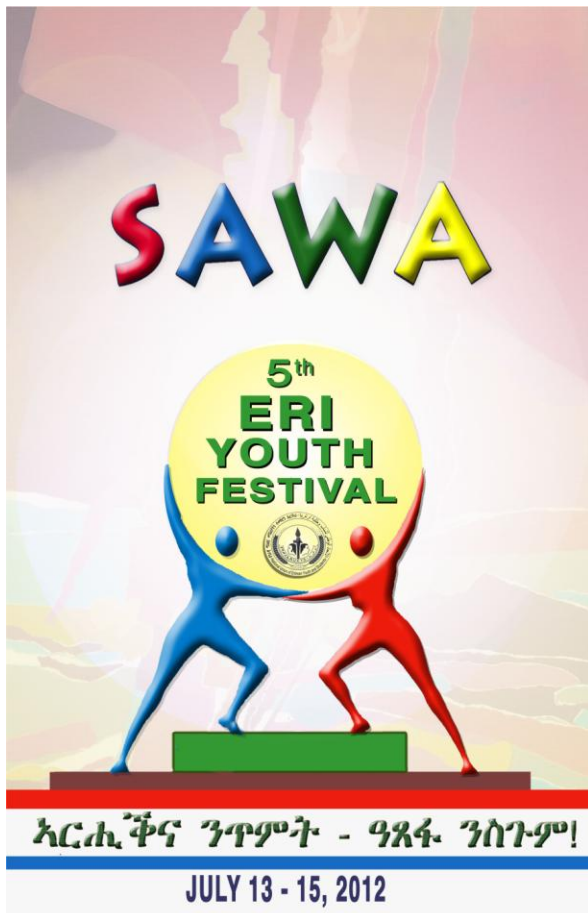


SAWA 2012

Universal & EriArtista Sounds



Yared Tesfay

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SAWA 2012

Sawa Festival 2012

As preparations for the grand 5th Sawa Festival celebrations get underway, it comes as no surprise that music will take center stage. Eritrea's history is a story shared in the music of Eritrea past and new. During struggle for independence, music and drama was used for education and mobilization and it was a means of expressing the hopes, pains and suffering of the people of Eritrea. After Independence, music played a vital role in mobilizing support for the rehabilitation and development of Eritrea. Once again, Eritreans continue to rely on their own ingenuity and resources to rebuild their country from scratch and they have made remarkable progress, unparalleled in all of post independence Africa.

At this historic juncture, musicians and artists from all over the world will converge on Sawa to participate in the historical 5th Sawa Youth Festival. There will groups such as **FULANI** Afro Band from Guinea, 2009 MTV Africa Award winner **AMANI** from Kenya, East African Superstar, **JACKIE CHANDIRU** from Uganda, South Africa German based singer **LEBOGANG MASEMOLA**, one of west Africa best Kora's **LAMINE SESSU** from Senegal and **MISS JOJO** from Rwanda. Amongst the many productions that will be on display in Eritrea this year will be a musical collaboration by Eritrea's artists such as America Got Talent semi finalist **ERIAM SISTERS** from Seattle USA, **NJOY** from Sweden and many more. This production which will depict Eritrea's illustrious history and post independence success and showcase the talents and diversity of African's artists, as well as Eritrea's music. Come join us, come to Sawa's Grand 5th Festival which will take place from **13-15 July 2012**. We hope to see you in Sawa Eritrea.

EriAm Sisters – Seattle USA



The Eriam Sisters (Eritrean American Sisters) is a music group who became known after their appearance on [America's Got Talent](#) 2009. There, they sang [Michael Jackson's](#) song "[I Want You Back](#)" which aired just a day before he died. **The sisters were seen as the next [Destiny's Child](#) by the judges of America Got Talent. Specially Piers Morgan was very excited and told the girls "you are the future". He said this after the girls performed the song "crazy in love" by Beyonce. These historical and astonishing voices are found on [Reverb nation site](#). Seattle Theater Group featured the girls as the best young artist of the year 2009 and Mayor Denis Low handed the girls a key to the city for their extraordinary talent.**



NJOY – *Gothenburg Sweden*

This promising POP/R & B group consists of the three Friends, Ruth Mussie, Irena Krsteva and Jerusalem Yemane, who grew up in Gothenburg. With music as their passion they have both studied and practiced music since childhood. With their style, sound and talent, these girls fill a void in the Swedish music scene. They have released a debut single "Schizo" and are currently working with materials for their coming album.

