

## CAFÉ TACVBA'S PERFORMANCE IN EXPO 2010 SHANGHAI MARKS THEIR DEBUT IN CHINA

**Shanghai, China, May 12, 2010.** Café Tacvba's first performance at the Greenland Expo Center at Expo 2010 Shanghai as part of the Mexico Pavilion's cultural activities was a huge success.

Rubén Albarrán, the band's vocalist, visited the Mexico Pavilion just minutes before going on stage. The singer was impressed by the content of the "Kite Forest" and tried the features showcased in the exhibit halls, such as the interactive tables, the sensory murals and the multimedia masks.

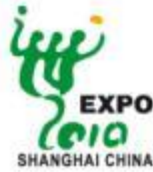
Café Tacvba—the leading Latin American rock band of our time—will perform on May 14, 2010 to end their participation at Expo 2010 Shanghai with two performances.

The band's performance in Shanghai has created huge expectations in the Latin and Mexican communities and among Chinese visitors to the Mexico Pavilion.

This week, in addition to Café Tacvba, the Mexico Pavilion also presented Positrón's music and visual arts show from May 10 to 12, as well as the Ballet Folclórico del Estado de Jalisco, accompanied by the Mariachi Real de Oro, who performed from May 10 to 15.

Both events received a warm welcome from visitors to the Expo, who highly appreciate Mexican culture.





## **Ballet Folclórico del Estado de Jalisco and Mariachi Real de Oro**

More than 50 artists on stage dancing and singing to the rhythm of violins, guitars, trumpets and harps to represent the essence of Mexican culture.

Their repertoire includes traditional dances and music from the state of Jalisco, Michoacán, Nayarit, Veracruz, Yucatán, Baja California, Tamaulipas, Chiapas, Sinaloa, Coahuila and Chihuahua, as well as Pre-Hispanic dances that take spectators on a journey through Mexico's folklore and history.

## **Positrón**

Positrón is the result of a mixture of electronic sound experimentation, concert instruments and multimedia visual arts.

Each concert is a different artistic performance that surrounds attendants with multichannel sounds from quadraphonic audio manipulated in real time, interactive computers, synthesizers designed and built by the artist and an interdisciplinary sample of visual and scenic arts that revolve around music.

## **About the Mexican Pavilion**

The Mexican Pavilion, also known as the "Kite Forest", is a more than 4,000 square meter construction. The space is divided into three levels that represent three different moments in the life of Mexican cities.





Kites were chosen as the central part of the pavilion's design because they are considered a common element between Mexican and Chinese cultures. The word *kite* in Nahuatl—*papalotl*—means butterfly and represents flight.

It is estimated that the Mexican Pavilion will receive close to 10,000 visitors a day, and that it will be one of the most seen pavilions at the Expo. It is one of the most recommended pavilions by the event's organizers.



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