

## GRAMMY MUSEUM<sup>®</sup> AND BULOVA PRESENT *DEEP HEART: ROOTS, ROCK & THE MUSIC OF CARLOS VIVES*—OPENING MONDAY, NOV. 13

SPECIAL EXHIBIT TO SPOTLIGHT ICONIC GRAMMY<sup>®</sup>- AND LATIN GRAMMY-WINNING COLOMBIAN ARTIST; VIVES TO APPEAR AT THE MUSEUM'S CLIVE DAVIS THEATER FOR INTIMATE OPENING NIGHT EVENT

**LOS ANGELES, CALIF. (OCT. 26, 2017)** — The GRAMMY Museum<sup>®</sup> L.A. LIVE and Bulova are pleased to present *DEEP HEART: Roots, Rock & The Music Of Carlos Vives*, a new exhibit opening Monday, Nov. 13, 2017. Located on the Museum's third floor, this one-of-a-kind exhibit will offer visitors an in-depth look at the iconic career of the two-time GRAMMY<sup>®</sup>-winning and 11-time Latin GRAMMY-winning Colombian singer/songwriter who pioneered the integration of the indigenous and vallenato sounds of his country into popular music. The exhibit opens three days following the Nov. 10 release of Vives' latest album, *Vives (To Live)*.

On display through November 2018, the exhibit will feature, among other items:

- The outfit Vives wore for his first big telenovela appearance on "Escalona"
- Vives' first GRAMMY Award: Best Traditional Latin Album for 2001's *Dejame Entrar*
- Vives' 2015 Latin GRAMMY Award for Best Contemporary Tropical Album for *El Rock De Mi Pueblo*
- Hand-painted props used in the music video for his award-winning collaboration with Shakira, "La Bicicleta"
- Handwritten notes and lyrics used during the making of his 2013 Latin GRAMMY-winning album, *Corazón Profundo*

"It's an absolute honor to be able to pay tribute to one of Latin music's most influential artists, and the music of Colombia, through this new exhibit," said Nwaka Onwusa, GRAMMY Museum Curator. "Carlos Vives helped shape the new Colombian and Latin American sound. We are thrilled to share his incredible story with our visitors."

"Carlos Vives has had an enormous impact on music both in Colombia and here in the United States," said Scott Goldman, GRAMMY Museum Executive Director. "While his work as a singer, composer, actor, and entrepreneur has touched millions, his commitment to music education as part of his Rio Grande music school continues to inspire future generations of music creators. We hope this exhibit will be just as inspiring."

"Bulova is proud to work alongside the GRAMMY Museum to promote such an inspirational and educational exhibit featuring Carlos Vives, one of the most influential Latin artists of our time," said Robert Christiano, EVP Marketing at Bulova.

"I feel very honored to be able to share the story of my musical history and its evolution throughout my 25-year artistic career," said Vives. "Thank you to the GRAMMY Museum for this opportunity."



On the night of the opening, Vives will visit the GRAMMY Museum to participate in its popular “An Evening With” public program series featuring an intimate performance and Q&A hosted by David Fricke, senior writer at *Rolling Stone* and the host of “The Writer’s Block” on SiriusXM Radio. Tickets to An Evening With Carlos Vives are \$35 and can be purchased by GRAMMY Museum Members and American Express cardholders beginning Thursday, Oct. 26 at 10:30 a.m. PST. Tickets go on sale to the public on Thursday, Nov. 2 at 12 p.m. PST. For tickets and more information, visit [www.grammymuseum.org](http://www.grammymuseum.org).

### **ABOUT CARLOS VIVES**

Born in Santa Marta, the third largest city of Colombia’s Caribbean region, singer, composer, actor, entrepreneur and UNICEF ambassador Carlos Vives is one of the most important artists in Latin America, and one of the biggest and most influential artists in music. In his 25-year career, Vives has created a new form of music combining rock with the Vallenato and ancient sounds of Colombia, and in the process sold 20 million albums, earned 11 Latin GRAMMY Awards, and two GRAMMY Awards. His most recent Latin GRAMMYS came in 2016 for Record Of The Year and Song Of The Year for “La Bicicleta,” a collaboration with GRAMMY and Latin GRAMMY winner Shakira. In addition, in 2014 Vives received *Billboard’s* Spirit of Hope Award for his humanitarian work, and the BMI President’s Award for his career achievements. In 2015, the city of Los Angeles declared Oct. 23 to be “Carlos Vives Day,” and in 2017 Vives received an Honorary Master’s Degree from the prestigious Berklee School of Music.

Vives has strong ties to the indigenous peoples of the Sierra Nevada de Santa Marta. He has made them central characters in his lyrics and music videos, has sung in their ancient language and has invited them to participate in his concerts. He has also spoken frequently about the great influence that the Afro-descendant culture has had on his music. He has worked to preserve, protect and promote these special and endangered communities and the environment in which they live.

Set for release on Nov. 10, his 18-track new album *Vives* features the worldwide smash hit “La Bicicleta” and his latest hit “Robarte Un Beso.” The album also includes a children’s song, “Monsieur Bigoté,” featuring the voices of Vives’ children, Elena and Pedro Vives, and the Rio Grande music school chorus. The album, which explores themes of love, peace, domestic abuse, and other important issues, also features special guests Thalía and up-and-coming artist Cynthia Montaña. The album name means “to live.” With the release of this album, Vives wanted to share that simple yet strong message to encourage people to live their lives to the fullest.

### **ABOUT BULOVA**

Founded by Joseph Bulova in 1875, Bulova remains an iconic brand at the forefront of today’s timepiece industry — forever pursuing a profound history of firsts.

Headquartered in New York City, with eight international offices and distribution in 65 markets, Bulova’s distinguished portfolio includes Bulova, Caravelle, Wittnauer watches, as well as licensed Harley-Davidson Timepieces by Bulova watches, Frank Lloyd Wright Collection watches and clocks, and Bulova Clocks. Today, Bulova is driven by the same principles of craftsmanship, innovation and technology that inspired their founder more than 140 years ago. Committed to advancing the art of watchmaking with extraordinary design, exclusive



high-performance technology and enduring quality that upholds a tradition of excellence and meets the needs of today's global consumer. For more information, visit [www.bulova.com](http://www.bulova.com).

### **ABOUT THE GRAMMY MUSEUM**

Established in 2008 as a partnership between the Recording Academy and AEG, the GRAMMY Museum is a non-profit organization dedicated to cultivating a greater understanding of the history and significance of music. Paying tribute to our collective musical heritage, the Museum explores and celebrates all aspects of the art form—from the technology of the recording process to the legends who've made lasting marks on our cultural identity. In 2017, the Museum integrated with its sister organization, the GRAMMY Foundation<sup>®</sup>, to broaden the reach of its music education and preservation initiatives. As a unified organization, today, the GRAMMY Museum fulfills its mission of making music a valued and indelible part of our society through exhibits, education, grants, and public programming.

For more information, visit [www.grammymuseum.org](http://www.grammymuseum.org), "like" the GRAMMY Museum on [Facebook](#), and follow @GRAMMYMuseum on [Twitter](#) and [Instagram](#).

# # #

### **CONTACTS**

#### **Crystal Larsen**

Communications Manager

T. 213.763.2133

[clarsen@grammymuseum.org](mailto:clarsen@grammymuseum.org)

#### **Diana Baron**

For Carlos Vives

[diana@dbaronmedia.com](mailto:diana@dbaronmedia.com)