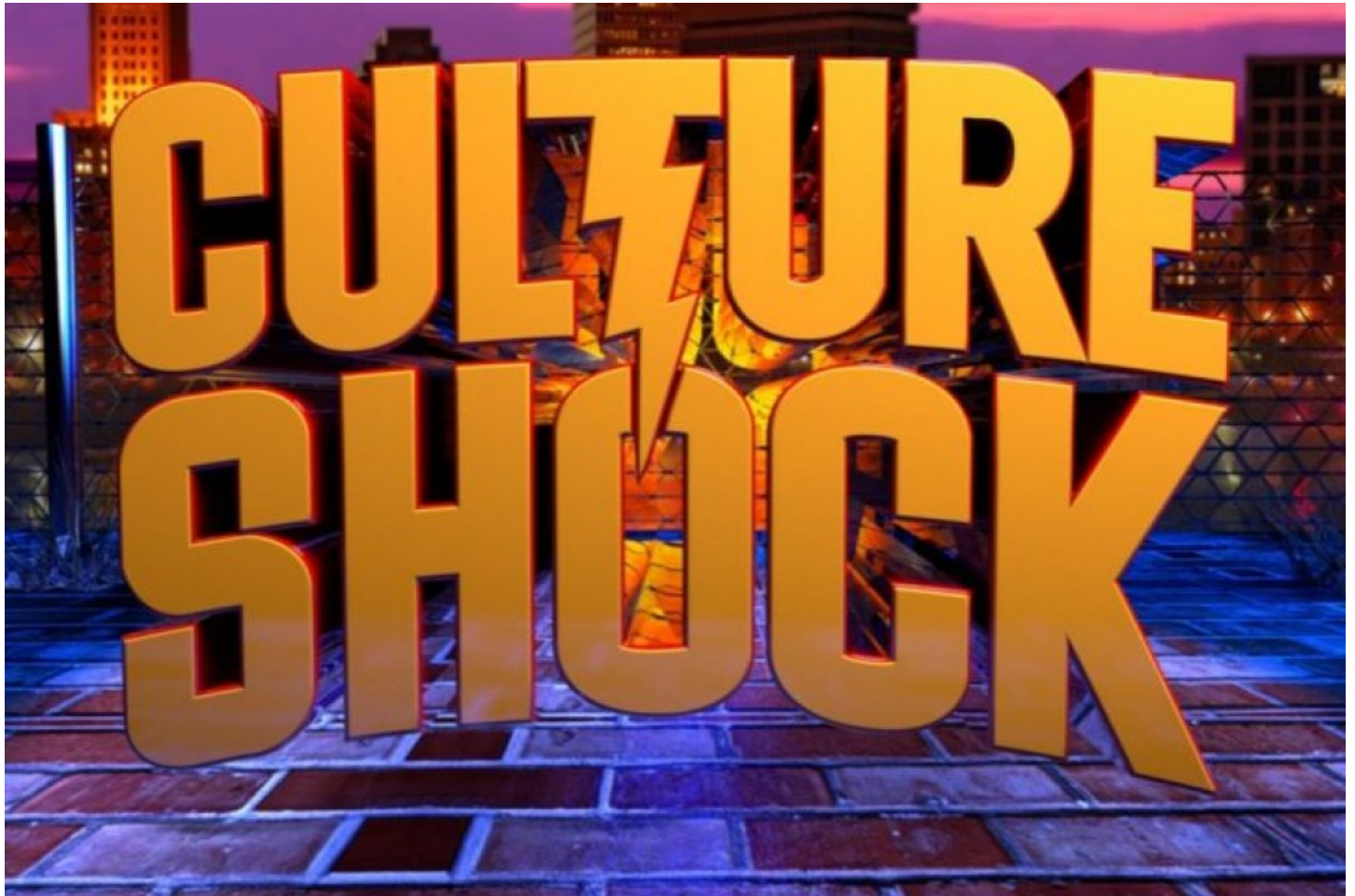


## Despite Covid Cancellation "Culture Shock 401" Music Fest Goes On Virtually

Annual Festival Streaming Online Starting December 21, 2020



**Pawtucket, Dec 20, 2020 ([Issuewire.com](http://Issuewire.com))** - In the face of arguably the most challenging year in his lifetime, self-described "Rapping Dad, Teacher and Entrepreneur" **Chachi Carvalho** was informed that his popular annual outdoor music festival CULTURE SHOCK 401 was canceled due to COVID. Instead, of letting it just stop there the 43-year-old Pawtucket native decided that if the people of his community could not come to his annual event, he would bring it to them. That event, **Culture Shock 401** will stream **online starting December 21, 2020, on the event's website [www.cultureshock401.com](http://www.cultureshock401.com) starting at 7:00 pm EST.** The diverse roster of musical artists performing for the virtual event includes **Storm Ford, Flawless, Joe Bruce, Brooxana, Roz Raskin, Shokanti, Temperamento, Kelce, and Jabubu.**

Over the past six months, event organizer Carvalho enlisted the aid of Providence-based creative agency HAUS to help him create the video. The performers each filmed sessions in the COVID-safe HAUS studios so that the concert could be streamed online from the comfort - and safety - of everyone's homes. Sponsorship was provided by the Pawtucket Arts Festival, Citizens Bank, Beatbox Studio, Railroad Park Recording Company, Swurl, The Capeverdean American Community Development Agency, and Buckytown Productions

"During this time of the pandemic, people are starved for connection," explains Carvalho, "Our goal was to share a little bit of hope, love, and connectedness by bringing the art, bringing the music *to you*. I want the world to experience the fruits of our collective ideas, our talents, and our love for the community."

