

IMODDA ΣΕΜΟ



MOROCCAN DESERT BLUES (Azur - ⵎⴰⵔⴰⵎⴰⵢⵏ)
SAHARA DESERT - SOUTH-EAST MOROCCO

PRESS KIT

WHO ARE IMODDA?

IMODDA is the band that brought modern Tuareg music to Morocco. Starting from very humble roots, the group has worked their way to playing at major festivals and concerts all around Morocco and. Their style, desert blues, bridges between their original culture and a modern inspiration, first developed by Ali Farka Toure in Mali. Like many of the North African desert blues groups, IMODDA uses electric guitars and jambes to fuse between traditional and modern sounds. However, IMODDA's sound has its own unique take on the genre. In their yet to be released upcoming album, *Tisslit*, IMODDA has experimented with mixing reggae rhythms with the desert blues and the result is hypnotic, Azur, their new style....

Their lyrics are ardently committed to preserving and engaging with their Amazigh (Berber) culture while at the same time producing rhythms that, although localized, are universally enjoyable.

IMODDA MEMBERS

HMAO LAAROSSE (Amed): poet, guitar, vocals, composition, & flute.

MUSTAFA OUHAGA (Musta): bass, choirs, guitar, & vocals.

YDIR ALLA (Drro): drums, percussion, guitar, choirs, & flute.

MHAMMED Aithssaine (Moha): guitar, choirs, bass

BRAHIM LAAROSSE (Bihi): percussion, choirs.

BIOGRAPHY

In a vast desert, with too much silence, they needed to create some appropriate sounds that would fill and adjust to this silence, that's what gave birth to IMODDA music.

All the members of IMODDA were born in the southeast desert of Morocco. They spent their childhood in the Sahara, living a nomadic lifestyle. Since childhood they loved music, they gather around the fire under the moon light to play the drums and flute, singing the traditional songs and poems passed down to them by their ancestors, those kids habit attracted the nomadic families who called them Tiziri -which means moon light-. Tiziri became known by animating the local celebrations including the wedding ceremonies, baby births....

Since the early 1990s, the nomadic families had to give up their lifestyle, trade their herds after a harsh 60 years of drought, they settled in a small village at the foot of the dunes, named Merzouga. In spite of those conditions, didn't silence Tiziri, for instance, it gave a new sense to their songs, a nostalgic feeling to their animals, to their arid thirsty desert and lifestyle, so, another reason to continue playing music.

As they grew up music was a constant in their lives and today each member of the group is proficient in several instruments.

IMODDA was formed in 2007 from the coalescence of two bands, led by Hmad Laarossi (the founder), and Mustapha Ouhaga. Three years later, in October 2010, IMODDA created a charity under the same name, which operates to promote their culture and sustainable development in Merzouga.

Today the group lives in Merzouga, where they work and practice their music. Drawing inspiration from their surroundings they sing about their life, the desert and their people. However, IMODDA's aim is to not only engage with people from the desert but throughout North Africa and the world.

CONTENT

The love an impact of the desert on their personalities, reflect strongly throughout IMODDA'S lyrics, as not only preserving but actively engaging in their culture is a primary aim of the group. With their traditional songs, IMODDA helps keep the intangible ancestral heritage, represented by oral tales, poetry, songs, to preserve the cultural identity of the Berbers in North Africa. Many of their songs speak about their history, traditions, and nomadic life. Their song "*Arhal*", tells the story of a nomad searching for water in the vast desert and his struggles to simply survive in this harsh environment.

Further, their song *Timnadin*, is named after the traditional Timnadin which are songs that have been past down through generations of Berbers. The songs themselves were heavily influenced by the oral tradition and poetry maintained by Berber women. Many people throughout centuries contributed to these songs and the subject of these include everything from universal moments of happiness (birth, marriage) and sadness (sickness, loss, death) to detailed politics between tribes and the occurrence of specific events.

However, IMODDA's songs also speak about the larger problems affecting Africa, such as totalitarianism, injustice, wars, and poverty. Additionally, many of their songs praise the

values of democracy, diversity, freedom, tolerance, and peace. For example, *Adwal* (the song which also gives the name to their first album) speaks about the Berber harvest. A time when the community comes together to help one another reap their crops; working together they share the burden of the harvest. It is a beautiful tradition built on trust and cooperation, which the group contrasts with the corruption manifest in the governments of North Africa.

