



THE RHYTHM AXÉ AND YOUR FOLLOWERS IN THE BAHIA CARNIVAL

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ABSTRACT

Music is an indelible part of the soul of Brazil, a country that has nourished and immortalized some of the most distinguished and renowned styles in the world, including samba, bossa nova and funk dance. In Salvador, Bahia, for more than 30 years, the sound of axé swept the country, with the electricity of Dodô and Osmar, more became evident with mega stars like Gilberto Gil, Caetano Veloso, Novos Baianos, but Luis Caldas, Considered the father of the frenzied rhythm, awoke the force of this rhythm with Sara Jane, Jerônimo Chiclete with Banana among others, attracting crowds, opening the doors for the Bahian artists serving as inspiration for those who follow the line of Axé music, such as Daniella Mercury, Claudia Leite, Ivete Sangalo, Carlinhos Brow, among others..

This research aims to search for one of the rhythms and its most popular and known followers in Bahia, the magic, and the unbridled compass for those who like and participate in the best carnival in the world. The carnival of Salvador.

Keywords: axé, rhythm, artists.

Introduction

The axé style is defined as a fusion of African and Caribbean genres. It is a musical genre that emerged in the state of Bahia in the 1980s during the popular manifestations of the Salvador Carnival, mixing frevo Pernambuco Afro-Brazilian rhythms, reggae, merengue, forró, maracatu and other Afro-Latin rhythms.

In fact the Bahian music is based on diversity of cultures and roots, and axé music is a style of popular music that originated in Salvador, Bahia Brazil. The word comes from a ritual greeting that means good vibration and is used in the religions of Candomblé and Umbanda.

The singer Luis Caldas, considered the "father" of Axé with the album Magic, showed the strength of his sound to Brazil, baptized Axé Music. Creator of this hybrid sonority, the singer opened the doors for the Bahian artists who wanted to follow the same path. The song Fricote, known by Nega do Hard Hair, broke out on Brazilian radio stations.

Continuing, he released 130 songs, moving through rock, forró, MPB, samba, trio elétrico, axé ... In 2011, he worked on 12 more albums with unreleased songs. He recently started a project that offers free songs released monthly on his site. Luiz Caldas is the example of music without borders.

The axé root is said to be in Bahian electric guitar, a 1950s guitar style to play Frevo from Pernambuco. This genre was purely instrumental, and remained until the 1970s, when Moraes Moreira began to sing the rhythm to meet Baby Consuelo, Pepeu Gomes, Paulinho Boca de Cantor and Luiz Galvão, forming the band Novos Baianos, where he remained from 1969 until 1975.

In this context together with Luiz Galvão, was composer of almost all the songs of the Group. One of the best albums in the history of Brazil Chorare finished in 1972 was launched by the New Bahians. In 1975 he left the group to pursue an individual

career, and from that time on he was one of the people responsible for the affirmation and growth of the street Carnival in Salvador.

Already in 1976 made great success in the Bahia Carnival, as singer of the Electric Trio of Dodo and Osmar. Launched in 1978, Mail Pombo, which became a national carnival success. From 1983, he began to develop the Brasil Project, a series of shows by the parents' capitals, with a carnival repertoire, frevos and marches such as Cry of War and Festa do interior.

As for the new Bahians, (the band where Moraes and Moreira was part) began at the Vila Velha Theater in Salvador with the show "The arrival of the animals after the universal flood", The participants Luis Dias Galvão, Antonio Carlos de Moraes Pires, Paulo Roberto Figueiredo Nicknamed la bouche or Paulinho Boca de Cantos, the niteroiense Bernadete Dinorah de Carvalho Cidade (Baby) where he celebrated his seventeen years.

Its members, Jorginho, Carlinhos, Lico and Pedro Aníbal de Oliveira Gomes o Pepeu, were the illustrious strangers, strange, radical, acrimonious and new. It was the beginning of the New Bahians. The party was formed. The LP by the RGE did not sell expressively, but one of the great attractions of the New Baianos was its unprecedented style of life: they all lived together in community in Botafogo: four rooms divided among twelve people.

