

Billboard

# Spotlight

## Chayanne

### 25 Years Of Stardom At The Peak Of Latin Pop

BY LEILA COBO

You don't need to be a fan of Latin music, or even to know Chayanne's name, to know his likeness.

His smile has adorned Dentyne and Pepsi commercials. His hips swayed alongside Vanessa Williams' in the film "Dance With Me."

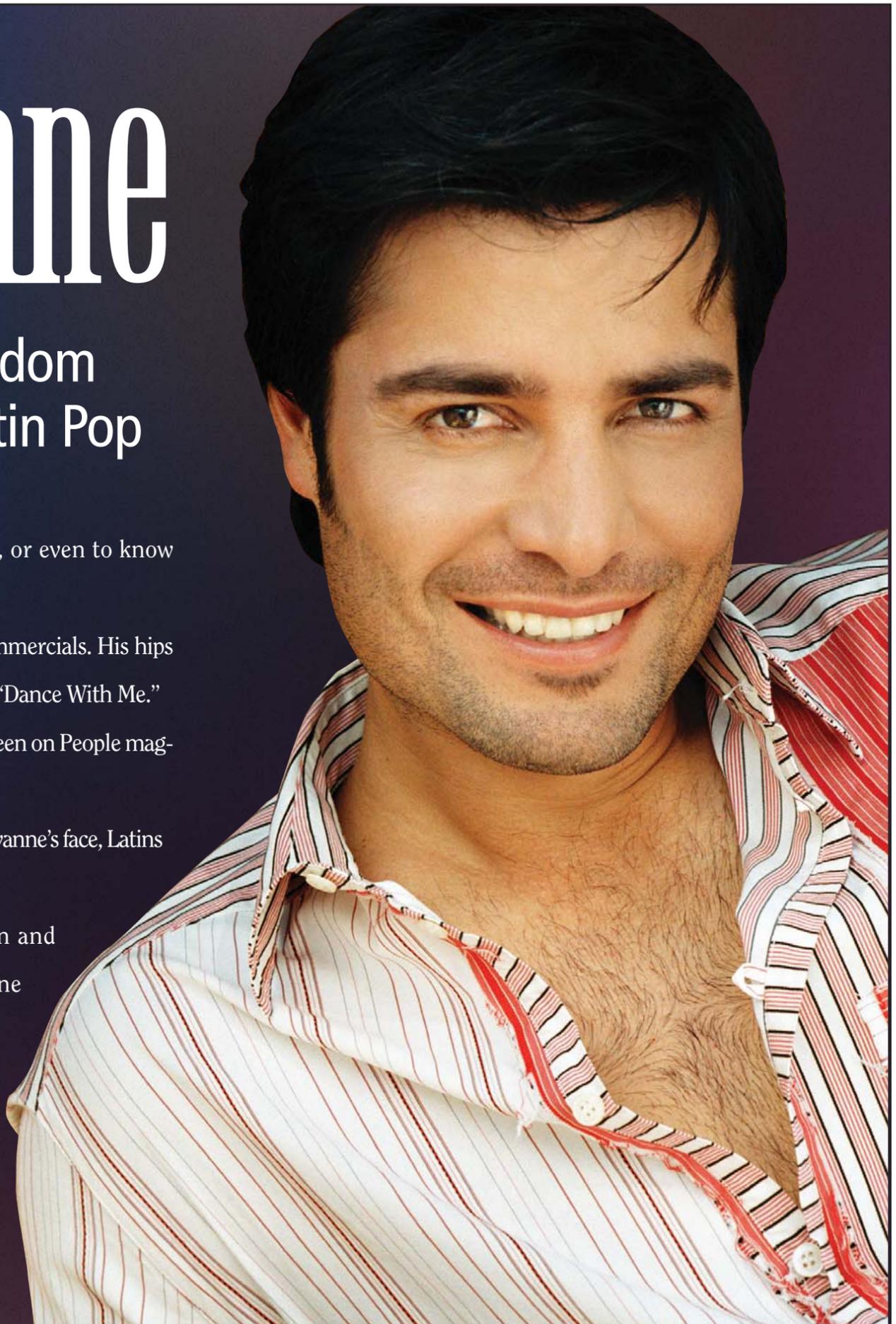
And yes, he is indeed the studly guy who has been on People magazine's "50 Most Beautiful People" list.

But while non-Latins may be familiar with Chayanne's face, Latinos everywhere recognize his voice.

After 25 years as a professional musician and with 12 solo albums to his name, Chayanne epitomizes Latin pop.

"Chayanne genuinely represents the best of Latin entertainment," says Frank Welzer, chairman/CEO of Latin America at Sony Music International.

*(Continued on page 30)*



# 'Romantic And Rhythmic'

*Chayanne, A Star Since The Age Of 10, Is An Artist For Every Taste*

BY LEILA COBO

Chayanne's crossover was ahead of its time.

In 1998, before Ricky Martin, Marc Anthony or Shakira ventured into the English-language market, Chayanne starred in a major motion picture—"Dance With Me"—and sang the theme song, "You Are My Home," with co-star Vanessa Williams.

Recording an English-language album would have been a natural next step. But Chayanne instead concentrated harder on his Latin audience, not just in the United States but throughout the Latin world.

He starred in a soap opera in Argentina, toured extensively

## CHAYANNE: FACT FILE

Name: Chayanne  
Real name: Elmer Figueroa Arce  
Age: 35  
Hometown: Rio Piedras, Puerto Rico. Raised in San Lorenzo, Puerto Rico.  
Current album: "Sincero"  
Label: Sony Music  
Distributor: Sony Music Distribution  
International distributor: Sony Music Distribution  
Web site: chayanne.info

through Latin America, received heavy promotion in Spain, and strongly established himself worldwide as one of Latin music's premier artists.

"He's the quintessential Latin artist," says Luana Pagani, Sony Music International senior VP of marketing for Norte/Latin America.

In the wake of his 2003 album, "Sincero," and with a new project in the works, Chayanne can look back on a career that spans a quarter-century. The 35-year-old artist has demonstrated his staying power and an exceptional degree of personal and artistic stability through the years.

How does he do it? During a break in his current tour, Chayanne discussed that with *Billboard* over coffee at his bayfront office in Miami.

