

**Carla Patricia Morrison Flores** (Tecate, Baja California, July 19, 1986), better known as Carla Morrison, is an independent Mexican singer-songwriter in the latin alternative pop genre, winner of three Latin Grammy Awards: two for her album *Dejenme Llorar*, which has been certified Platinum in Mexico, and one for her song "Vez primera", from the album *Amor Supremo*.

Carla Morrison is the daughter of two Mexican parents, Porfiria Flores and Hilario Morrison. Her father, Hilario Morrison, previously surnamed Viera, obtained his surname upon being adopted by William Guy Morrison, born in California and the son of an English migrant named Laura Morrison.

Carla Morrison was born and raised in Tecate for the majority of her younger years. Since childhood, she received training in drawing, dance, and singing which Carla was especially drawn to.

Motivated by her conviction to dedicate herself to music, she decided to move to Phoenix, Arizona, at the age of seventeen. Morrison began her musical studies at Mesa Community College, but soon left school because her way of approaching music was more spiritual, emotional and self-taught than academic.

Inspired by her master teacher David Barrios, Mexican lyric baritone, she began to present her first musical compositions under the stage name of Babaluca. This project evolved into a band configuration with other members Nick Kizer and Nichole Petta. Babaluca managed to position itself in a short time as one of the most important indie artists on the local Phoenix scene.

During this stage of Carla's career, she collaborated with Mark Erickson - a multi-instrumentalist musician and member of the band Colorstone, also from the Phoenix scene. Erickson produced Babaluca's first album, which never had wide distribution. Carla and Erickson worked together to perform the song "Tragos de Amargo Licor" the popular song by Mexican musical legend Ramón Ayala at a country music festival. In addition, Erickson invited her to be a backup singer on the album *Go Away Closer*, which he produced for the musician Lonna Kelley.

After a short but productive career with Babaluca, Carla opted to leave the project and return to Mexico to continue her musical career as a soloist.

### **Start of solo career and first EP's**

In early 2010, Carla Morrison released her first ep, titled *Aprendiendo A Aprender*, material that she produced entirely independently in her home studio

of Jordan Berailut in Tempe, Arizona. After a short time, this work managed to capture the attention of an interested public and media, positioning Morrison as one of the most exciting artists on the Mexican scene. The material contains six songs composed and produced by herself, as well as an additional song in which she reinterpreted the classic composition "Tragos de Amargo Licor" by Ramón Ayala. The singles "Esta Soledad" and "Lágrimas" were used in the television series Soy tu fan.

Later, the Mexican singer and composer Natalia Lafourcade offered to produce the next EP and invited her to be her opening act for her showcase of her album Hu Hu Hu at the Fru Fru Theater. This was Morrison's first major show in Mexico City and it opened a big door for her to return.

Later in 2010, Carla Morrison presented her second EP entitled Mientras Tu Dormias, produced by the aforementioned Lafourcade. This album led to more success: Carla began performing in bigger cities in Mexico and also started to make inroads in the United States and Colombia. It should be noted that, with this EP Carla was nominated for a Latin Grammy Award in the category of Best Alternative Music Album. As this album cycle began to end, Carla's venue appearances grew exponentially performing at El Lunario del Auditorio Nacional, Teatro Metropolitano, and Vive Latino 2011. A big indicator of things to come.

## Dejenme Llorar

In 2011, Carla Morrison began working on her first full-length studio album, entitled Déjenme llorar. Juan Manuel Torreblanca -of the band Torreblanca- and Andrés Landon -a Chilean artist living in Mexico City- were enlisted to produce the album, which would be her first full length project. Alejandro Jiménez - the artist known as Jandro was also enlisted to co-produce, arrange and be the recording engineer.

Dejenme Llorar was released on March 24, 2012, the music was showcased on the main stage of Vive Latino 2012. She was nominated for 4 categories at the 2012 Latin GRAMMYS. She was also nominated at the 2013 GRAMMY Awards in the category of Best Latin Album of Rock, Urban or Alternative. The album Dejenme Llorar was the winner of 2 Latin GRAMMY awards in the categories: Best Alternative Album and the title song was awarded for Best Alternative Song. In addition, the album was certified as a Platinum Record in Mexico.

