

J BALVIN LIDERA LAS NOMINACIONES A LOS LATIN GRAMMY CON 8 RECONOCIMIENTOS // J BALVIN TOPS LATIN GRAMMY N

By: Stephanie Guerrero Artist: J Balvin

"Todos es causa y efecto, y este es el efecto de la música con buena vibra !!!!! Agradecido" – J Balvin

Álbum del Año: VIBRAS

Mejor Álbum de Música Urbana: VIBRAS

Récord Del Año: "MI GENTE" – J Balvin & Willy William Featuring Beyoncé

Récord Del Año: "X" – Nicky Jam & J Balvin

Mejor Fusión Urbana/Presentación: "MI GENTE" – J Balvin & Willy William Featuring Beyoncé

Mejor Canción Urbana: "DOWNTOWN" – Anitta Featuring J Balvin

Mejor Canción Urbana: SENSUALIDAD (Bad Bunny, Prince Royce & J Balvin)

Mejor Canción Urbana: "X" – Nicky Jam & J Balvin

J Balvin Lidera Las Nominaciones a Los Latin... [Balvin ha] inyectado su reggaeton con sonidos globales e invitado a colaboradores inesperados – desde Carla Morrison hasta Rosalía – en su álbum *Vibras*. El escenario está arriba para mejor álbum y álbum del año, el único álbum urbano compitiendo en la categoría. El mega hit de Balvin "Mi Gente" con Willy William está nominado para récord del año compitiendo con otra canción de Balvin "X" con Nicky Jam. Mientras tanto, la versión de "Mi Gente" featuring Beyoncé también está nominada por mejor presentación fusión urbana, y en la categoría de mejor canción urbana, Balvin tiene tres de cinco nominaciones" – **Billboard** (translated)

"Uno de nuestros 'Nuevo Clásicos' visionarios creativos definiendo el futuro...El Nuevo Rey del Pop Latino está en una misión de globalizar el reggaeton...J Balvin es uno de los artistas más populares del mundo y *VIBRAS* es uno de los mejores álbumes del 2018. Balvin está liderando una nueva raza de estrellas Latinas del crossover sin sacrificar sus raíces" – **Rolling Stone** (translated)

Ya un multiple ganador de premios Latin GRAMMY, el superestrella colombiano J Balvin lidera las nominaciones a los Latin GRAMMY este año en ocho categorías diferentes, reconociendo su destacado álbum "*VIBRAS*" – incluyendo Dos-Billones de vistas globales del exitoso sencillo "*Mi Gente*" y colaboraciones adicionales que lo ayudaron a establecerse como el artista de mayor streams a nivel mundial este verano. *VIBRAS* tambien fue seleccionado como uno de los mejores álbumes de este año por la revista *TIME, ROLLING STONE, BILLBOARD* y muchos más.

TIME Best Albums of 2018 So Far

Here are our picks for the best new albums that kept us enthralled from start to finish so far in 2018. J Balvin is not Colombia's first superstar musical export; that honor might go to Shakira or Juanes. But unlike his earlier, pop-adjusted predecessors, J Balvin has been crisscrossing over into the global mainstream on his own terms. His debut solo album, seeing J Balvin riff on Puerto Rico's answer to hip-hop. It's recorded entirely in Spanish. And it's a smart and undeniable package of danceable beats from across the spectrum of Latin genres, like on the sultry, chime-filled "Cuando Tú Quieras" or the space, melodic "Noche Panata." His biggest hit, "Mi Gente" with Willy William, received the blessing of a *Reportero enmascarado* last year, helping establish him even further in pop consciousness. But it's the early version that appears on the album — and it already has all the star power it needs.

Rolling Stone Best Albums of 2018 So Far

So far, we've given you plenty of Michael Jackson, Radiohead, Coldplay, and other global luminaries, but this year's international suggestion is an all-star dispatch from "Músicos. Here's the best of the year's first five months and change.