### How would you describe your new live show?

It's an evolution of everything I've been learning. I think I dance a little less. But I play the guitar a bit more. In "Tiempo De Vals," for example, instead of taking someone [from the audience] to dance, which got to be repetitive, I sing it accom-

panied by the guitar.

### When you took someone from the audience onstage to dance for that song, how did you choose your partners?

I ask one of the dancers to do it for me. If I do it, then the [other girls] will be offended! But it absolutely doesn't have to do with beauty. You look at their eyes. Some are crying. Others look dangerous; like they would want to grab my shirt or take me to the back of the stage. There's a lot of enthusiasm all around. And people sing the songs. Here in the U.S., they know the ballads best. The radio formats are more romantic-oriented.

### Are the audiences in Spain and Latin America different?

It's different because they know all the songs. So it helps enormously with the show. They're familiar with the uptempo songs as well, because they promote them in those places.

### You're one of the first artists who has had remixes done of his songs. Do you find them useful?

Yes, but outside the U.S. The remixes play in Spain. There, they know me for my tours, and they know I sing ballads. But radio plays the uptempo material. It's the opposite [of the United States]. And in Latin America, they mix things up. Both my romantic and rhythmic sides are perfectly defined.

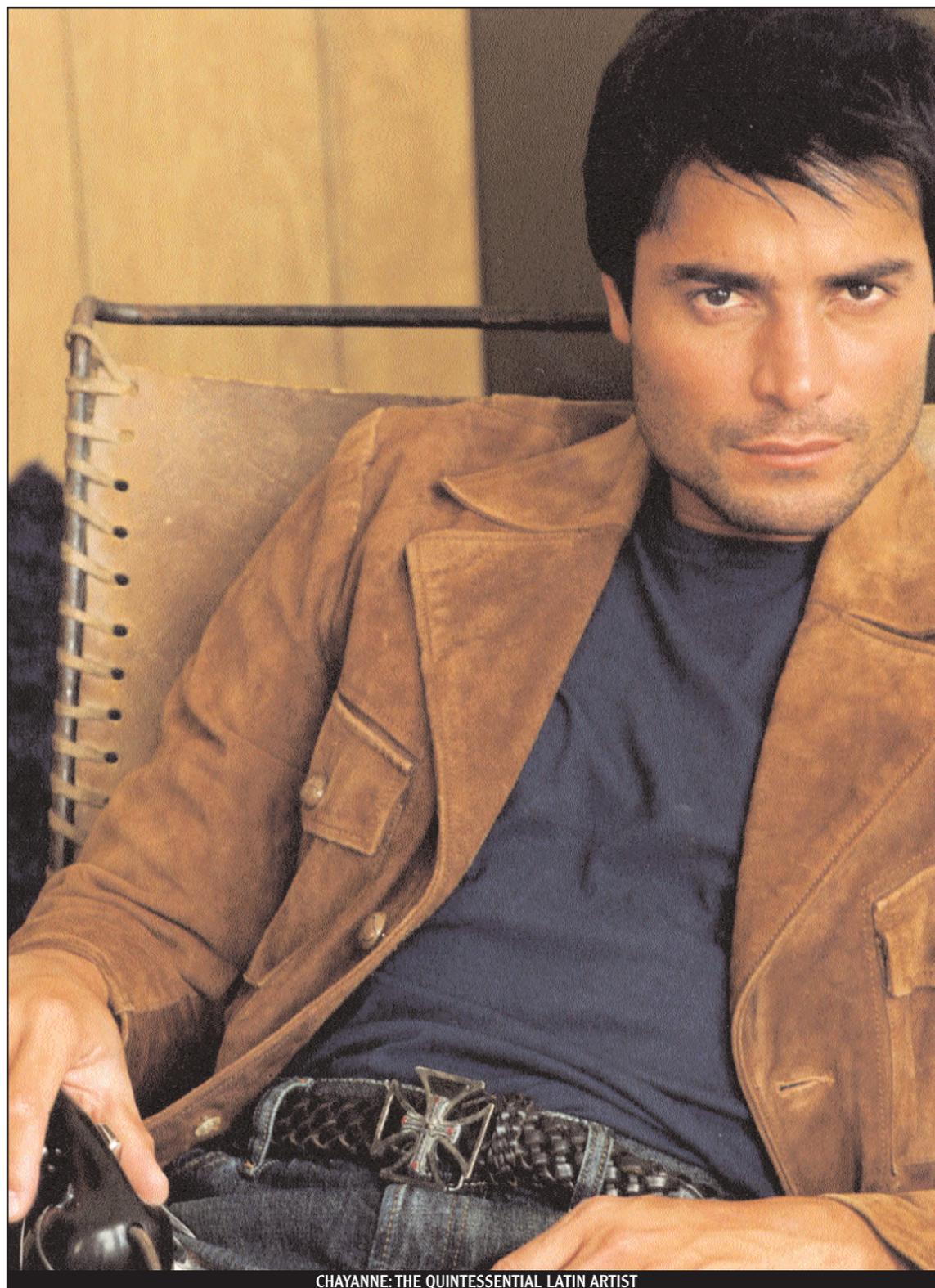
### When you record an album, are you consciously thinking you have to satisfy three distinct markets?

No. I record the album in my style. And within my style, each market develops what they think will work within their formats. Then, in my show, I can really demonstrate what I'm about.

### You were in a boy group, Los Chicos, when you were only 10 years old. You were touring all over Latin America and leading a sophisticated life for someone of that age. Did you love it?

I loved it, but it was like a game. You're there, with four kids your age, and you're playing and doing your thing, but you don't know where it's going to go.

You have cars, you travel, you have all the swimming pools in the world, you go to bed late, play Atari . . . Remember Atari? Now it's PlayStation. But we traveled with the Atari. We traveled with a tutor, and she gave us lessons. Then, we would play Atari, rehearse, then we had a show, we arrived in a helicopter to a full stadium, ran onstage and



CHAYANNE: THE QUINTESSENTIAL LATIN ARTIST

the music would start playing and we would dance.

### Was this something you actively sought—being in a group and having a musical career?

No. I liked music, but it began in a very informal way. It never was, "I want to sing, and then I'll record an album, and then I'll promote it and do a kiddie show."