Calle Fleur, critic at King-size Magazine, writes about NJOY:

"It's about time Sweden got their own Destiny's Child" (King-size magazine No. 2, 2009)

Andreas Carlsson, producer and songwriter (Jury of "Idol"), impressed by the girls' live performance, expressed following: *"That was fantastic, you have a lot of potential ... I'm actually very surprised that there is a girl band in Sweden at your levelyou are very talented and I would*

like to work with you" (Andreas Carlsson, Feb 2009)



AMANI – *Nairobi Kenya*

Cecilia Wairimu better known for her stage name **Amani**, is a pop musician from [Kenya](#). She has won various awards, including the Best Female category at the 2009 [MTV Africa Music Awards](#).

Her first single "Move on" was a radio hit, and was followed by hits single "Tahidi" and "Papii" in 2001 ^{[1][2]} Her 2002 collaboration with [Nameless](#) 'Ninanoki', was a major national hit.^[1] Her later singles include "Talk to You" (featuring Patonee and Big Pin), "Bad Boy" (featuring Nyashinski of [Kleptomaniax](#)), Usiwe Mbali (featuring [AY](#)), "Tamani", "Missing My Baby" and "Tonight".^[1]

She has recently been signed to Sony Music under Rockstar 4000 (2010). She recently worked on a ground breaking song with International R n B singer R.Kelly alongside top African stars i.e. Ali Kiba, Navio, Fally Ipupa, 2face Idibia, JK, 4*4 and Movazeleine. The song titled 'Hands Across the World' made it to the billboard 100 and had over 1 million downloads in Africa.

She is currently the brand Ambassador for Airtel Kenya.

Her debut album *Tamani* was released in 2006 ^[3] She has toured in the [United States](#), Norway, Germany, United Kingdom, Namibia, Tanzania, Uganda and performed in Dubai, Nigeria, Senegal, South Africa, Liberia and Djibouti.



Fulani – Solingen Germany

Music and Dance forms are at the centre of all African arts and culture. Music plays an integral role in the celebration of life's many rituals and accompanies everyday activities. The Fulani music is as varied and rich as its people. The numerous sub-groups all maintain unique repertoires of music and dance. Songs and dances reflect traditional life and are specifically designed for each individual occasion. Music is played at any occasion: It's been a long time in the making, but now,

finally, Fulani's debut album Muziki FULANI/ FULANI Music is out. Musically, the songs are a combination of various styles of music resulting in a unique sound, best described as Afro-fusion. Songs are combine catchy R&B inspired melodies with riveting zouk and taarab grooves, while others like Cha Cha Cha and Saira combine elements of hip-hop with pulsating soukous rhythms, which can also be heard on Mwanamberi, Fulani's own rendition of a collection

- **Petjar Avramovic** - Keyboards
- **Claudio Chariarse** – Lead Guitar & Background Vocal
- **Denis Amady Baro Ndong** – Vocals & Rap
- **Rahime Diallo** – Leadvocals, Guitar
- **Ousseynou Tounkara** – Bass
- **Sebastian Pathe** – Drums



Jackie Chandiru

Jackie Chandiru is one of Uganda's leading female R'n'B artists and vocalists.

Jackie kicked off her musical career in 2004 after she emerged as one of the winners for the Coca Cola Pop stars. This led to formation of the Blu 3 which became one of the leading girl groups in Africa.

In 2010 Blu 3 went on leave thus leading to the girls working on solo projects.

In mid 2010, Jackie released her first single Agassi in both Lugbara (her native language) and English.