Continuing the great interaction, in addition to provoking a perfect interaction between the musicians, it generates subgroups within the New Baianos, such as the trio Dadi (bass), Pepeu (guitar) and Jorginho (drums), which is now called A Cor do Som e To present an electric-eclectic repertoire that showed the outstanding musical direction of Pepeu, guitarando feroz, mixing Trio Elétrico and Jimi Hendrix in a single phrasing.

Today, each member remains with their individual career and some have changed their style, which was the case of Baby, who left the MPB and joined the gospel and religious

conversion. Moraes came in frevo, Pepeu continued as guitarist and Paulinho as samba. Galvão wrote some books in his career, among them "Anos 70 - Novos e Baianos", in 1997. The new Bahians were active in their peak between the years of 1969 to 1979, and met in 2016 to make a show.

On the other hand carnival bands like Sons of Gandhi, Olodum and Muzenza fused the electric frevo with maracatu and samba rhythms, ijexá and merengue African. From the Olodum samba-reggae fusion was a Bahia success in the 1980s, followed by "Deboche" an electric fusion / ijexá frevo.

In 1992, the ax was strengthened in the voice of Daniela Mercury with the "Canto do Gera Samba, Tchan and Ara Ketu. We decided to draw an analogy between the musical / spatial revolution provided by the pair of musician inventors Dodo and Osmar in the "electrification" of frevo, and in the "electronization" of the Carnival of Salvador by Daniella Mercury.

By the way is an exceptional magnetism that emphasizes creativity, responsibility and social commitment, excellence and originality in his work, Mercury comfortably navigates musical diversity with the infectious energy and joy of being a Bahia. Her tours and concerts around the world made her an ambassador for Brazilian music.

An example was his first solo project in 1991. "The Swing of Color" becoming the most played song in Brazilian radios. Soon after, in 1992, "Canto da Cidade" came at the very moment when Brazil was experiencing the enchantment of having discovered a new star.

Following the album "Música de Rua" in 1994, proved that the singer was not a fleeting sensation. Two years later, Mercury continued to delight the audience with "Beans with Rice", winning the critics forever. In 1998 Mercury released their first live album, Electric in response to the overwhelming demand from the public to have the electrifying atmosphere of their record preserved shows. The Sun of Freedom came in the year 2000, reaffirming the singer's hybrid samba-reggae. "Ilê" "Pérola Negra" was recorded as one of the most beautiful interpretations of Daniela.

Likewise at the Electronic Carnival in 2004, he invited the most important DJs and producers of electronic music in Brazil, as well as Gilberto Gil, Carlinhos Brown and Lenine, to participate in a commemorative disc celebrating five years of his formation of the Techno Trio, the first Electric trio of electronic music to parade in the Carnival of Bahia.

In this way other successes continued to be released. The singer has sold more than ten million albums worldwide. She was the only Brazilian artist invited to participate in the recording of a DVD commemorating the twentieth anniversary of Cirque de Soleil.

With nineteen CDs, six DVDs of live performances and twenty-three international tours during a musical trajectory of more than twenty years, Daniella has become one of the most internationally recognized Brazilian artists. It won the title of "Queen of Axé Music".

By the way, all of a sudden around axé music, was the success in 1986 of a song written and performed by two excellent musicians, Luiz Caldas and Paulinho Camafeu, "Negga de Pelo

Duro" (Fricote). Ax music was on the rise! The trios with their frevo had already rendered Salvador's samba schools obsolete in the mid-1970s, and now, in terms of popularity, the carnival revolution was complete.

in 1991, Timbalada appeared, a group created by Carlinhos Brown with more than four hundred musicians, who studied in an open-air school, with a characteristic sound of the timbal. It charmed crowds from the beginning, in Salvador and spread throughout the world. It was a record audience of the International Jazz Festival.

The singer also participated in the project at the Lincoln Center Theater (2002) and Brazilian Day with an audience of 1.2 million people (2004), and animated about 1.5 million at the Madrid Carnival in New York (2005). Brown is a singer, musician, percussionist and rhythm creator who composes in torrents and is able to organize a symphony of rhythms of cans, washbasins, and buckets.

Add to that the feature that allows you to work with groups ranging from Sepultura to the Senegalese musician Youssou N'Dour. At home, Brown is known as the Karajan of the Recôncavo Baiano in reference to the Austrian teacher, Herbert von Karajan. Brown has written more than 600 songs and directs no less than four groups, bringing together more than 200 percussionists.