### Was your mother a stage mother?

No. She would accompany me to

my lessons, but it was very spontaneous. Very casual. She would travel with me, say, for a month, and then go back. She had four other children.

### You switched schools often. Did those changes, coupled with your artistic activities, make for a stressful childhood?

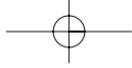
I may have changed schools, but my childhood was one of solid family foundations, with a mother and a father [near me], which is

what gives a child security. Yes, children need routines. And as a parent, I now see the security of having one school, of waking up at a certain time. But my security was at home. Mami was at home, and Papi worked. I saw him in the evenings. He would also come on time, always. He was punctual.

### What about your family?

They understand what I do. I tell them what I'm doing, where I'm

(Continued on page 38)



*To achieve 25 years of career and still be successful demands time, effort, sacrifice & professionalism...*



*...but mainly a good heart, charm, honesty & passion for what you do. **You have it all!***



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*Your team,  
Patty, Paula, Javi & Elliott*



# Spotlight

## A Discography Of Hits

BY LEILA COBO

Chayanne has released 12 albums as a solo artist, and he appeared on the soundtrack to the 1998 film "Dance With Me." Born Elmer Figueroa Arce, he debuted on record with his current stage name in 1984.

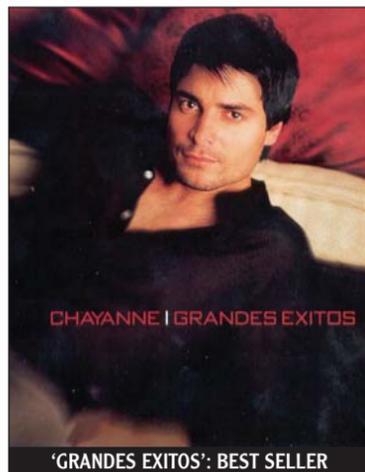
Two of his dozen albums reached No. 1 on the *Billboard* Top Latin Albums chart; four hit the top 10. Chayanne has charted 33 songs on the *Billboard* Hot Latin Tracks chart, with eight of those reaching No. 1.

The recordings track his evolution and his consistency. While Chayanne's voice, delivery and choice of songs have only improved with time, his signature style—a blend of romantic songs and uptempo tracks driven by Latin percussion and brass—remains essentially the same. This is the secret to his success: embracing change even as the essence remains.

Here is a chronological look at Chayanne's recordings.

**"Chayanne Es Mi Nombre"** (1984): Chayanne's first album

came out on Ariola. Recorded when Chayanne was still in his teens, the set features a kid fresh out of boy band Los Chicos. The peppy title track says it all: "Chayanne is my name, and I'm not afraid of love."



**"Sangre Latina"** (1986): This sophomore set, also on Ariola, features a more grown-up singer, who stares broodily at the camera on the album cover. "Sangre Latina" spawned Chayanne's first hit

on the *Billboard* Hot Latin Tracks chart: "Vuelve" (not to be confused with the track of the same name later recorded by Ricky Martin). Written by Luis Gómez Escolar and Honorio Herrero, the song entered the chart Sept. 20, 1986, and peaked at No. 24 two months later.

**"Chayanne"** (1987): This self-titled disc marked Chayanne's debut on Discos CBS (later to become Sony). This is the album that broke Chayanne in Latin America with the hit "Fiesta en América," also composed by Honorio Herrero. "Fiesta en América" reached No. 4 in the United States on Hot Latin Tracks and remained on the chart for 16 weeks. "Chayanne," the album, also set the tone for radio's long-lasting love affair with Chayanne. The album spawned three singles on Hot Latin Tracks. The other two were "Peligro de Amor" (which also peaked at No. 4) and "Te Deseo."

**"Chayanne"** (1988): Chayanne  
(Continued on page 36)

### Chayanne's Chart Action

#### Hot Latin Tracks

Rank	Title	Peak Position	Debut Date	Label
1	"Y Tu Te Vas"	1	March 30, 2002	Sony Discos
2	"Completamente Enamorados"	1	Sept. 8, 1990	Sony Music/CBS
3	"Dejaria Todo"	1	Nov. 14, 1998	Sony Discos
4	"Yo Te Amo"	1	Oct. 14, 2000	Sony Discos
5	"Fuiste Un Trozo De Hielo En La Escarcha"	1	Oct. 7, 1989	Sony Music/CBS
6	"Cuidarte El Alma"	1	Nov. 22, 2003	Sony Discos
7	"El Centro De Mi Corazon"	1	Aug. 1, 1992	Sony Discos
8	"Un Siglo Sin Ti"	1	Aug. 2, 2003	Sony Discos
9	"Exxtasis"	2	Feb. 6, 1993	Sony Discos
10	"Este Ritmo Se Baila Asi"	3	April 8, 1989	Sony Music/CBS

#### Top Latin Albums

Rank	Title	Peak Position	Debut Date	Label
1	"Grandes Exitos"	1	April 6, 2002	Sony Discos
2	"Sincero"	1	Sept. 13, 2003	Sony Discos
3	"Tiempo De Vals"	2	Sept. 8, 1990	Sony Discos
4	"Provocame"	3	Aug. 22, 1992	Sony Discos
5	"Simplemente"	3	Oct. 21, 2000	Sony Discos

Compiled by Keith Caulfield

Titles on this chart are ordered by peak position on the Hot Latin Tracks and Latin Pop Albums charts, respectively. If more than one title peaked at the same position, ties were broken by the number of weeks spent at the peak. If ties still remained, they were broken by the number of weeks on the chart, and then in the top 10 and/or the top 40, depending on where the title peaked.

## Happy 25th Career Anniversary

We are very proud of what you have accomplished and we wish for you all the best for the future.

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Not just the  
heartthrob of Latin music.  
The heart and soul.

**CHAYANNE**

Here's to you on your 25th anniversary,  
with warm and sincere congratulations from your entire Sony Music family.

# Spotlight

## 25 Years

Continued from page 25

"He is the ultimate performer who can sing, dance and act equally well, and he's one of the best-looking people on the planet. He also happens to be a joy to work with and one of the nicest people I know."

"He is one of these people everyone genuinely wants to see succeed," says Luana Pagani, Sony Music International senior VP of marketing for Norte/Latin America.