J Balvin, 'Vibras' (Sony) www.rollingstone.com/music/lists/best-albums-2018-so-far-j-balvin-vibras/

We knew Balvin was leading a new breed of Latin stars who could cross over without trashing their roots — an interesting development in this notoriously wall-building era. The video for his peers "Mi Gente" — a megahit that just the album's title (meaning "My people") with the signature song of salsa legend Rubén Pérez Héctor Lorca — has racked up 1.8 billion YouTube views at last count, and even scored a remix feature from Beyoncé, who invited Balvin up for her epic Coachella set last month. Produced by Colombian producer Gustavo Dudamel along with co-writer by French radio DJ DJ Arafat and Swedish-Chilean producer Julian Marques, "Mi Gente" looks off "Túeres," and its dulcet, chilled-out, harmonious take on reggaeton is a template for the series' next TVC.

The 50 Best Albums of 2018 (So Far): Critics' Picks

J Balvin, Vibes

Do not call J Balvin a reggaeton artist. While homage is paid to the genre on his new album, *Vibes* is truly about vibes – a journey of global beats that defies description beyond “latin.” Balvin pushes the boundaries here, performing mostly solo, and when he does collaborate, he does it rarely with unexpected players. The tone is set with the opening intro, courtesy of Mexican alt chanteuse Carla Morrison, whose distinctive voice segues into Balvin’s global anthem “Mi Gente.” The end result manages to be Latin, universal, and completely different all at once. — DIA COED

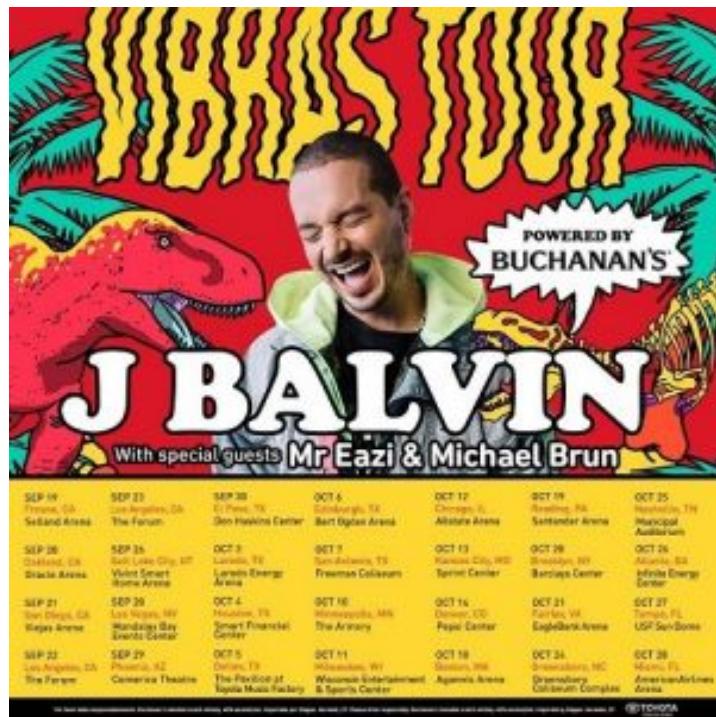
STEREOGUM

America's Pop Mainstream Is Finally Making Room For Languages Other Than English

“We may be entering an era in which artists can gain a foothold in the American mainstream without abandoning their native tongue. America’s president may be fixated on putting up blood walls at our borders, but the boundaries of the pop mainstream are growing more porous all the time. The best case study for that concept is J Balvin. The Colombian superstar just released *Vibes*, a stylish and impressive collection of reggaeton and Latin trap that arrives just in time to capitalize on the best visibility of his career. Last year Balvin wowed a premiere Spanish-language smash in the US marketplace with the popular anthem “Mi Gente.” The song is a relentless body-shaker... Translating to “My People,” it struck a nerve in a country where the government has taken a hostile stance toward immigrants and people of color. “Mi Gente” is proving to be the introduction to an enduring superstar. And in *Vibes*, he has an album ripe with candidates to extend his success in the American mainstream.... *Vibes* includes plenty of sole tracks worthy of heavy rotation.”

