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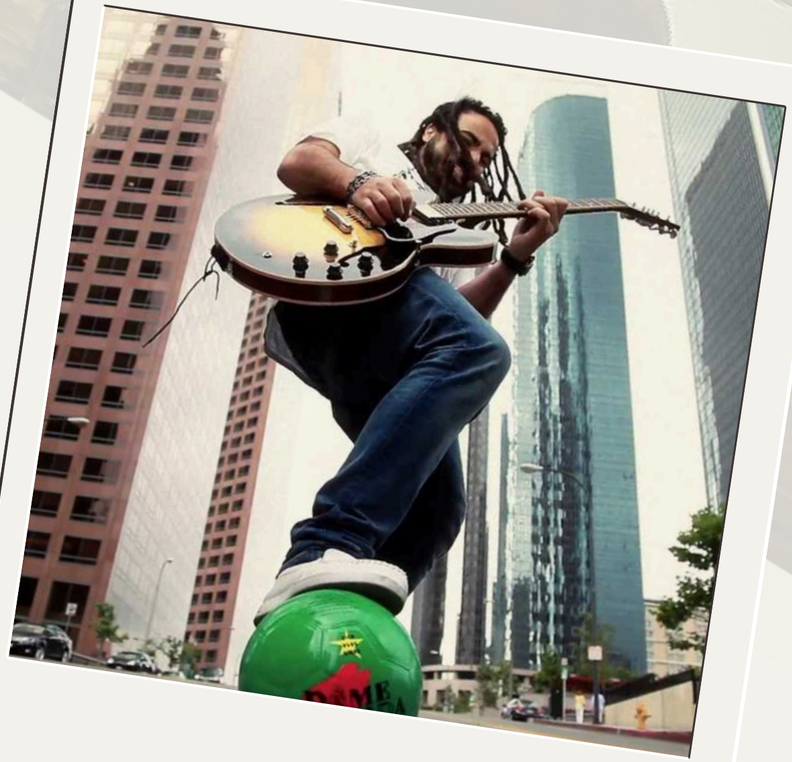
Huecco

Huecco is a Spanish **WEA (Warner-Elektra-Atlantic)** artist who has been surprising audiences and critics across Europe and the Americas for over **20 years** with his innovative musical medleys.

He fuses the energy of American rock (Green Day, Rage Against the Machine, Queens of the Stone Age) with Latin and global styles including rumba, reggaeton, samba, punk, rap, ska, Cuban son, corridos, reggae, pop, and tango.

His debut album, produced in Los Angeles by Grammy winner KC Porter and mixed by Thom Russo (Michael Jackson, Juanes, Maná), achieved immediate success: Gold Record in Spain and Double Platinum for the hit “Pa’ Mi guerrera”.

The track introduced his self-coined genre “Rumbatón”, blending reggaeton and rumba catalana, reaching No. 2 on radio charts and No. 1 on Spanish TV with its Brazil-shot video. His career has been backed by global brands such as Sennheiser, Puma, Caffeine (New York), and Movistar.



Historical Highlights & Greatest Hits

- **International Impact:** Reached No. 5 on Germany's Mainstream Radio Charts with the hit single "Reina De Los Angelotes", and returned to the German Top Charts, achieving No. 10 with the single "Dame Vida".

- **Global Anthems:** Songwriter and performer of the Official Anthem of the 2014 FIBA Basketball World Cup, titled "Sube la Copa".

- **Gold and Platinum Certifications:**
  - Digital Platinum Record in Spain for "Se Acabaron Las Lágrimas".
  - Gold Record for the debut album "Huecco".
  - Digital Gold Record for sales of "Dame Vida".



The "Mirando al Cielo" anthem (2008 - 2018)

- One of the biggest Spanish-language anthems of the 21st century, continuing to break digital streaming records more than a decade after its release.
- Original Version (2008): Certified Platinum Record after surpassing 10 million streams.
- Duet Version with Rozalén (2018): Certified Gold Record on digital platforms.