Chayanne's 25 years in the business justifies the enthusiasm. "I [have] toured since I was a little kid," he says. "I would get taken by car. Arrived, played the show, then get back in the car and go to some other town. It's what I call 'a column of

support.' There's a base that has been built, and that base supports you."

Chayanne keeps a low profile. He does not travel with an entourage, shields his children from the media and keeps largely to himself, except when he's on tour.

The simplicity of Chayanne's lifestyle is rooted in his upbringing, which focused not on stardom but family life.

Born Elmer Figueroa Arce in Puerto Rico, Chayanne's mother based his artistic nickname on the 1950s TV Western series "Cheyenne."

### STUMBLED INTO HIS CAREER

Chayanne was always musical, but he admits he stumbled into a professional career when, at 10, he accompanied his older sister to an audition for a teen group made up of boys and girls.

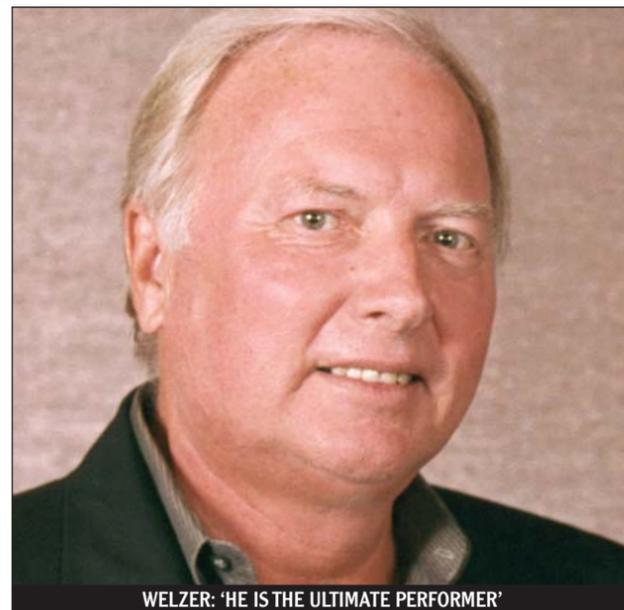
Instead, he says, "right there and then, they changed the concept and created a boy quartet."

The group was called Los Chicos, and they became a phenomenon in the Latin marketplace, similar to that of fellow Puerto Ricans Menudo.

Chayanne recorded five albums with Los Chicos before branching out on his own and signing with CBS Records, which later became Sony. His debut album, "Chayanne Es Mi Nombre," was released in 1984 and followed by a succession of albums, culminating in last year's Grammy Award-nominated "Sincero."

But unlike other Latin acts who have seen their popularity surge with a specific album or a crossover into English, Chayanne's growth has been slow and steady, encompassing many Grammy nominations and Billboard Awards and a fan base that seems to grow with each year.

At first, that audience was small. Chayanne recalls days of constant touring in less-than-ideal conditions. In Puerto Rico, where opportunities for public performance abound, Chayanne traveled from town to town, relentlessly performing as he built his fan base as a solo artist.



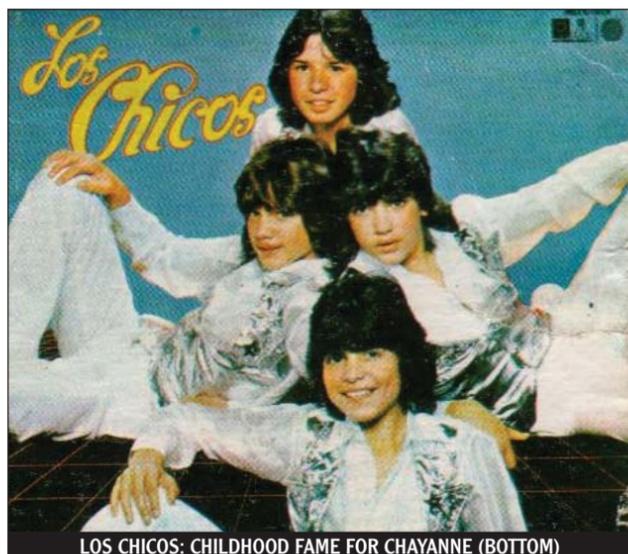
WELZER: 'HE IS THE ULTIMATE PERFORMER'

It's hard to say exactly when he made the transition from local personality to regional star to an international favorite, but the progression continues.

"There are not many artists that get better with time," says Kate Ramos, VP of marketing and artist development for Vívelo. "In airplay and live, he just gets better. And that's unusual."

Vívelo, the promotion company formed between Clear Channel Entertainment and Mexican media giant Televisa in 2001, signed Chayanne to an exclusive deal last February. Vívelo is the sole promoter of the U.S. leg of Chayanne's 2004 tour, sponsored by Corona and American Airlines. The tour has played at arenas and theaters and is part of a world-

(Continued on page 32)



LOS CHICOS: CHILDHOOD FAME FOR CHAYANNE (BOTTOM)

# Chayanne

## Felicidades en tus 25 años!!

Nos has honrado con tu música y has sabido deleitar al mundo con tu talento y tu simpatía. Estamos orgullosos de haber sido parte de estos primeros 25 años.