Immediately thereafter, Morrison continued her touring, which grew exponentially with her Déjenme Llorar Tour and Huéspedes del Orbe, of which she toured together with Enjambre, a Mexican alternative rock band. Thus, he toured the Mexican Republic almost in its entirety. Most of these shows were certified as sold out. This portion of an even longer tour finished up at Mexico City's Palacio de los Deportes on August 31, 2013 before 20 thousand people, another sell out.

After this point of her touring cycle, Morrison began the international portion of her tour. The singer performed in the United States, Guatemala, Costa Rica, Panama, Peru, Chile, Argentina, Uruguay, El Salvador, Spain, England and France. In most concerts tickets sold out in advance of the performance dates.

Carla performed at major music festivals in America and in Europe. Among the highlights was Vive Latino Festival for having participated in it three consecutive years. Her debut at this festival was in 2011, when it was presented at the Carpa Intolerante and broke the attendance record by bringing together 9 thousand people in a tent that had been designed to house a maximum of 5 thousand people. In 2012, Carla Morrison sang at the Danup Tent in front of 30 thousand people. In the Festival Vive Latino 2013, Carla Morrison performed her songs on the main stage, in front of 65 thousand people, before the presentation of two bands of international renown: Tame Impala and Blur.

Carla Morrison also participated in the Viva La Canción 2012 Festival in Madrid, Spain; the Festival Centro 2012 and the Festival Estéreo Picnic 2013 in Colombia; the Pal Norte Festival Fest 2012 in Monterrey, Mexico; the 2013 Lollapalooza Festival in Chile; and, in the United States, at the Pachanga Latino Music Fest in Austin, Texas, the 2013 Latin Alternative Music Conference in New York, and the Neon Desert Festival 2013 in El Paso, TX.

Carla Morrison closed out this expansive tour with her performance at the Auditorio Nacional in Mexico City on May 31, 2014. The artist performed in front of 10 thousand people; another verifiable sell out.

In December 2013, Carla Morrison was invited to collaborate with Juan Gabriel on the song "Yo Sé Que Está En Tu Corazón", included on his album Los Duo 2. Morrison also collaborated with Los Ángeles Azules on the song "Las Maravillas de La Vida", from his album Como Te Voy A Olvidar, released in May 2013; the song was the third single from their album, the video to the song was released in September of the same year. Another important collaboration was the one Carla

did with Leonel García -in April 2013- with the song "Que llora", from the album Todas Mías; This song was released as the third single from the album along with an accompanying video. In June of 2014, Morrison was invited by Kinky to sing on the first single to their album MTV Unplugged, "A Dónde Va Los Muertos?." In December of the same year, she received an invitation from Ana Torroja to sing on her song "Un Año Más", together with Ximena Sariñana. The studio track was included on her album Conexión, released in May 2015.

### **Pan Dulce Productions**

In early 2013, Carla Morrison created Pan Dulce Productions, an executive production company that supports independent music projects. The mission of this platform was to help and guide new independent musicians who, with promotion, advice on how to do things for themselves and with monetary support.

Through this production company, a financial loan was made to a curated list (made by Morrison) of artists so they can cover the expenses of recording and post production of the album. The supported projects pay the money later without any interest and through the royalties generated by sales of records, presentations, etc. - of which they pay a small percentage until they cover the entire loan.

The projects who've benefitted so far are Jandro, Ramona and Mariel Mariel.

### **Amor Supremo**

In August 2014, Carla Morrison rented a house in Playas de Tijuana to build a home studio and begin recording her second studio album, Amor Supremo. produced by Alejandro Jiménez and Demian Jiménez, and co-produced by Carla Morrison, for eight months.

