



LOROZA.COM.BR
MUSIC CINEMA TELEVISION ADVERTISEMENT

new cd and dvd
LOROZA
& US MADUREIRA
live

youtube.com/serjaoloroza
myspace.com/loroza
twitter.com/serjaoloroza

Contact: Raphael Santana / E-mail: producao@loroza.com.br
Tel: [55] (21) 2529-8470 / Cel: [55] (21) 7881-2680 / Radio 55*12*71199

Black Brazilian from Madureira, heart of samba, musician of the streets, player and singer, comedian and actor who says it all and dances too, on stage, on screens, both great and small, the standard fat man of the ads, acclaimed from one city to the next, everybody's friend.

Father, brother, author of his own monologue, never thought of being a biologist, he launched his first, his second CD and live DVD, never stops producing, nor forgets the world around him, his roots, his friends and especially, at a steakhouse, is a menace.

LOROZA

Black Brazilian from Madureira, heart of samba, musician of the streets, player and singer, comedian and actor who says it all and dances too, on stage, on screens, both great and small, the standard fat man of the ads, acclaimed from one city to the next, everybody's friend.

Father, brother, author of his own monologue, never thought of being a biologist, he launched his first, his second CD and live DVD, never stops producing, nor forgets the world around him, his roots, his friends and especially, at a steakhouse, is a menace.

PUBLICITY

Loroza is the star of various publicity campaigns aimed at mass consumption and his image is thus associated with the principal Brazilian and multinational brands. Loroza has taken part in various commercials of the Antarctica beer, a product of the AB Inbev group, the fifth biggest beer manufacturer in the world.

He also led the advertising campaign of Casas Bahia, the largest department store chain in Brazil, in a campaign which resulted in the greatest number of appearances of a single artiste in the commercial breaks of Brazilian television, during the months in which the ad was transmitted.

CINEMA

Loroza has taken part in various Brazilian features. Among others, he acted in the film *Bossa Nova*, directed by the well-known director Bruno Barreto, in which he joined a cast including Hollywood actors Amy Irving Erving and Stephen Tobolowsky.

In *Carandiru*, the prize-winning film of director Hector Babenco, he interpreted the character "Gordo", (Fatty) the drug-dealer in a story which resulted in a Brazilian box-office return of almost 5 millions.

Another notable role was the character "Coice", a policeman in the film *Orfeu*, by CACA DIEGUES.

Loroza also gave his voice to the giant hippopotamus "Moto-Moto", in the Brazilian version of *Madagascar 2*. Well, we are left to wonder why they should pick on him for this character! Who knows???

MUSIC

Before theatre, television and cinema, there was music. Loroza began singing in the church choir as a young boy and never looked back. The first notes of his guitar heard on the street corners of Madureira were reflected much later in 2007, in the launching of his first CD:MBP – Música Brasileira de Pista (BSM - Brazilian Street Music). It's all in the name. From thence, he set out on a countrywide tour playing dance music.

The launching of his second CD - *Serjão Loroza & Us Madureira Live*, accompanied by his first DVD, with the same name, was inevitable. The whole thing is conceived, produced and directed by Loroza himself. Besides his own original compositions, this CD includes interpretations and new versions of some of the big names of Brazilian music like: Tim Maia, Lenine, Jorge Ben Jor and Gilberto Gil. It includes samba, soul, funk, reggae, pop: once again this is music for dancing.

TELEVISION

Loroza is a consecrated actor with the Globo Television network, the fourth biggest commercial broadcast network in the world, with a daily audience of more than 120 millions people. In 1998, he landed his first big role with the channel, using his big voice for the role of "Emecê", a seductive radio host in the mini-series *Hilda Furacão*.

From then on, thanks to great public acclaim, Loroza has been part of the cast of the network's big productions, year in year out. He has taken part in soaps, series and other programmes, including, *Andando nas Nuvens*, *Chiquinha Gonzaga*, *Esplendor*, *Uga Uga*, *Um Anjo Caiu do*

Céu, Kubanacan, Da Cor do Pecado, Senhora do Destino, Zorra Total, Negócio da China and Malhação.

However it was the role of "Figueirinha", in the series "A Diarista", which conferred him the status of national idol. To the extent that in 2007, he took part in the 4th edition of the programme Dança dos Famosos, Brazilian version of Strictly Come Dancing and Dancing With The Stars, and continued as far as the semifinals.