-Henry Cardenas & Jorge Naranjo



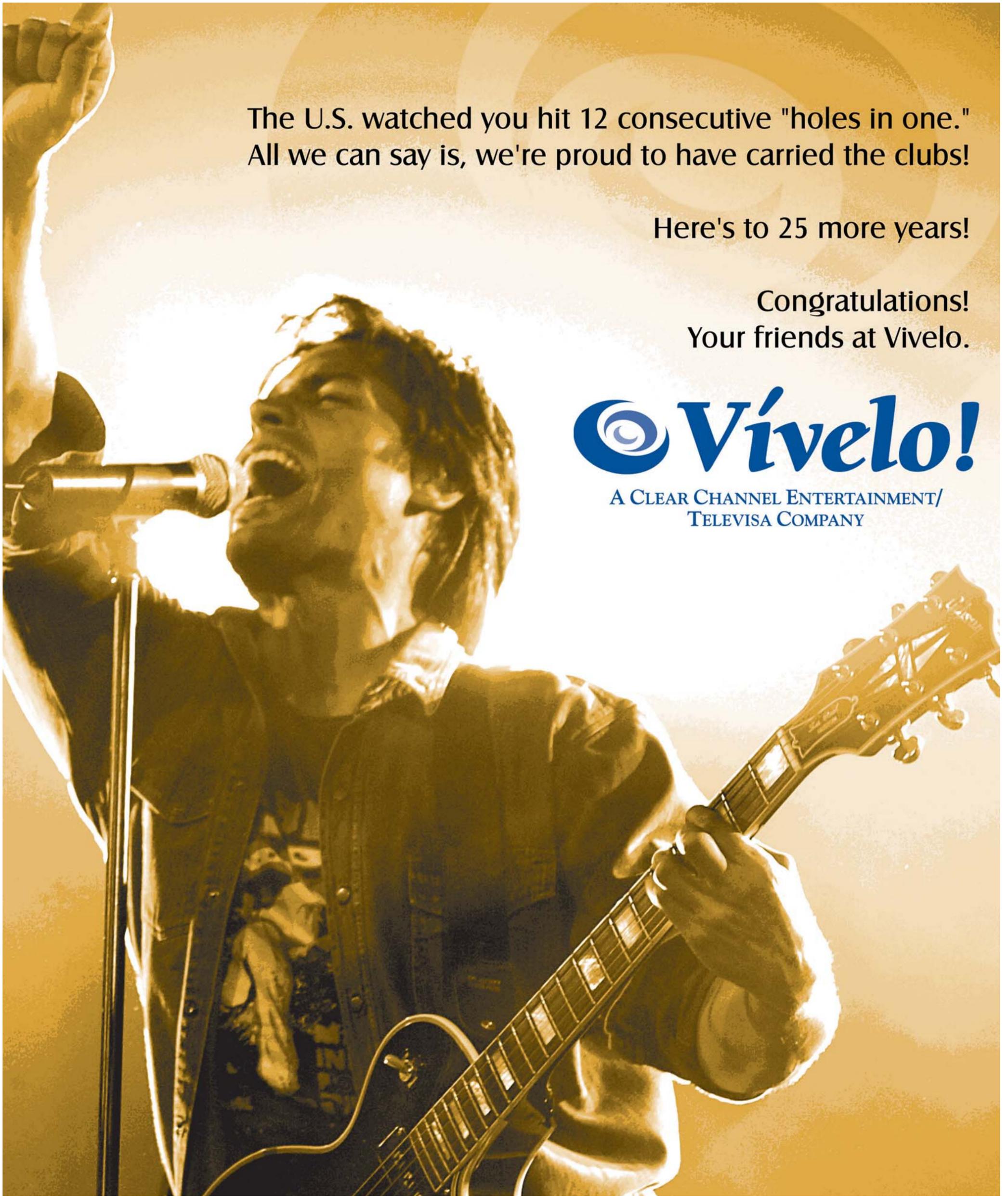
The U.S. watched you hit 12 consecutive "holes in one."  
All we can say is, we're proud to have carried the clubs!

Here's to 25 more years!

Congratulations!  
Your friends at Vívelo.

 **Vívelo!**

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# Spotlight

## 25 Years

Continued from page 30

wide, 90-date tour that includes stops in Latin America, Spain, Europe and secondary markets like Japan and Australia.

### A LONG-TERM VENTURE

"We look at Chayanne not as 12 [U.S.] tour dates but as a long-term venture," Ramos adds. "I think he has still yet to reach his peak."

Patricia Bolívar, who has worked with Chayanne for 16 years and has been his manager since 1996, agrees.

"Chayanne is the only artist I know [who is] capable of doing the kind of tours he does and selling them out," Bolívar says. "I'm being contacted by interested parties in Japan and other new markets, and that's what I'll be concentrating on. Chayanne is an artist you have to display so people will fall in love with him. And I've never been mistaken in that perception."

Known in the United States primarily as a balladeer, Chayanne is actually the prototypical Latin pop star, capable of delivering uptempo and romantic ballads with equal ease.

"I design music for Chayanne," says singer/songwriter Estéfano, who has

written and produced for the artist for years. "And when I say 'design,' I mean not just write, but design. Because he's a performer and a great dancer, and he convinces you as such. And he's one of the most [powerful] Latin singers when he sings ballads. So I love designing romantic music and the rhythmic, aggressive material for the visual Chayanne."

Chayanne's first major radio hit was 1987's upbeat "Fiesta en América," which reached No. 4 on the *Billboard* Hot Latin Tracks list.

Since then, Chayanne has had a string of No. 1s on the Hot Latin Tracks

chart, including "Completamente Enamorados" (1990), "El Centro De Mi Corazon" (1992), "Dejaria Todo" (1998), "Yo Te Amo" (2000) and "Y Tu Te Vas" (2003) (see table, page 28).

"Y Tu Te Vas," penned by Franco de Vita, was named hot Latin track of the year at the 2003 *Billboard* Latin Music Awards.

"He is one of the station's core artists," says Tony Luna, PD for WPAT (93.1 Amor) New York. "And he's obviously put effort in improving. If you compare his older tracks with his more recent material, you see both a vocal and musical

improvement. He has what we call 'lágrima' [tears] in his voice."

Chayanne has also seen growing sales.

While 1993's "Provócame" peaked at No. 36 on the *Billboard* Top Latin Albums chart, his latest album, 2003's "Sincero," debuted at No. 1. While 2002's "Grandes Exitos" peaked atop the chart, "Simplemente" peaked at No. 3 in 2001.

In between albums and tours, Chayanne has peppered his career with appearances in commercials and acting on TV and in film. American audiences are most familiar

with "Dance With Me," in which he starred alongside Vanessa Williams.

Since then, Bolívar says, offers for other roles have come in, but not the "right" ones.