"Dame Vida" A Music Video That Made History

In the music video for "Dame Vida", Huecco assembled an unprecedented lineup of World Champions and international sports stars, creating a unique moment in pop culture history:

International Football:
Thomas Müller and Philipp Lahm (FC Bayern Munich).

Football Legends:
Sergio Ramos, David Villa, Dani Alves, Pepe Reina, and Sergio Agüero (Manchester City).

NBA Stars:
Pau Gasol (San Antonio Spurs) and José Calderón (Cleveland Cavaliers).

Tennis & Motorsports Elite:
Caroline Wozniacki (former WTA World No. 1) and Jorge Lorenzo (three-time MotoGP World Champion).


ACCIÓN DAME VIDA-SOCCKET
Apadrinada por
PAU GASOL



SELECTED PRESS QUOTES (USA)

Los Angeles Times – Agustín Gurza (August 27, 2006)
Eclectic Spaniard elevates fusion

WOW, reggaeton with melody, musicality, rhythmic variety and smarts! And that's just the first track, "Pa Mi Guerrera" (For My Woman Warrior), from this Spaniard with the dreadlocks, guerrilla attitude and scary-good voice.
Huecco's volcanic debut takes the concept of fusion, a specialty in Spain, to a new level. He invented rumbaton, a blend of Puerto Rico's popular reggaeton and his home country's rumba catalana, giving the monotonous digital beats a feel of real rhythm. But he also absorbs tango, salsa, punk, ska, samba and hip-hop in his high-octane yet organic mix.
Huecco doesn't just dabble in styles; he adopts them. His salsa could well be Cuban. And his flamenco singing - merely an inflection in lesser Spanish pop - has echoes of canto hondo (deep song) from the gypsies of Andalucia.

The result is one of the most original and convincing new sounds in modern Latin music, driven by an authentic artistic vision.

Huecco's songs are complex, taking surprising turns in tempo and using a range of instruments as varied as the styles.
Recorded in North Hollywood, the album's sound is dense and deep, but still clear, thanks to the engineering of Thom Russo (Audioslave, Juanes) and Grammy-winning producer KC Porter (Santana, Ricky Martin).
For now, he's the year's best-kept secret.

SELECTED PRESS QUOTES (USA)

BILLBOARD Reviews (10th July 2006, USA) Leila Cobo

"The first U.S.-released album by Spanish act Huecco is a melange of styles reminiscent of Manu Chao yet infinitely more melodic. The mix of ska, reggae, tango, mambo, pop and rock is often irresistible. Huecco himself is edgy and aggressive but occasionally over the top with his sheer exuberance as he happily throws everything into the mix. There are no holds barred here, but that gusto is precisely what gives the album its edge".

NEW YORK DAILY NEWS (9th July 2006, Bronx, Queens, Brooklyn, Manhattan, New Jersey) Francisco H. Ciriza

"Spanish-born singer-guitarist Iván Sevillano, aka Huecco, debuts with an in-your-face yet congenial CD that showcases a wide range of influences. Huecco, former frontman for the metal outfit Sugarless, only hints at his edgy, hard-rock past, relying more on catchy, danceable concoctions of rumba, rock, mambo, Cuban samba, reggaetón, ska, hip-hop and pop. It's Juanes meets Maná with a dash of rock 'n' roll rebellion".

Market Innovation: The Launch of “Lobbo”

With the release of his album “Lobbo”, Huecco showcased a striking aesthetic reinvention and a sharp instinct for strategic marketing.