So these multiple facets, makes the singer stand out as a singer, musician, producer, arranger and cultural agitator. But what projected it internationally was even the percussion, in the 80's, when he participated in the band Acordes Verdes, by Luis Caldas. The small Candeal is the cradle of percussionist Carlinhos Brown, and the 80's in fact marks the change of position of Brown in the world of music.

In this context in 1986, he was invited to become a percussionist for Caetano Veloso in 1986, where he reached other latitudes and was finally revealed as a composer for wide audiences through the song "Meia-lua entero", a hit on the album Estrangeiro de Caetano Veloso. The world expands to the Bahia of Candeal. Legend has it that his veneration for the godfather of soul James Brown made him adopt the surname Carlinhos (little Carlos) at age 13.

Adding to this success, since 2012, Carlinhos Brown is the jury of the reality show "The Voice Brasil", broadcast by TV Globo. The program, which is already in its 6th edition, and had as its first winner the Brazilian Elen Oléria, who was part of his team. Other artists who had Carlinhos as tutor also gained notoriety in the Brazilian music scene. Among them, Lucy Alves and Romero Ribeiro. Carlinhos Brown believes that his music will cross borders because it is a song open to the world, open to all.

Among the best known artists in Salvador we also highlight Claudia Leite and Ivete Sangalo. They drag crowds into their electric trios, enchanting tourists from all over the world. Ivete participates as a juror in "The Voice Kids" and Claudinha is part of the "The Voice Brasil" Program. Claudia Leite With concerts full of energy and axé, she never tires of innovating, mixing rhythms and composing novelties even though she is considered one of the most important pop artists in Brazil. This creativity passes not only for the music, but also for the theme of his shows, choreographies and costumes that contribute to

the expansion of his artistic vein. There is no denying, Claudinha extravasa and taquitá when the subject is joy, energy and Carnival.

In addition to all this success has been working in its International projection started in 2014 with the opening show of the World Cup alongside Jennifer Lopez and Pitbull. Brazilian pop singer and songwriter and axé music, one of the greatest of the genre along with Ivete Sangalo. It has songs that became known in Brazil: "Perfect Love", "Me Flame of Love", "Cai Fora" and "Extravasa" are some of them. In 2001, it was part of the band Babado Novo, when it happened to have greater recognition of the public of axé music. Claudia Leite's first solo album was "Extravasa" (2008) This reached the second position in the Hot 100 Brasil and yielded diamond disc by the amount of downloads on the internet. In 2010, she sang in the clip "The Masks", one of the soundtracks for the world cup of the same year. In 2011, it had the song "Locomotion Batucada" in position 39 ° in the Hot 100 Brazil.

Still in reference to "Axé music", Ivete Sangalo along its trajectory totals more than 300 songs (not counting the special participations). It has sold more than 15 million copies, and has received more than 150 national and international awards, such as the Latin Grammy and Shorty Awards. It carries out an average of 10 shows per month and has been at the forefront of more than 40 advertising campaigns.

In turn, the remarkable voice only confirms what was already known from the beginning: it is a song by Ivete Sangalo. With more than 20 years of her career, a lot happened in this period, making her one of the most outstanding celebrities in Brazil. The stable career, strong personality and the ability to communicate with the most diverse publics with the same naturality, placed the singer among the five most trusted personalities by the Brazilian people, according to a survey conducted by the Folha de São Paulo newspaper in 2010. For Forbes, Ivete was considered in 2014 the "most powerful female celebrity in the country" and Billboard "the most popular singer in Brazil" (2015).

So adding all these attributes, and in partnership with the datafolha, is placed among the most reliable singers in the country (2016). But this is just one facet of this girl from Bahia who really loves music and to be close to her legion of conquered fans throughout her career. In all, there are more than 300 fan clubs registered, the official website of the artist receives about 350 thousand monthly visits, and their social networks total more than 39 million followers. Always present and active, the singer uses the tool to stay closer and closer to her fans. Bahia is the Brazilian female personality most followed in partner networks, according to lists released by Forbes in 2015 and 2016.

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