

# Cholo

VALDERRAMA

Orlando Valderrama, known in the show business world as 'el Cholo' Valderrama, was born in Sogamoso (Boyacá). He spent his childhood in the municipality of San Luis de Palenque (Casanare); the experiences of peasant work and the landscape on the Pauto River marked his style as a performer and composer. At the same time, he perfected his style by studying vocal technique at Westminster Choir College in Princeton (New Jersey). With his Creole musical style, Cholo Valderrama has traveled the world as an ambassador of the llanera music.

He is the first llanero singer-songwriter to win the Latin Grammy in the traditional folklore album category.

With nearly 45 years of successful musical career and more than two dozen **recordings** to his credit, he has established himself as the most recognized Colombian composer and interpreter of the "llanero" folklore.

Although he is an institution of the music and culture of the Colombian plains, with extensive recognition in the world, he is proudly a peasant; lying in a "chinchorro" (hammock), with his "cuatro", he sees the privileged landscape of the Orinoco, where the immense pastures extend towards the horizon until they meet the sky. There, Orlando "El Cholo" Valderrama, a faithful representative of the milking songs, vaquería and the Colombian llanera music, gives free rein to his inspiration in those immense, green and sunny plains; of "alcaravanes", "morichales" and dreamy sunsets, with his thick and intoned voice he takes the great stages of the world and attracts the animals in the extensive pastures of the Eastern Plains.



He has spent more than 60 years of his life composing and exalting the folklore of his region. He never abandons his work in the fields and enjoys his life riding horses, milking and driving cattle, in front of the rising sun and dreamed sunsets, a Colombian poet in love with his land.

He is also the most internationally recognized singer-songwriter in his genre. The coplas, verses and 'corrios' of 'Cholo' have been heard in countries such as Venezuela, Mexico, Guatemala, Panama, England, France, Germany, Spain, Italy, United States, China, Hong Kong, Japan, Korea, and Russia, among others. His performance in China stands out, where he was the first llanero singer to perform in that country.

For his teaching work he is a great ambassador of the llanera culture and the United Nations Educational, Scientific and Cultural Organization - Unesco - declared the "Cantos de Vaquería" as Intangible Cultural Heritage of Humanity, taking into account this man who has not abandoned the llanera tradition.

The sound of the Colombian plains is well represented with this interpreter and composer. Each of his recordings is a portent of strong tradition.

**Proof** of this is his Youtube channel where in addition to his audiovisual productions, there is a great content of the customs, landscapes and samples of the culture and work of the plains.

He recently released a wonderful Joropo version of the renowned Pedro Navaja cover that has been very well received by his audience, the industry and colleagues who have given him great comments, in addition to a recent tour of the United States and France. Additionally, he is working on a studio album, news of which will be released soon.



The legacy I leave is the vindication of the music and culture of the Llano. I have always fought to rescue the roots, not to let our music be sullied by commercialization. I have tried to be in the Llano, to live there and not to lose the umbilical cord with my land", proudly affirms 'Cholo', who finishes with his characteristic "¡Uipipipipiiipiiiiiiiiiii!"