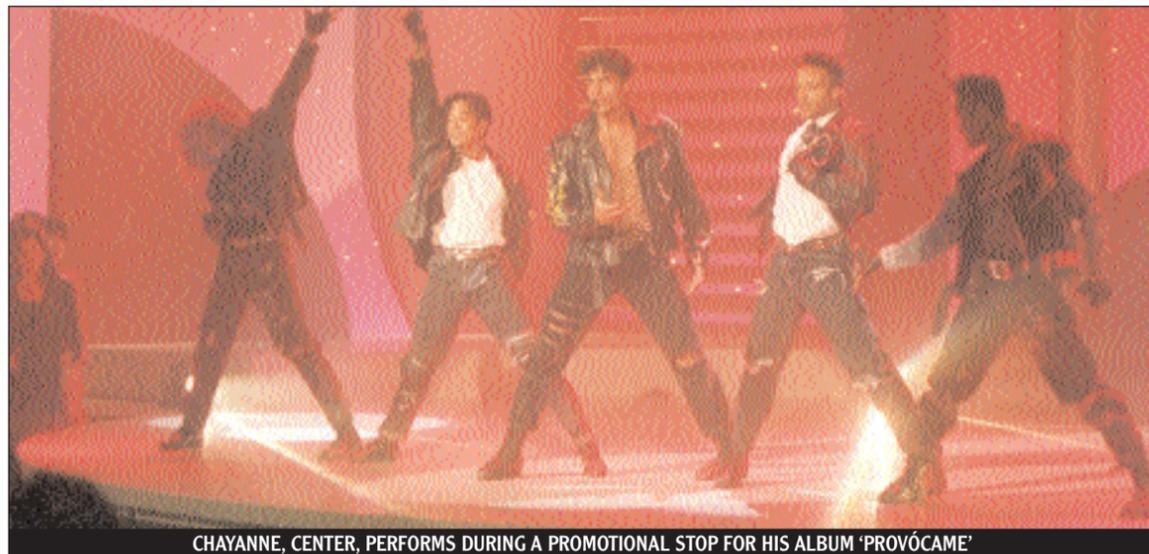
What Chayanne did take on was the lead role in an Argentine soap opera, "Provócame." Although producer Gustavo Yankelevich originally envisioned him in a "musical" role, Chayanne declined mixing music with acting. Yankelevich still cast him.

"Because of his presence, his enormous charisma, because we knew he was a good actor," Yankelevich says. "And finally, we knew that Chayanne's success in many territories would open doors for us with this soap."

Hugely successful in Argentina, "Provócame" was exported throughout Latin America and further secured Chayanne's status as a star vested in the Latin American marketplace. The soap opera was sold to numerous international markets, including Russia, the Philippines, Israel, Greece, the Czech Republic and Italy.

With all of these accomplishments, though, Chayanne has yet to record an English-language album.

"I believe it's the appropriate moment for Chayanne to launch a new artistic direction," Bolívar says of such ventures. "Because he already completely dominates the Latin market."



CHAYANNE, CENTER, PERFORMS DURING A PROMOTIONAL STOP FOR HIS ALBUM 'PROVÓCAME'

*Congratulations,*

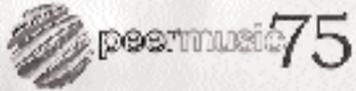
# CHAYANNE

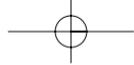
*On your 25th Career Anniversary.*

*Thanks for expressing the words  
so brilliantly...*

*Your friends,*

Donato Poveda      Hal S. Batt

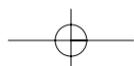




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## A Spanish Love Affair

### Chayanne Set To Tour In Key Market

BY HOWELL LLEWELLYN

MADRID—Spain is one of Chayanne's strongest international markets, so when the singer kicks off an 18-show tour of the country July 21 in Coruña he'll be in familiar territory.

He has sold 1.5 million albums in Spain, with about half of those sales belonging to his 1998 release, "Atado A Tu Amor."

The release of that album consolidated Chayanne's popularity in Spain, just months after he first attracted attention in the movie "Dance With Me" ("Baila Conmigo" in Spain) with Vanessa Williams. The soundtrack sold about 40,000 units in Spain and helped solidify Chayanne's fan base.

Sony Music Spain stayed busy with Chayanne that year. Its Epic label marketed the "Baila Conmigo" soundtrack while Columbia oiled its machinery to sell "Atado A Tu Amor."

"'Atado' was the first of two peak moments for Chayanne in Spain," says Carlos Iglesias, Sony Latin product manager and former Epic

promotion executive.

"The other was [the single] 'Torero' in 2002," Iglesias says. "That was Spain's song of the summer, which is amazing when you think the 'Operación Triunfo' phenomenon [Spain's version of "American Idol"] was total at that moment."

The successful Spanish TV real-

*Chayanne is a classic "song of the summer" artist.*

ity show helped sell millions of CDs by its participants. The program premiered in October 2001, and recordings from its contestants dominated the Spanish charts the following summer. Hits included those by David Bisbal, Bustamante, Chenoa and the show's first winner, Rosa.

Only Chayanne could compete with them in the summer of 2002, with the aptly titled hit "Torero" ("Bullfighter").

Iglesias says that Chayanne is a classic "song of the summer" artist in Spain.

Millions of teenage tourists from across Europe swarm into the Spanish islands and beach resorts from May through September and are exposed to Spanish music at bars and discotheques.

It is likely that thousands of Scandinavians and Germans returned home from their Spanish holiday in 2002 convinced that Chayanne, a native of Puerto Rico, was Spanish, if not, in fact, a bullfighter.

