

# OLMUDA





# BIOGRAPHY

**Olmecca** is a bilingual hip-hop artist/producer who describes his upbringing and gives social commentary with, charisma and intelligence. His work has been featured on **CNN Latino, Democracy Now, ABC, FOX, NPR, URB Magazine** and TV series "Sons of Anarchy." He has collaborated with Grammy winners including **Taboo of Black Eyed Peas, Ozomatli, La Santa**

Cecilia, Maldita Vecindad and shared the stage with **KRS-One, Jenni Rivera, Dilated Peoples, Ana Tijoux, Joe Strummer (The Clash), Julieta Venegas, Pete Rock, X Clan** among others.

With migrant parents, Olmecca grew up in L.A. and Mexico, a reality that brewed his music mix of genres and cultural sensitivity. He coexists between hip-hop and latin alternative audiences. Olmecca has toured **Canada, Latin America and Europe** building a network of supporters as an independent artist. He is credited for supporting a new phase in Latin alternative music in the United States that mixes hip-hop with Latin American sounds.

His unique experiences and work outside of the stage have been an example for motivation and reflection. Olmecca graduated from CSULA with a degree in Philosophy (Ethics and Politics).

He has worked with migrants, indigenous communities and urban youth. He has been a keynote speaker in universities and conferences throughout the U.S. Canada and London and has presented alongside **Zack de la Rocha** of Rage Against the Machine, civil rights dignitary **Dolores Huerta**, as well as, educators Naomi Klein, Dr. Gustavo Esteva, Dr. Rodolfo Acuña among others.

# PREPRESSED

“Lejos del bling bling, el sexismo y el materialismo aspiracional del hip hop, en la escena de la música latina alternativa, se abre paso Olmecca... su musica es **para una nueva generación** pero **con un toque de nostalgia**...con las últimas tendencias..”

- **Al Dia News**

“...Lo cierto es que este álbum merece convertirse en un punto de referencia esencial dentro **la escena chicana** del hip-hop, debido a su lograda combinación de proclamas sociales y buenas canciones, protagonizadas por un MC **con notables dotes para el rapeo**, y reforzadas por una instrumentación de lo más variada y atractiva...”

- **La Opinion**

“...The hard-working MC/Producer just dropped a new video on us “**Por El Suelo**” further champions **Brown Is Beautiful** (also the title of his most recent album) with a dance routine by Bolivian dance troupe Tinkus Wapurys Tiatoco, while **Olmecca raps about Latin American unity**”

- **Remezcla**

“**...(OLMECCA) IS PROVIDING AN EXAMPLE OF HOW MUSICIANS AND ARTISTS EFFECTIVELY USE THEIR GIFTS ... TO BE A VOICE FOR THEIR COMMUNITIES. POST-MARVIN GAYE'S “WHAT'S GOING ON,” OLMECCA IS ONE OF JUST A SMALL FEW IN THIS GENERATION... THAT CHOOSE TO BE INVOLVED AND TAKE A STAND...**”

- **URB MAGAZINE**





“...DULY HYPNOTIZED, THE  
MASSES SOON FOLLOWED MC  
OLMECA’S EVERY REQUEST...”

**-O.C. WEEKLY**

“He returns to California after a series of grand performances in Honduras, and a US tour ...He performed in Phoenix where ... a year prior to that he was invited to speak alongside Dolores Huerta and Zack de la Rocha.”

**- Al Borde Magazine**

“Con su lírica incisiva, su plática sincera... Logró compartir el escenario y estar cerca de figuras relevantes de la cultura urbana y de la música latina destacándose como uno de los MCs bilingües de mayor respeto... sus improvisaciones, sus arreglos y sus atrevimientos sonoros han quedado registrados...”

**- Alicia Monsalve, Al Borde Magazine**

“Olmeca is one of the most powerful lyricists and performers I’ve had the privilege to see. Based out of Los Angeles, Olmeca is respected by people all over the world. “

**- Mass Frequency**

“...WHEN HE (OLMECA) TAKES THE MIC, HE CARRIES A BATON HANDED OFF IN THE PROUDEST TRADITION OF WOODIE GUTHRIE, GIL SCOTT HERON AND JOHN COLTRANE...”

**- National Day Labor  
Organizing Network (NDLON)**

“...I’D RANK OLMECA’S  
PERFORMANCE UP  
THERE WITH THE BEST  
I’VE SEEN (TALIB KWELI  
& BAHAMADIA)... A REAL  
MC FOR REAL TIMES.”

**-Volume Music Series,  
Vancouver Canada**

OLMECA SELECCIONADO  
COMO UNO DE LOS MEJORES  
DESCRUBIMIENTOS DURANTE  
LA LATIN ALTERNATIVE MUSIC  
CONFERENCE

**- NPR Alt:Latino**

# MUSIC



**"POR EL SUELO"**  
Brown Is Beautiful 2013  
[DOWNLOAD](#)



**"BROWNING OF AMERICA"**  
Brown Is Beautiful 2013  
[DOWNLOAD](#)



**"ANARQUIA"**  
FX TV Series Sons of Anarchy 2011  
[DOWNLOAD](#)



**"RELO"**  
Brown Is Beautiful 2013  
[DOWNLOAD](#)

## DISCOGRAFÍA



**"SYNERGY"** (2014)  
ACID REIGN  
Acidlab Records



**"BROWN IS BEAUTIFUL"** (2013)  
OLMECA  
Acidlab Records



**"COUNTER CULTURE"** (2010)  
OLMECA  
Released independently



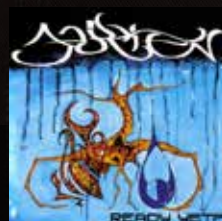
**"NOTES"** (2008)  
OLMECA  
Released independently