Nearing the release of Amor Supremo, Carla Morrison was invited by Apple Music announcer Zane Lowe to her Beats 1 program to present her first single, "Un Beso". Carla Morrison became the first Mexican artist to present her music on that show. As part of the promotion of this single, the video for "Un beso" was released, directed by Julio Muñoz from Ra Ra Ra Films.

Amor Supremo was released in November 2015. In 2016 the record was nominated for 2 Latin GRAMMY Awards in two categories: Best Alternative Album and Best Alternative Song for the single "Vez Primera" of which Carla won in that

category. Amor Supremo was also nominated for a 2017 GRAMMY in the category of Best Latin Rock, Urban, or Alternative Album. At the Grammy Awards Pre Telecast ceremony, Carla was invited to perform "Un Beso" with First Nation (and GRAMMY nominated) Northern Cree.

Morrison was also nominated for a Premio Lo Nuestro 2017 in the category of Album of the Year.

The album received positive critical reviews from The New York Times, The New Yorker, The Boston Globe and Pitchfork, which gave the album a grade of 8.0 out of 10.

After this release, Carla Morrison kicked off the Amor Supremo international tour with the presentation of the self-titled album at Teatro Metropolitan in Mexico City. On this tour, the artist toured all of Mexico, and performed on several major festivals: the 2016 Pal Norte Festival, Vive Latino 2016, Coordinate Guadalajara 2016 and the 2016 Youth Week, in the Zócalo of Mexico City; Coachella Festival 2016, RuidoFest Chicago 2016 and the La Tocada Santa Ana Festival 2016, in the United States; the Festival Fiis in Chile and the Tribute to Soda Stereo in Buenos Aires 2016, in South America; and the 2016 D-Code Festival in Madrid, the Nocturama Festival 2016 in Seville, the BBK Live Festival 2017 in Bilbao, and the La Mar de Músicas Festival 2017 in Cartagena, on the European continent.

To promote Amor supremo, Carla Morrison released several videos that followed the release of the "Un Beso" video. These singles, directed by Broducers, were: "Vez Primera", "Azúcar Morena", "No Vuelvo Nunca" and "Tú Atacas". The latter was co-directed by Chris Carrera, who was also in charge of the photography of the documentary about Morrison's career- Todo Pasa, which is currently being produced by Olga Segura.

### **La Niña del Tambor and Amor Supremo Desnudo**

In December of 2016, Carla Morrison released an EP entitled La Niña Del Tambor. This one was produced by Morrison, along with Alejandro Jiménez and Demian Jiménez. The EP is composed of six Christmas songs; one of them, "Jesus", is the sole original song on the collection. The record was recorded live at Baby Jesus Hood Studio in Mexico City. Three of the songs on this collection were sung in English and three in Spanish.

The album Amor Supremo Desnudo was released on June 9, 2017. This album was produced by Carla Morrison and Alejandro Jiménez, and contains acoustic versions of thirteen songs included on the previous album, Amor supremo. In addition, it includes two new songs: "Te Regalo" - accompanied by the video directed by Broducers - and "Dime Mentiras". With the release of this collection, Carla began the Amor Supremo Desnudo tour, commencing with The Circuito Indio Series, a number of concerts promoted by Vive Latino.

In September 2018, Amor Supremo Desnudo was nominated for a Latin Grammy Award in the category of Best Traditional Pop Vocal Album, where she also sang on the J. Balvin title track "Vibras" live on international television.

### **Collaborations and other participations**

In 2014, Carla Morrison was invited to collaborate on the MTV Unplugged album by Enrique Bunbury, in which she interpreted the song "Porque Las Cosas Cambian". Afterwards, as part of her success with her album Amor Supremo, in February 2016, Carla Morrison was invited by Macklemore and Ryan Lewis to collaborate on the song "The Train" on her album This Unruly Mess I've Made. Later, in February 2017, Morrison collaborated with Los Pericos on "Anónimos", the second single from their album, Soundamerica. May 2017, Carla also received the invitation from Dani Martín to sing in "Que Se Mueran de Envidia", the fourth single from Martín's album La Montaña Rusa.