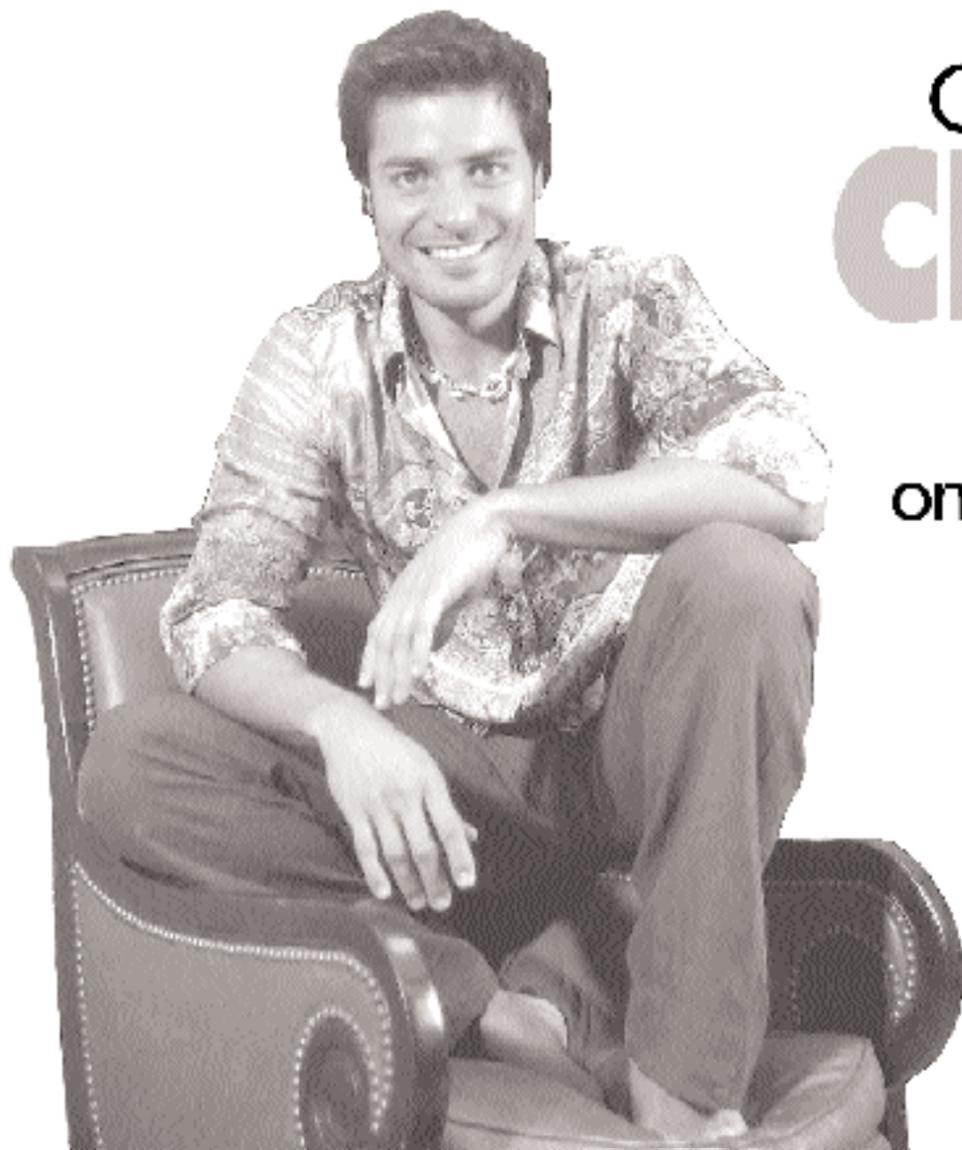
This summer marks Chayanne's third tour of Spain, where he also performed in the summers of 1999 and 2002. Iglesias says the artist makes at least three promotional visits per album.

One of the biggest concerts during Chayanne's tours of Spain—and possibly his career—took place Aug. 31, 2001, during the Son Latinos Festival, which was held on a beach in Tenerife, one of the Canary Islands. Local police estimated that 300,000 people attended the 14-

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THIS SUMMER MARKS CHAYANNE'S THIRD TOUR OF SPAIN

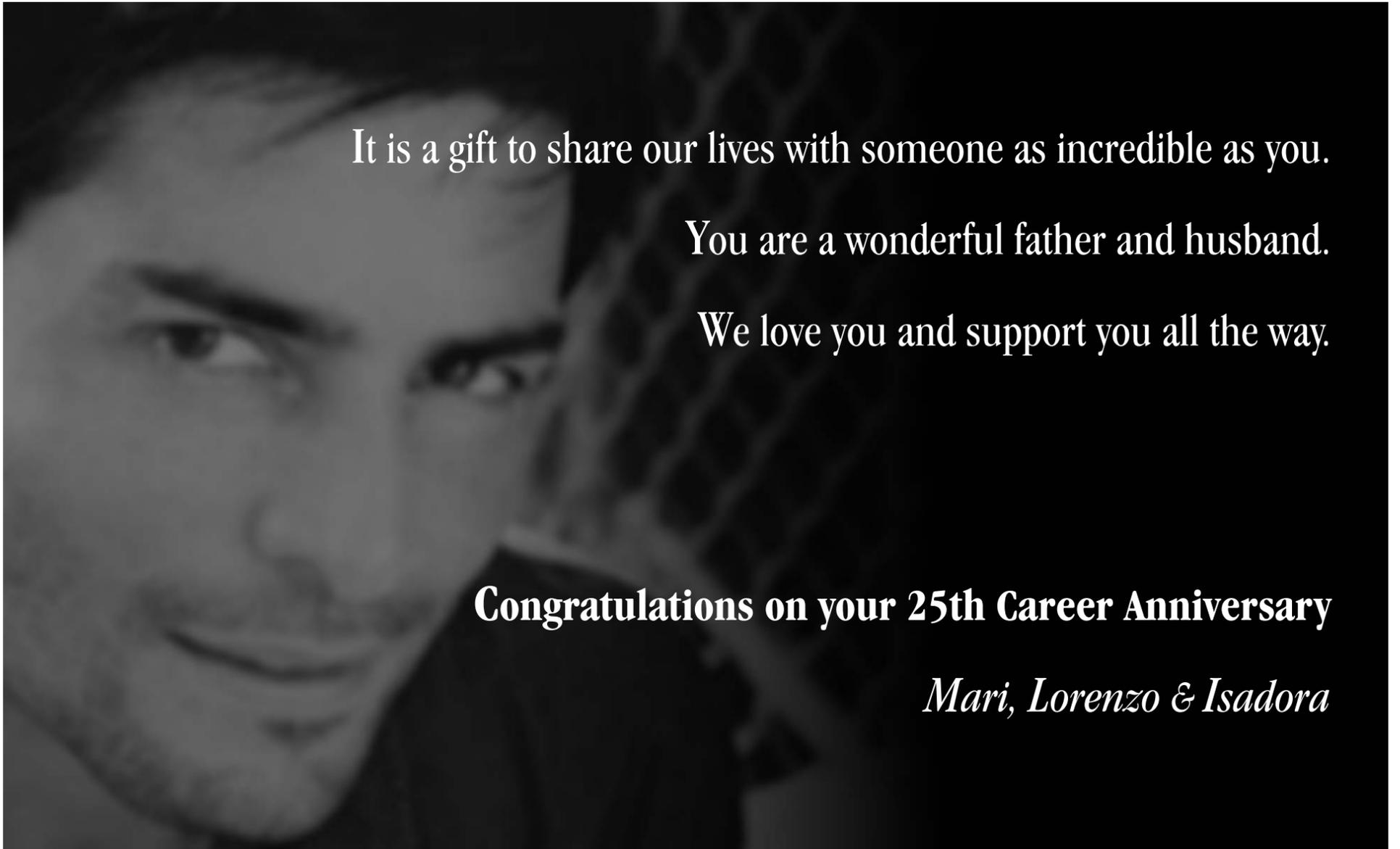
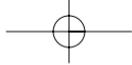


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of your successful career

From Your Friends At

**EL VOCERO**  
DE PUERTO RICO



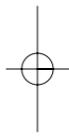
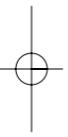
It is a gift to share our lives with someone as incredible as you.

