

## ELEMOTHO: “*The New Sound of the Kalahari*” (Namibia)

**Elemotho** is the only Namibian musician to win the **RFI-France 24 Discoveries Awards-2012**, among a list of more than 500 African, Indian and Pacific artists. This hard working artist has taken his new sound of the Kalahari everywhere from Accra, Addis Ababa, Dakar, Antananarivo, Khartoum, Cotonou to name some of the cities Elemotho has crazed with his powerful and poetic presence.



In 2013, his song *!Kgalanamib* was chosen as **the theme song** for Namibia's Adventure Tourism Summit. The year 2014 found Elemotho headlining Charlie Guillet Stage at **WOMAD UK**, making a crowd of more than 12,000 people jive to his tunes. In 2015, Elemotho was a Headliner to the Cape Town World Music Festival, as well as represented Namibia during the 25 Independence Celebrations in London, UK. In 2016 this artist headlined the South Africa's Kgalagadi Jazz Festival. Elemotho also embarked into a two months Tour across Germany with his long-time collaborator Samuel Batola under the "**Afro-acoustic Experience**", where they, performing at Festivals such as *Ke Nako Afrika Festival* in Berlin and *Osnabrueck Afrika Festival*. Furthermore, 2016 found Elemotho forming part of a Theatre Project between Germany and Namibia (*The Oshi-Deutsch*), as musical composer and arranger. In May 2016, two songs of Elemotho (La vida and Neo) were used by Hollywood in the **Netflix** series "Frankie and Grace" Season 2. In September 2016, Elemotho became a **musical Ambassador** for Save the Rhino Trust Namibia, composing and recording a song for them, as part of the Stand Together campaign. Later in the year, he was awarded with the "**Namibian Tourism Personality of the Year**" by the Tourism Industry in Namibia, for the work done in and outside the country. Early in 2017 Elemotho was recognised by the Namibia Annual Music Awards (NAMA's) with an award of "**Life-time Achievement**". In March, Elemotho's First Single "Black Man" video received the award of **Best Music Video** in the Namibia Film and Theatre Awards. In May 2017, Elemotho launched his fourth album "**Beautiful World**" distributed worldwide by the record company **ARC Music** (U.K). The Album has been sounding worldwide in Radio stations, having been aired already globally from France, U.K, Spain, Germany, Holland, Austria, Belgium, USA, Mexico, Puerto Rico, Hong-Kong to Australia, and many more. Elemotho has already presented the Album in Spain (**Rototom Sunsplash Festival**), Germany, Austria, Czech Republic, South Africa, Botswana, Lesotho and Namibia. In December 2017, "Beautiful World" was selected as **TOP 10** under the *Wiriko* and "*Africa no es un pais*" selection for best African Albums 2017 (Spain). The album scooped the award at the **U.K One World Music** as **Best World-Global Fusion Music Album** for 2017. In May 2018, Elemotho headlined **WOMAD Caceres** (Spain) as well as the well-known **Afro-Pfingsten** World Music Festival in Winterthur, Switzerland. This year Elemotho has also been invited to perform at Harare International Festival of the Arts (**HIFA**) and the **Afronomad Festival** in Dakar, Senegal.

Some of the **reviews** of this new Album are the following:

**BE: Tropicalidad:** “the spirit of this album: feel-good music from the South-Western point of Africa!”

**DE: Kulturtipp:** “Infectious vitality”

**UK: The Alternative 9:** “Songs of hope, reflection and opinion from the core of Africa... Elemotho has produced a beauty here... Consummate brilliance, honesty, untainted emotion and musicianship that will shine beyond the year-end best-of lists.”

**UK: AfroBase Radio:**“... a welcome gentle breeze of sweet music and fine sentiments.”

**ES: Africa no es un pais:** " Este álbum es una pequeña joya que profundiza en el alma del ser humano y de la naturaleza"

**NA: The Villager:** "His 11 track album is a masterpiece of well-cut and finely polished instrumental arrangement blending with the artist’s amazing vocals and the result is a soothing sonorous flow of a majestic river of freedom and naked pleasure."

This Musician hailing from the **Kalahari** plays acoustic guitar as well as sings in his mother-tongue Setswana, English and other Namibian languages. He does not classify his music under a certain style: “***I see myself as a performing artist and musical activist; I like to throw reality around, thus exploring the depth of the human spirit***”. From rural boy to modern lyricist, Elemotho stands-out from your usual commercial and easily consumable sounds by using experimental ideas where reality is amplified through his vision of music: “***I grew up with storytelling around the fire and that has inspired me to create something that could make you dance as well as listen, smile as well as cry, find peace as well as wisdom***”.

Having successfully presented his sounds to a wide range of audiences all over the World, Elemotho is ready to take his old and new sounds even further. With his powerful performance he assures that you embark on a journey:“*that musically invokes the spirit of the Kalahari*”(Uganda Daily Monitor, Uganda), “*A smile that never leaves your face and a dose of inspired and generous music*” ( toutelaculture, France).

“*There is one name that stands above the rest when it comes to African contemporary music in Namibia, and that name undoubtedly is Elemotho*” (New Era, Namibia). “*An inspiring craftsman that makes you want to smile, cry and dance all at once – his songs stir your mind, charm your spirit and explore the intensity of the human spirit*”(Confidente, Namibia,). “*Elemotho...the roaming bushman with diverse yet deep songs that give food for thought, this winner of the 2012 RFI-France 24 Discoveries awards, has been building a reputation beyond the borders of his homeland Namibia for several years*” ( RFI, France)

Elemotho has performed internationally in over more than 25 African Countries and in Europe: UK, Spain, Norway, Austria, Hungary, Germany, Czech Republic and France. He has shared stages with the likes of Hugh Masekela, UB40, Sinéad O’Connor, Johnny Clegg, Ismael Lo, Vusi Mahlasela, Busi Mhongo, Habib Koite, Sargent Garcia, Carlinhos Brown, Gentleman, Salif Keita, Erica Badú, The Wailers, Yossour N´ Dour, Natasha Atlas and Dobet Gnahoré to mention but a few.

**For more information** on this artist go to: [www.elemotho.com](http://www.elemotho.com) and <https://www.facebook.com/Elemotho>  
or watch the following link: <https://www.youtube.com/watch?v=q9WK0OUb4Tw>

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