

JAZZ
MAZ
CHÉRIE
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JAZZ
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CHÉRIE

NATALE





THE
PROJECT
PROJEKT

A musical project **embodied** and performed by Natale.

An innovative concept of Jazz classics coupled with an original work.

A proposal from the inventive duet Natale and Vincent Bruley.

Developped with a marketing approach for a global and optimal exploiting.



THE DESIGNERS

Made by the inventive duet:

Natale for producing the project and singing it and for her call to life...

&

Vincent Bruley for producing it.

JAZZ
MATZ
CHÉRIE

SPIRIT OF LIFE

NATALE

She is an exceptionally gifted artist who likes to create inherently.

She sings and writes Life while enhancing her desires to be experienced:

**« To be born or not to be born », « GOD is pregnant », « HAMMAMUM »,
« From the primal scream up to chrysanthemum ».**

Natale is a singing female poet who embodies life in its whole femininity.

She breathes life into the love wish and into the desire to grow your own skills.

When she succeeds in one of her art work, she is convinced that it arouses in the other people the wish to turn their own dreams true.

ONE SINGLE THEME: LIVE!



SPIRIT OF LIFE

NATALE

HER VOICE:

Natale owns a voice coming from the original world; a stomach like voice which is sweet and warm,
Raising like a scream in the silence with a subtle heartbreak,
Moving the heart because of her deep and inner tone.
Her sincere and sensitive voice pulses and throws gimmicks and improvisations in the same way as her breathe. She sways Jazz through her **caress**.

THE SCENE

She is an ultimate live performer with a high charisma.
A shining ginger strength with a corded body and architectural gestures which are subtle and designer and belongs to no one else.

Natale creates **playful** instants through her game with the audience.



NATALE

BIOGRAPHY

Natale was exceptionally gifted and joined the Professional Class of the Conservatoire two years ahead of the other pupils and won the gold medal and an award for excellence. She was only 18 and the youngest teacher in France.

As a singer she sang **everywhere; from the Jazz Clubs to the Churches for lyrical concerts. Her first pop band was called “Les Loups”.**

As an author she wrote screenplays for TF1 (French tv channel).

As an actor she played in TV soaps and also on stage.

As a host she presented a prime time show each Saturday on Arte channel.

As a songwriter her work was released by Warner Chapell and she signed with BGM Records. She made one album and two singles.

On stage and during concerts -with her own songs and also through her musical one-woman shows- she federated in Montreal her dearest audience. She was followed by a french speaking fan club named “La Communauté Culottée”(“The Daring Community”)

« *My words are addressed
to laughing eyes*

*To those who refuse to be a robot, a fonction or a number
Those who don't believe that we come into existence
Just as a potato sprouts in a closet...*

*I wrap myself in the haute couture of my desire,
And then i feel myself a living person,
living,
living,
Living with the wish to crunch the apple... »*

NATALE

VINCENT BRULEY

PRODUCER

- ✖ He won the Vincent Scotto Prize from the Body responsible for collecting and distributing royalties ("La Sacem" in French) for the **composition** of *Etienne-Etienne* by Guesh Patti.
- ✖ He founded the *Piccolo Studio* and the record company *Java* on which he produced *Les Escrocs*, *Lokua Kanza*, *Richard Bona*...
- ✖ He contributed to the musical creation of movies by Jean Marboeuf, Claude Berry, Claude Lelouch, Allah Rakha Rahman...
- ✖ He created the albums of Lizz Mac Comb, Alpha Blondy...
- ✖ He worked for Le Trio Joubran, Manu Katché...*The Gaumont Company*, Marion Cotillard, Guillaume Canet...
- ✖ He also made scores for commercials such as for *EDF* (French electricity), *UAP* (Union of Insurance in Paris) and *La Caisse d'Epargne* (Famous French Bank).



THE LYRICS

ARTISTIC ORIENTATIONS

Inventive Cover versions and international Jazz classics revisited.

Introducing a creation showing the author's style.

New development, in depth study and improvement of the texts which give to the project a distinctive and identifiable realm.

Appropriation by Natale of the classics through her play on words, on meanings and on oxymorons; all this being made with tenderness, playfulness and spontaneity.

The rhymes and tricks of the lyrics bring out an extra rhythm.

Natale and Vincent Bruley have managed to inspire a team effort participation with a real alchemy which enabled a genuine time of creation

Featuring

- The 'Great' Hervé Meschinet de Richemond who is a flautist and a saxophonist and also the musician of Michel Legrand, Diana Krall and Diana Ross; a big name in Jazz music.
- Including also his bass player partner Jean Wellers who is a musician with first level autism having perfect pitch and who won the first prize as a violin player while being also a virtuoso guitar player.
- Philippe Petit -electric piano and clavinet player- who is a key figure in French Jazz.
- Eric Dervieux -who is also known as 'velvet broom'- is the reference drummer of Michel Legrand, René Utreger, Steve Grossman and Johny Griffin.
- Jean Luc Lopez who is the favorite drummer of Halliday, Vartan, Carlos, Cordy, Aznavour, Bécaud, Dalida! Croisilles, Laville, schuman...LET'S STOP HERE!!!!