This song has earned recognition in as a solo artist and earned her an award Best

R'n'B single in the just ended Diva awards.

She has continued to release songs like Goin' On ft Jose Chameleon, Gwoyagala ft Rabadaba, Overdose, for all time ft Sami from Eritrea, Bakusigula, Agassi, Stand Together ft Paul Mutebi of Limit X, Baazi Yo, Wind it Up ft Navio and Fidempa and so much more.

She has worked with producers like Goodenuff Records, Swangz Ave, Paddy Man from Dream studios, Hanz from Hanz Production and Charlie King.

Jacke is amongst few Ugandan musicians to have broken out of the local music scene and made an impact on the African music scene. Their music can be heard on Radio across Africa and their trendy high budget videos have enjoyed extensive airplay on major African networks MTV Base, Channel O and East African Television.



Lebogang Masemola, South Africa

The Hamburg based South African musician Lebogang Masemola is very busy putting finishing touches to her debut album. Talking about the album, Lebo as she is popularly known, hinted that songs are mainly revolutionary, with the hope of changing a few things in our world we live in, according to her, “everyone has the possibility to make an impact by changing himself and then it rubs off on others positively”. It is not surprising to hear from Lebo about revolutionary contents of her songs. She comes from a radical background. Three of her uncles were once

political inmates of the infamous and dreaded Robben Island, the prison off the coast of Cape Town where Nelson Mandela was held, for more than two decade.

Actually her hairstyle and physique remind one of Miriam Makeba in her youth. Lebo, who sings in English and Zulu, is extraordinary and a revolutionary despite her heart winning smiles.

She will be performing with her Band in Eritrea for the first time.

Miss JOJO, Rwanda



Miss JoJo is officially back and set to launch her new album . The singer/songwriter, who went on hiatus after the release of her 2008 debut album ‘Genesis ’, will reportedly return to the music world on Friday, March 9 2012.

The 13-track album dubbed ‘Woman’ was produced from three recognised studios in East Africa; Narrow Road Studio/Rafiki Records in Rwanda, Maramoja from Kenya and Goodlyfe in Uganda. It goes without saying; Miss JoJo’s second album is undoubtedly one of the most anticipated releases of the year. Now fans may very well be hearing the album sooner than they think. As evidenced by her cover, Miss JoJo dedicates the album to all women across the world, especially in Africa. “While we celebrate the International Women’s Day last March , she decided to dedicate her album to all women,” Miss JoJo says. “As an artiste, I she have a strong cause for women, and she believe that it is our turn, the youth, to participate in activities that will empower the woman and liberate her from all the stereotypes and traditional beliefs.” So much so that the lioness of R&B has pulled her weight by enthusing young women to support the national activities that promote gender equality and the empowerment of women by joining innovative projects that broaden and sustain women’s empowerment into poverty reduction. She is one of the most successful R&B stars of her generation in the country and fast crossing to rest of the region. “Miss JoJo has a powerful voice and she knows very well how to engage her fans on the stage... can’t wait for the concert!”

Universal EriArtista Sounds presents
MASSIVE CONCERT



FULANI
GUINEA

LAMINE SUSSO
SENEGAL
One of the Best KORA and vocalist in West Africa will feature with **FULANI**

LEBOGANG MASEMOLA
SOUTH AFRICA
German based South African artist Lebogang Masemola will perform from July 4 - 20 July 2012 in Eritrea, Sawa "For the Afro Soul singer Lebogang Masemola music is freedom. She says " It is in music that we can just BE. Whether joyful or sad, music can embrace or alter the situation" A way of life that is rooted in her origin.

AMANI
KENYA
Cecilia Wairimu, better known for her stage name AMANI, is a pop musician from Kenya. She has won various awards, including the Best Female category at the 2009 MTV Africa Awards and joined with R Kelly production.

ERIAM SISTERS
Eritrea

MISS JOJO
Rwanda

NJOY
Eritrea

13 - 15 JULY 2012
National Union of Eritrea Youth Students
5TH SAWA YOUTH FESTIVAL
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