The Strategy:

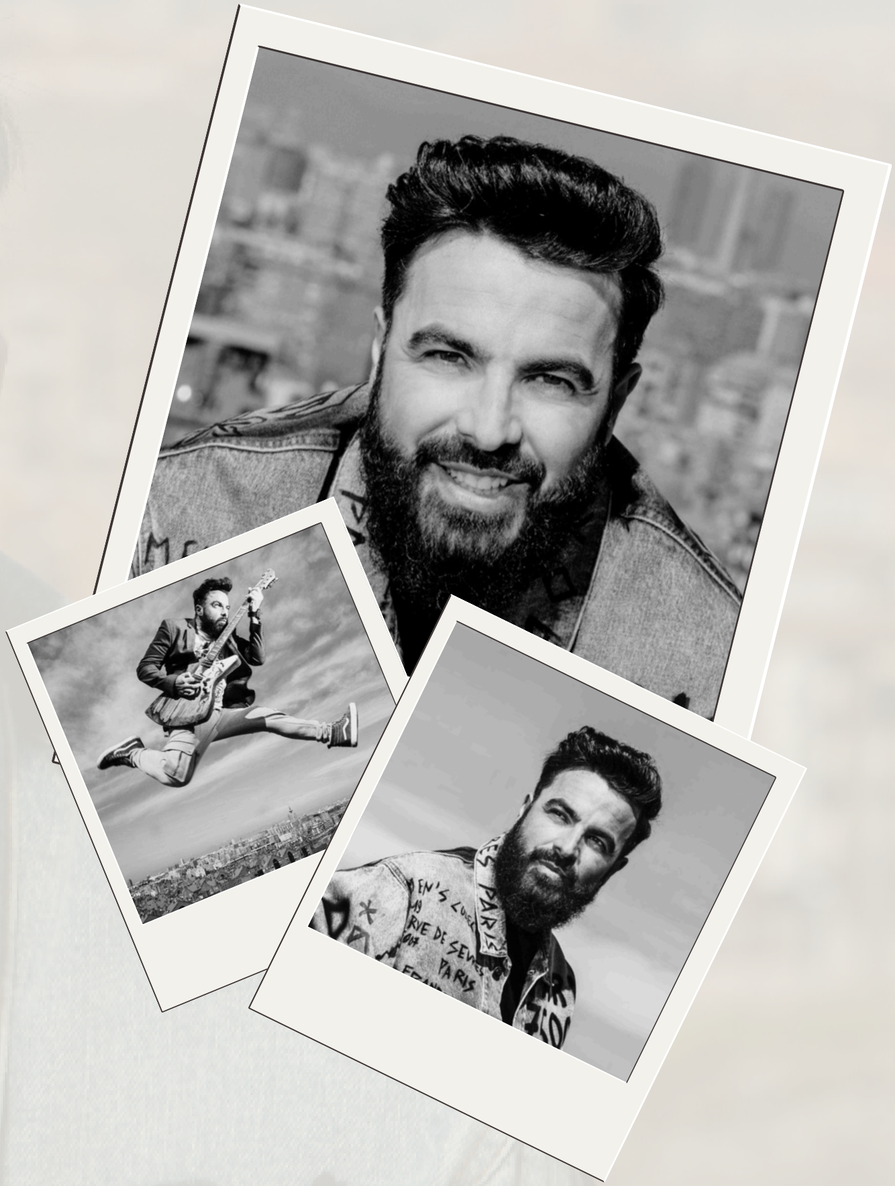
He surprised audiences with a radical image change, supported by a disruptive online and offline campaign that deliberately played with public perception—leading many to believe Lobbo was a new Hollywood film directed by J.J. Abrams.

The Impact:

The campaign quickly became a viral phenomenon, generating multiple trending topics on X (formerly Twitter), surpassing 1 million views on YouTube, and accumulating 1.5 million streams on Spotify within its first weeks.

Commercial Success:

The album debuted at No. 5 on the iTunes Store and reached No. 7 on Spain’s official album sales chart.





Digital Community

- The global support from the audience is reflected in a large, active, and continuously growing community across major distribution platforms and social networks:

  - Spotify: 70 million total streams / +450,000 monthly listeners / 133,000 followers.
  - YouTube: 20 million total views / 33,000 subscribers on the official channel.
  - Across all platforms combined, Huecco has a global audience of 916,000 followers and listeners.

Booking

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