LIVE APPEARANCES

April 04, 2014: **Festival International de Merzouga des musiques du monde** (Merzouga / Morocco)

November 03, 2013: **Festival International de Merzouga des musiques du monde** (Merzouga / Morocco)

December 15, 2013: **MAA** (Agadir / Morocco)

Novembre 09, 2012: **Festival International de Merzouga des musiques du monde** (Merzouga / Morocco)

November 12, 2012: **Taragalte Festival** (M'hamid Elghizlane/ Morocco)

August 30, 2012: **Tamazight d'Tmazight**, Merzouga, Morocco.

August 28, 2012: **Riad Mamouch**, Hassi Labid, Morocco.

August 27, 2012: **"La amazighité" culture et créativité**, Rissani, Morocco.

May 30, 2012: **Doc Now, Timnadine Songs Premiere**, Tiff Bell Lightbox , Toronto, Canada (a film documentary about Imodda, see more information in: www.timnadinesongs.org)

April 22, 2012: **The Earth Summit**, Ouarzazat, Morocco

March 21, 2012: **BMW festival** (Xaluca, Erfoud/ Morocco)

January 08, 2012: **Ahidous Ait Atta festival** (Nkoub /Morocco)

November 12, 2011: **Taragalte Festival** (M'hamid Elghizlane/ Morocco)

November 10, 2011 **Festival des Dattes** (Erfoud/Morocco)

July 15, 2011: **First Meeting of the Sea and the Cinema** (Eloualidia /Morocco)

Septembre 29, 2010: **Festival des Dattes** (Erfoud/ Morocco)

Novembre 22, 2009: **Le Premier Festival Culturel et Touristique de Merzouga** (Merzouga, Morocco)

December 28, 2009: **The Third Edition of the Intercultural University Forum** (Mekness/ Morocco)

Many other appearances at special events and small concerts such as:

- Rally Aicha des Gazelles
- Marathon de Sable
- Small events/concerts around Morocco
- Rally Touareg

INFLUENCES

Moroccan music: Traditional Berber music, Izenzaren, Nass el Ghiwane, Gnaoua music...

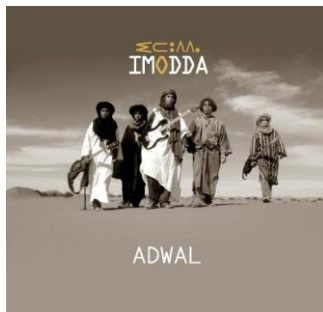
African guitar music: Ali Farka Toure, Habib Koite, Baaba Maal, Sali Sidibe, Rokia Traoré, Daby Baldy...

Touareg music: Tinariwen, Tamikrest, Etran Finatawa...

Western music: Bob Marley, Carlos Santana, Bob Dylan, The Beatles, Jimi Hendrix, Metallica...

ALBUMS

First album: **ADWAL**



Tracks:

1. Arhal (A Nomad)
2. Tudert (Life)
3. Timnadin (see the meaning on up)
4. Yan Ittel' ari (On a mountain)
5. Tamxmaxt (Superiority)
6. Adwal (Collaboration)
7. Azwo (The wend)
8. Tidet (The truth)