The most recent collaboration for Carla Morrison took place on the album Vibras by J Balvin, a well known reggaeton singer. This album was released on May 25, 2018 and has five other collaborations through which the artist seeks to explore and incorporate various musical expressions. The participation of Morrison as interpreter and co-author of the self-titled song on the album, is an introductory piece with a duration of just over a minute, in which the singer uses her voice with absolute freedom.

In May 2017, Carla Morrison was invited by the organizers of TEDx Tlalpan to give a talk in which she shared her experience as a woman and independent artist. In this conference, entitled "Who do I depend on?", Carla explained her vocation as an artist and how she has developed her career as an independent artist. It also touched on why it is sustainable and important for her to remain independent, always by her own decision. Morrison also talked about how her team and her company are organized.

Carla Morrison made her debut as an actress in the movie Ana María in Novela Land, filmed in Los Angeles and released on February 27, 2017. The film's soundtrack includes three songs she wrote, "Me Encanta," "Yo Sigo Aquí" and "Hasta La Piel". Carla was also invited to record a Spanish version of "Pale Blue Eyes" by The Velvet Underground for the soundtrack to the Eugenio Derbez/Salma Hayek film How To Be a Latin Lover, released in May 2017. In addition, the song "Eres Tú", a track from her album Déjenme Llorar, appeared in an episode of the TrollHunters series of director Guillermo del Toro, in 2016. In 2018 As part of the second chapter of the "Soy México" campaign - from the Las Estrellas de Televisa channel, aimed at a family audience -, Carla Morrison recorded the traditional Mexican song "México Lindo y Querido", composed by Chucho Monge. The objective of this campaign is to strengthen the feelings of identity and belonging to the country, as well as extolling the greatness of Mexico.

### **Humanitarian work and support for social causes**

Carla Morrison has collaborated with several non-profit humanitarian aid institutions. Luz de Vida, a Mexican foundation that is dedicated to helping low-income children suffering from cancer. She has also participated as an ambassador of the Mexican Federation of Dermatology in order to help raise awareness regarding skin cancer. Morrison has also collaborated with PETA Latino, promoting the adoption of animals and sterilization.

Since the beginning of her career, Carla Morrison has been involved in social causes by expressing openly her opinion in interviews and shows. She has supported the I Am 132 movement, demanding an authentic democracy -in the context of the presidential elections in Mexico in 2012. Carla has also supported the LGBT community, along with subsequent interventions, the need for women to connect and collaborate together in order to achieve a change in gender equality.

Forbes: Forbes Master class of 30 business promises and list of the 100 most powerful women in Mexico

Forbes, a recognized magazine specialized in business and finance, presented "30 Promises of the Forbes Master Class 2018 Businesses", on March 13, 2018 in Mexico City. This event brought together the most recognized leaders and entrepreneurs in the country with the purpose of sharing the experiences they have experienced throughout their journey. Carla Morrison was invited to

participate as speaker in the interview titled "Entrepreneurship Hurts," for her career as an independent artist and her outstanding role as an entrepreneur, as the owner and executive director of her two companies: Morrison Productions and Morrison Enterprises, based in Mexico and the United States, respectively. In the interview, Carla Morrison reflected on the challenges she has overcome within the music industry to position herself at a higher level. She spoke about her experience as a woman in an environment that has been dominated by men, highlighting the importance of supporting each other and not losing sight of the fact that the goals have nothing to do with gender. The themes of stereotypes and failures were also addressed.

Added to this, on June 18 of the same year, Forbes Mexico published the list of "The 100 Most Powerful Women in Mexico", in order to recognize the leadership of women who have excelled in their professional field, they have contributed to transform the country and have opened the way for other women to develop professionally. Carla Morrison was included in this list along with numerous businesswomen, activists, actresses, artists, writers, scientists, athletes and women who have positioned themselves as leaders in other domains.