The driving force behind Culture Shock for the past three years has always been Carvalho. Born and raised in Pawtucket, RI, he is a powerful advocate for the community's youth and in showcasing the area's diverse arts and culture, as well as his own strong Capeverdean heritage.

He explains that he created Culture Shock three years ago "to celebrate the many differences that make us one," going on to say, "Culture Shock brings together different cultures, different genres of music, different mediums of artistic expression, and puts them all on display to "shock" the globe with an explosion of music, art, excitement...and most of all love."

## FOUNDER & ARTISTIC DIRECTOR

**Chachi Carvalho** is a multi-talented artist and educator who comes from a long line of musicians and singers. He is a native born-and-raised Rhode Islander with roots that stem from the islands of Cabo Verde. Throughout his career, he's won acclaim from *Vibe* magazine in its roundup of the best MCs state to state, and he was a two-time winner of the *Wild Out Wednesdays* competition on BET's 106 & Park. Chachi was also awarded the 2014 Cape Verdean Music Award for best hip-hop act. He has also received awards and citations of recognition for community advocacy from various organizations in the communities he serves.

Recently he was enlisted by Brown University to teach a Masters' Class in musical performance and has lectured at Roger Williams University, Trinity College, Providence College, UMASS Boston, and Harvard. He has been invited to perform at the Kennedy Center in Washington, DC, and headlined at the Atlantic Music Expo in Cabo Verde and the Moshito Music Conference in Johannesburg, South Africa.

An artist-educator for Rhode Island State Council on the Arts and touring artist with New England Federation of Artists, Carvalho serves on the Board of Directors for the Pawtucket Arts Festival.

## ARTISTS BIOS & QUOTES

Twenty-year-old singer/songwriter **Storm Ford** brings an alternative approach to Neo-soul and R&B. Storm's music creates an intimate environment that encourages listeners to strengthen the relationship they have with themselves. Since her debut, Storm's music has been streamed over 83,000 times to listeners in over 60 countries. "So grateful to have had this experience," says Storm Ford, "It's amazing to see the creative community in Providence come out and support each other in such dope ways."

"Culture Shock is a unique experience that brings musicians from all over the world to one stage," explains hip hop performer **Flawless**. He is fresh off his impressive showing on the hit Netflix series *Rhythm + Flow*, with superstars Cardi B, Chance the Rapper, and Tip "T.I." In addition to his NETFLIX appearances, Flawless has had been touring non-stop, with appearances on Sirius XM, Power 105.1, BET Cypher, The Source, HipHopDx, WSHH, and more.

Rhode Island-born performer **Joe Bruce** explains that "Culture shock is peace, love, and art," going on to say, "That's all I've ever felt in my experiences." The popular artist and rapper has stated that the driving force in his music and his purpose in life is "to inspire others to find that spark in themselves and

harness that power to push humanity forward."

Providence-based singer-songwriter **Brooxana** is currently studying for a music degree at Rhode Island College in addition to performing. She says, " I'm grateful to have had this opportunity to share my talent," says Brooxana, "and the team made it clear that they were there to support me 100%. It was full of great energy!"

Providence-based musician and educator **Roz Raskin** praises event founder Chachi Carvalho, saying "I thank Chachi for being so thoughtful and creative in this difficult time by organizing an online fest that is filled with community and warmth." They currently serve on the board of RIOT RI, a local non-profit dedicated to empowering youth through music and creativity. Roz toured for over ten years with their critically acclaimed band, Roz and the Rice Cakes.

Eclectic artist **Shokanti** is known for a fusion of Hip Hop, Reggae, and World Music, with a traditional Cape Verdean flair. Shokanti states "Culture Shock is a true testament of the endurance and perseverance of artists in one of the most perilous times in our history. The ability to adapt and conquer our worst fears whilst inspiring others through music is the greatest platform achieved by Culture Shock."

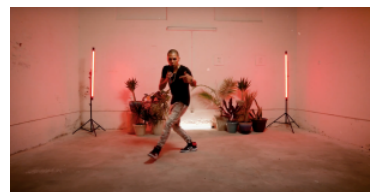
**Temperamento** is a Puerto Rican born rap artist currently based in Providence. "With 2020 being a year of chaos, tragedy, and division, the Culture Shock experience was a breath of fresh air," comments Temperamento, " I felt like I got to express everything I was holding inside... the people who put this event together gave me the confidence I needed to not give up and keep going."

"Working with Chachi, HAUS and Railroad Recording for Culture Shock 2020 was a rich and fulfilling experience as an artist and creator, states Boston-based singer and keyboardist **Kelce**. "The meaning behind the project--creating a diverse and inclusive celebration of culture, music, and identity--left me with the reminder that art is about so much more than the individual creator; it's about the listeners and community that you are reaching."

The effect on the Culture Shock participants has been positive as well. Rhode Island rapper **Jabubu** explains, "As an artist, you love to see others like you continue to strive for their dream. During a pandemic, Culture Shock gave me and others the opportunity to shine even through dark times."

**VIDEO TRAILER:** [https://youtu.be/faB1YNPh\\_fE](https://youtu.be/faB1YNPh_fE)

**WEBSITE:** [www.cultureshock401.com](http://www.cultureshock401.com)





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Source : Culture Shock 401

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