THE MIX

ARTISTIC ORIENTATIONS

The Musical spirit of the album refers to a **jazz trip-hop spirit**.

A style enhanced by the new sound technologies and which goes beyond the purists of jazz and opens the jazz sphere to neophytes and to a large scale audience.

The designers identify themselves as the musical sons of Lalo Schifrin and Ennio Morricone and of Diana Krall and Morcheeba.

The mix rests on a commitment; highlighting a deeply sincere and sensitive rendition.



AN OVERALL PROJECT

- ✓ The album with a physical and digital utilization
- ✓ Clip, videos
- ✓ Live performance and scenic expression
- ✓ A Market **potential** for brands



THE ALBUM

The tracks:

Black coffee

Only you

Tu veux ou tu veux pas (Do u want it or not?)

Too good to be true

Dany boy

Misty

Naître ou ne pas naître (Workshop Creation) (To be born or not to be born)

Mama looka boo boo

Dream

Yesterday

Cry me a river



THE STUDY

MARKETING AND PROFESSIONAL APPROACH

Being aware of the commercial potential of this album and under the current circumstances of the musical market, the artistic team entrusted a marketing expert with the undertaking of market research preliminary to commercial solicitation and that in order to give this album the best chance to succeed in the International and French music scenes.



THE STUDY

Based on the first mixing of the album, this study was carried out in the form of interviews and targeted music professionals including Guesh Patti, Jean Paul Bazin, Jean Michel Proust, Manu Katché, Lokua Kanza, Richard Bona...

The whole of them was unanimous on:

- ✓ The originality
- ✓ The realization,
- ✓ The sensitivity,
- ✓ The sound quality
- ✓ The very great professionalism

Guesh Patti: “ Natale’s **sublime** voice does not look like anyone else. She has a strong, subtle and talented personality. With this album we reach the Codes of great Art ”

The comments and pieces of advice dispensed have allowed us to maximize the final mix.



THE STUDY

At the same time a marketing approach allowed us to guide the position of the Project;

Jazz music sung by women is the market line of the Project.

This style is in fashion among an **expanding** audience; the non-informed jazz aficionado.

The Project **JAZZ MA CHERIE** does not meet classical Jazz criteria -Just like for Diana Krall or Nora Jones- but from the large audience point of view it is perceived and likened to be Jazz music.

The Musical creation also enlarges the audience market to the lovers of lounge music, trip-hop and chill-out.



THE STUDY

The universe of cover versions brings an extra opportunity to the audience through the recognition and identification of the titles- most of the tracks being registered in the collective unconscious- which strengthens the **audience support**.

The target audience for whom the project *JAZZ MA CHERIE* is suitable has been identified as the 30 to 60 age group owning some *musical culture, some listening culture*. Hip trendy people rather AB+; more or less well off people with some good taste and also slightly elitist.

This target audience is open minded and trendy enough to appreciate an original music not too basic.

People in vogue who are familiar with advertisement and enjoying creativity and the world of image and therefore appreciating Natale's universe and *JAZZ MA CHERIE*,

Vocal jazz has known a renewed interest among mass market (buyers and consumers of this kind of music) and has been updated because of artists such as Diana Krall or Melody Gardot...

The collectors of cover versions (whose number has increased) are also targeted.

JAZZ
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THE IMAGE

The development of the project image is based on the image of Natale herself.

An artist with charisma whose personality is subtle and trendy and who seduces and plays and also moves people.

A cute woman who is particularly photogenic – putting out a personified energy as well as both a sensitive and sensual femininity– and who strongly affects people.

The visual universes shall be **sophisticated while shrewdly suggesting the positive sharpness of her image.**



THE BRANDS

This Project is adaptable for the brands:

- **For Public Relations;** Natale's exclusive artist status is suitable for the enterprise branding of Human values rooted in the personal fulfilment of everybody. The main theme is the call to life; leading an artist's life while being artist of your life.
- **From an Internal Point of View;** involvement of the artist within the enterprise for the wellness of the co-workers. As the figurehead of New Age and of personal fulfilment, Natale will give a **boost** to the creativity of everybody.

THE BRANDS

- ✖ The greatest creative potential of Natale allows the brands- and that on a long term footing – to rely on her rich and wide artistic universe (which conveys a buoyant “Spirit of Life”).
- ✖ Natale is totally open-minded concerning the possible developments that could be set up for the brands and which would promote the building up of **JAZZ MA CHERIE** renown.
- ✖ A marketing strategy for the Project **JAZZ MA CHERIE** - embodied by Natale and rolled out for a brand- will contribute to the rising fame and to the influence of **JAZZ MA CHERIE**.

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