Released: February 12, 2011

Registered: M. Mallal, Itri Music productions in Ouarzazate, Morocco

Production: Itri Music

Second Album: **TISLET**

Status: In Production

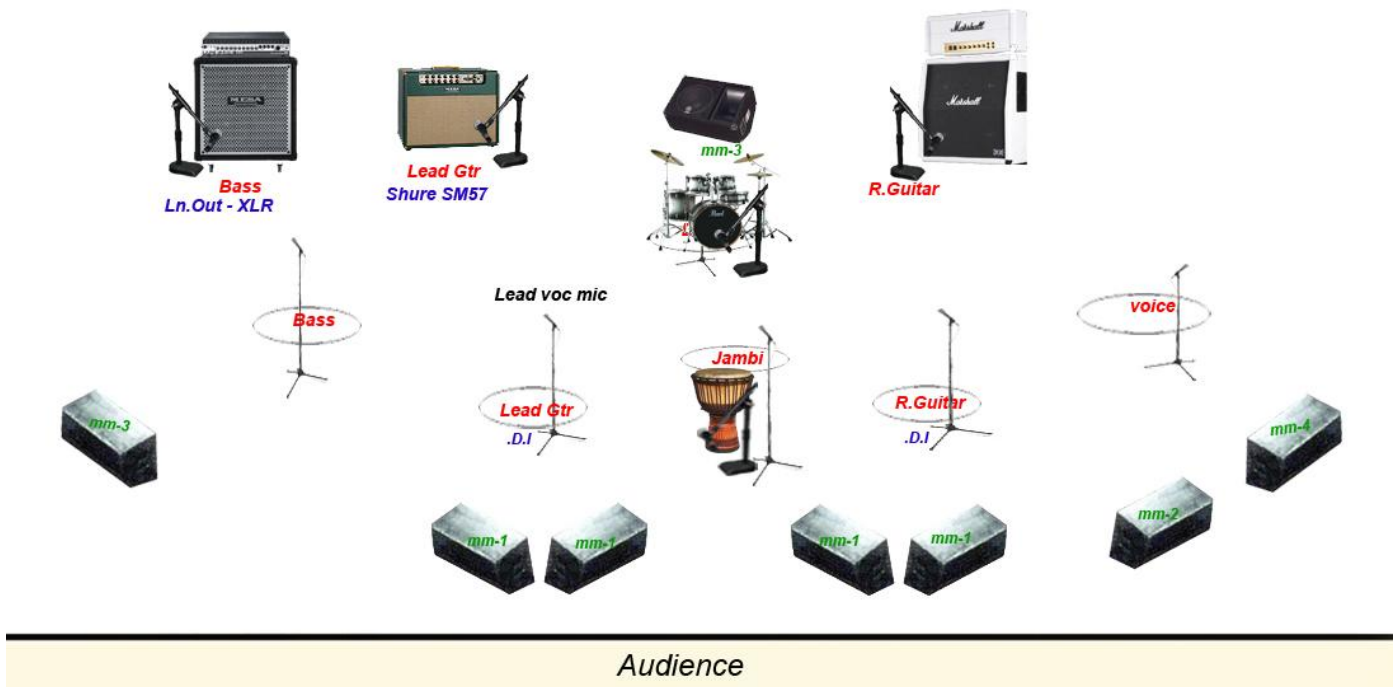
Release date: T.B.A.

TECHNICAL INFORMATION

Patch

Patch	Désignation	Micros	STAND	INSERT
1	BD	D112/B92	SMALL	GATE/COMP
2	SN TOP	SM 57/e604	SMALL	COMP
3	SN BOTTOM	SM 57	SMALL	—
4	HH	KM84 or equiv	SMALL	—
5	HI TOM	B 98	—	GATE/COMP
6	LOW TOM	B 98	—	GATE/COMP
7	OVER HEAD L	KM84 or equiv	HIGH	—
8	OVER HEAD R	KM84 or equiv	HIGH	—
9	Bass	DI	—	COMP
10	Bass	D112/B92	HIGH	COMP
11	GUITAR LD	DI	—	—
12	GUITAR LD	SM57/e509	SMALL	COMP
13	GUITAR R	DI	—	—
14	GUITAR R	SM57/e509	SMALL	COMP
15	JAMBI TOP	BETA 58	SMALL	COMP
16	JAMBI BOTTOM	SM 58	—	COMP
17	DRUM PAD	DI	—	COMP
18	VOX BASS	BETA 58	HIGH	COMP
19	VOX LEAD	BETA 87	HIGH	COMP
20	VOX BASS	BETA 58	HIGH	COMP
21	VOX BASS	BETA 58	HIGH	COMP
22	VOX BASS	BETA 58	HIGH	COMP
23	VOX BASS	BETA 58	HIGH	COMP
24	REVERB 1 L	PCM/TC 4000		
25	REVERB 1 R			
26	REVERB 2 L	PCM/TC 4000		
27	REVERB 2 R			
28	DELAY L	TC D_TWO		
29	DELAY R			

Stage plan



ADDITIONAL INFO & CONTACTS

[Website](#) // [Soundcloud](#) // [MySpace](#) // [Facebook](#) // [YouTube](#) // [Vimeo](#)

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**Association Imodda pour
le développement et la Culture
(AIDC)**

www.imodda.org