that she was actually taking the other side of my writing.”

8. AM444 PERFORMING ON STAGE

9. VARIOUS OF LUA ZHOU

10. (SOUNDBITE) (English) LUA ZHOU, JOURNALIST LE TV, SAYING:

“The documentary is called Paleo experience. We want to bring this festival culture and also festival live concerts to Chinese audience in video.”

11. AM444 AND ROOTWORDS REHEARSING

12. CHINESE TV FILMING THE REHEARSAL

13. (SOUNDBITE) (English) LUA ZHOU, JOURNALIST LE TV, SAYING:

“We have a long tradition in music festival. We are still very young in music festivals, so there are a lot of things we can learn, there are a lot of things we can bring back and create something new.

14. (SOUNDBITE) (English) CHACHA, SINGER OF AM444, SAYING:

“I think we have that kind of feeling we want to introduce our music to the world. Also I think that the world has that kind of feeling that he want’s to know more about the Chinese music scene. I think that’s how it match together.”

15. VARIOUS OF CROWD AT AM444 CONCERT

STORY: As for the past 13 years, Village du Monde is hosting its Guest of honour. This year the stage is dedicated to the light-filled lands of the Far East, highlighting the region's immense cultural wealth.

AM444, the dutch-chinese band that performed on the stage the Dôme in Paleo's Village du Monde was invited by Paleo to collaborate with a Swiss band, Rootwords. "We introduced them several mock-ups of all the Swiss bands performing this year and they chose them." Explains Jacques Monnier, the head of programming for Paléo to the Swiss newspaper Le Matin. The duet offers a unique creation produced with the Swiss rapper Julio M. Nkowane. The artists explain in how they started working together by skype and the song's topic is about the role of social media in our life. Julio also explains what he had to do to understand the lyrics written in chinese by ChaCha, the singer of Am444. "I had to use google translate to understand. I didn't understand everything because the translation was not entirely correct. But when I met her for the first time with jay, yesterday, we discussed and I understood that she was actually taking the other side of my writing."

The band was also followed the whole day by a Chinese webTV, LeTV. The journalist Lua Zhou is preparing a web documentary on Paleo that will feature the international project "The Global Festival Trip". She explains that with her work she wants to "bring the culture of the festivals and live concerts to the Chinese people."