J Balvin también recibió nueve nominaciones esta semana para los Latin American Music Awards (incluyendo *Artista del Año y Álbum del Año*) convirtiéndolo en el co-líder de las nominaciones. Recientemente J Balvin también ganó dos premios en los MTV VMA's recibió una nominación a los *American Music Award (AMA)*, una nominación a los *People's Choice Award* y tres nominaciones a los *BET Hip-Hop Award*.

J BALVIN'S U.S. 'VIBRAS TOUR,' PRESENTADO POR BUCHANAN'S WHISKY Recién Comenzó La Gira Y Llegará Este Fin De Semana A (Sábado 9/22 y Domingo 9/23) THE FORUM En Los Angeles Por Dos Noches Consecutivas.



J BALVIN TOPS LATIN GRAMMY NOMINATIONS

GARNERING A FIELD-LEADING 8 NOMINATIONS

“*Todo es causa y efecto , y este es el efecto de la música con buena vibra !!!!! Agradecido*” – J Balvin

(All is cause and effect, and this is the effect of music with good vibes !!! Grateful)

Album of the Year: VIBRAS

Best Urban Music Album: VIBRAS

Record Of The Year: "MI GENTE" – J Balvin & Willy William Featuring Beyoncé

Record Of The Year: "X" – Nicky Jam & J Balvin

Best Urban Fusion/Performance: "MI GENTE" – J Balvin & Willy William Featuring Beyoncé

Best Urban Song: "DOWNTOWN" – Anitta Featuring J Balvin

Best Urban Song: SENSUALIDAD (Bad Bunny, Prince Royce & J Balvin)

Best Urban Song: "X" – Nicky Jam & J Balvin

J Balvin Tops Latin Grammy Nominations... [Balvin has] infused his reggaeton with global beats and invited unlikely collaborators – from Carla Morrison to Rosalía – to his album *Vibras*. The set is up for best urban music album and for album of the year, the only urban album competing in the category. Balvin's mega-hit "Mi Gente" with Willy William is up for record of the year where it competes with another Balvin track, "X" with Nicky Jam. Meantime, the "Mi gente" version featuring Beyoncé is also nominated for best urban fusion performance, and in the best urban song category, Balvin has three out of five nominations" – **Billboard**

"One of our 'New Classic' creative visionaries defining the future... The Smooth New King of Latin Pop [is] on a mission to globalize reggaeton... J Balvin is one of the most popular artists in the world [and] *VIBRAS* is one of the best albums of 2018. Balvin is leading a new breed of Latin stars who can cross over without watering down their roots" – **Rolling Stone**

Already a multiple Latin GRAMMY winner, Colombian superstar J Balvin LEADS this year's Latin GRAMMY nominations with EIGHT nods from his musical peers, recognizing his landmark "*VIBRAS*" album – including Two-Billion view global hit "Mi Gente," and additional collaborations that helped established him as the world's top-streaming artists this summer. *VIBRAS* has also already been selected as one of the best albums of the year by *TIME*, *ROLLING STONE*, *BILLBOARD* and many more.

J Balvin also received nine nominations this week for the Latin American Music Awards (including Artist of the Year & Album of the Year) making him co-leader of the field. Recently J Balvin also WON two MTV VMA's and received an American Music Award (AMA) nomination, a People's Choice Award nomination, and Three BET Hip-Hop Award nominations.

J BALVIN'S U.S. 'VIBRAS TOUR,' POWERED BY BUCHANAN'S WHISKY Has Just Begun And Will Arrive THIS WEEKEND

(Saturday, 9/22 & Sunday, 9/23) For Two Nights At THE FORUM In Los Angeles.