**"SEMILLAS REBELDES"** (2006)  
OLMECA  
Nomadic Sound System



**"HISTORIAS EN REVISION"** (2004)  
SLOWRIDER  
Nomadic Sound System



**"READY YET?"** (2003)  
ACID REIGN  
Nomadic Sound System



**"NACIMIENTO"** (2001)  
SLOWRIDER  
De Volada Records

# MUSIC VIDEOS



**Directed by Olmeca**  
Produced by Witchdoctor Vision  
Starring Tinkus Wapury Tiataco  
(Traditional Bolivian Dance Group)

"LEARN TO LEAP"

OLMECA

FT. DANIEL REGENCY

PRODUCED BY  
PRINCIPE CU



1080 AVAILABLE ON  
iTunes  
amazon

**Directed by Olmeca**  
Produced by Witchdoctor Vision  
DP Michael Beserra Starring  
Marilinda Rivera



**Directed by Olmeca**  
Produced by NDLO & Puente  
Vision DP Barni Qasim &  
Jenn Lawhorne



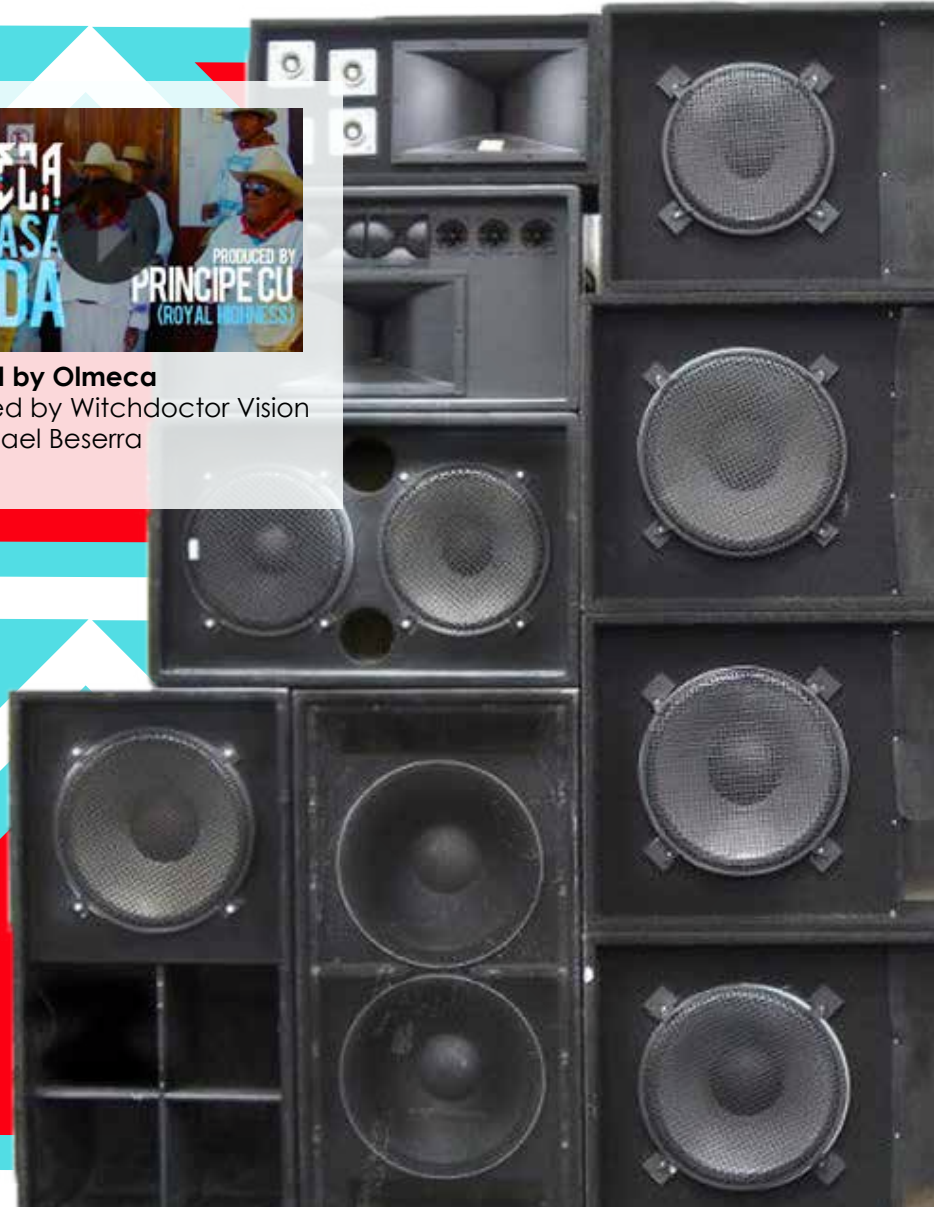
**Directed by Michael Beserra**  
Produced by Witchdoctor Vision



**Directed by Olmeca**  
Produced by Witchdoctor Vision  
DP Michael Beserra



**Directed by Olmeca**  
Produced by Witchdoctor Vision  
DP Michael Beserra



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[#ACIDLABRECORDS](#) [#RAPCONCIENTE](#)



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