You are a wonderful father and husband.

We love you and support you all the way.

**Congratulations on your 25th Career Anniversary**

*Mari, Lorenzo & Isadora*



# Spotlight

## Discography

Continued from page 28

released a second self-titled album just a year after the first. This one was as hit-driven as the previous set. The track "Fuiste un Trozo de Hielo en la Escarcha" was Chayanne's first No. 1 on the *Billboard* Hot Latin Tracks chart. It reached No. 1 on Nov. 4, 1989, and remained there for four weeks. It was written by José María Cano of Mecano. Two other tracks landed high on the chart: "Tu Pirata Soy Yo" (No. 4) and "Este Ritmo Se Baila Así" (No. 3).

**"Tiempo de Vals"** (1990): By this time, the only reason Chayanne wasn't releasing an album each year was radio's tireless appetite for his singles. The title track, written by Cano, became a Chayanne standard. The biggest radio hit on the album was "Completamente Enamorados," a song by Italian artist Eros Ramazzotti, that was translated by long-time collaborator Luis Gómez Escolar. It spent five weeks at No. 1.

**"Provócame"** (1992): This album anticipated the expansion of Chayanne's audience beyond a Latin base. It is more elaborately produced than any of his previous releases. The set includes Spanish versions of two English-language tracks, including "Mi Primer Amor," written by Diane War-

ren. On the Latin side, there are tracks by Rudy Perez, Ian Chester and Jorge Luis Piloto, among others. Five tracks charted, including No. 1 hit "El Centro de Mi Corazon."

**"Influencias"** (1994): Chayanne called this album "Influencias" to honor the music that inspired him. "Influencias" includes covers of well-known songs by Juan Gabriel ("Querida") and Ruben Blades ("Pedro Navaja"). Surprisingly, this was the least successful of Chayanne's albums at radio.

(Continued on page 39)

Chayanne, it's a great honor to be your musical director and part of your team. Thank you and congratulations for 25 years of making us sing, dance, clap and smile. The best is yet to come!

Rey Sanchez

On your 25th anniversary, the Paradigm team would like to congratulate you on your journey to success. Your noteworthy performances and contributions to the international music community reflect that of an artist and then some in detail.

As a your producer and the work of our staff members has made you one of our top priorities in the Latin music industry and has opened many doors to the new Latin generation.

It is our honor to work alongside you and your team. We hope you will continue to impact the music industry with the grace and elegance of a true Latin superstar.

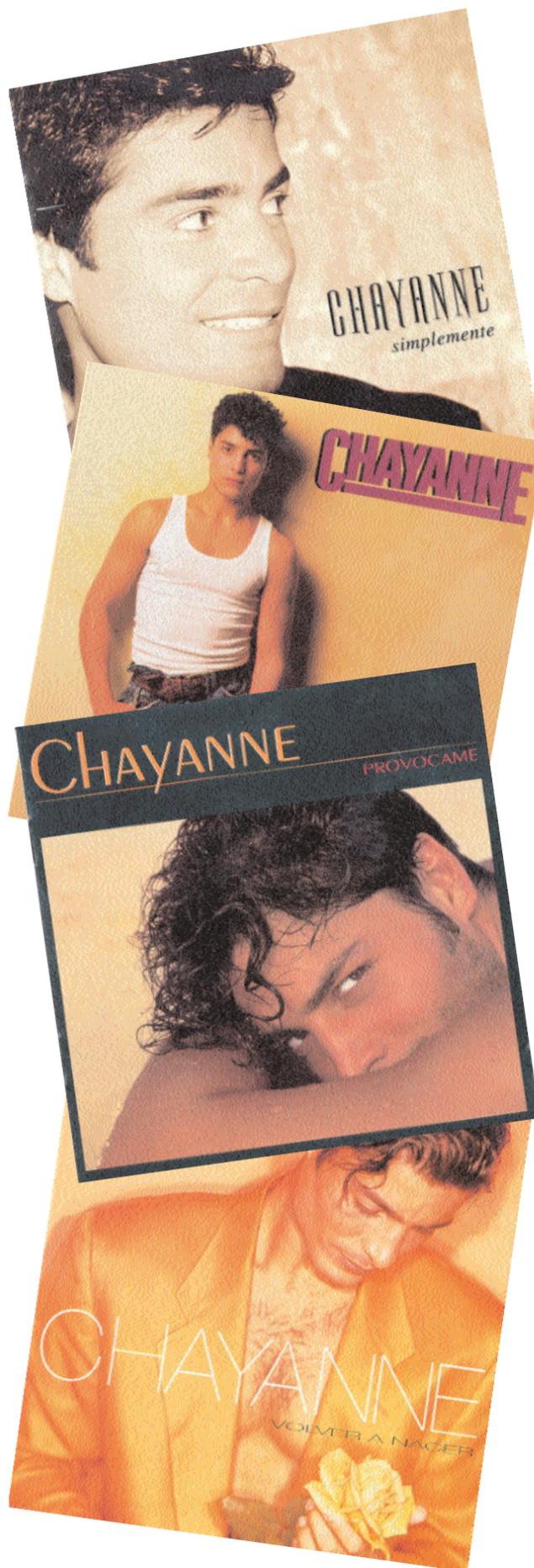
  
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*Al Amigo,*  
**CHAYANNE**

*Juan Alberto*  
*Mateyco*



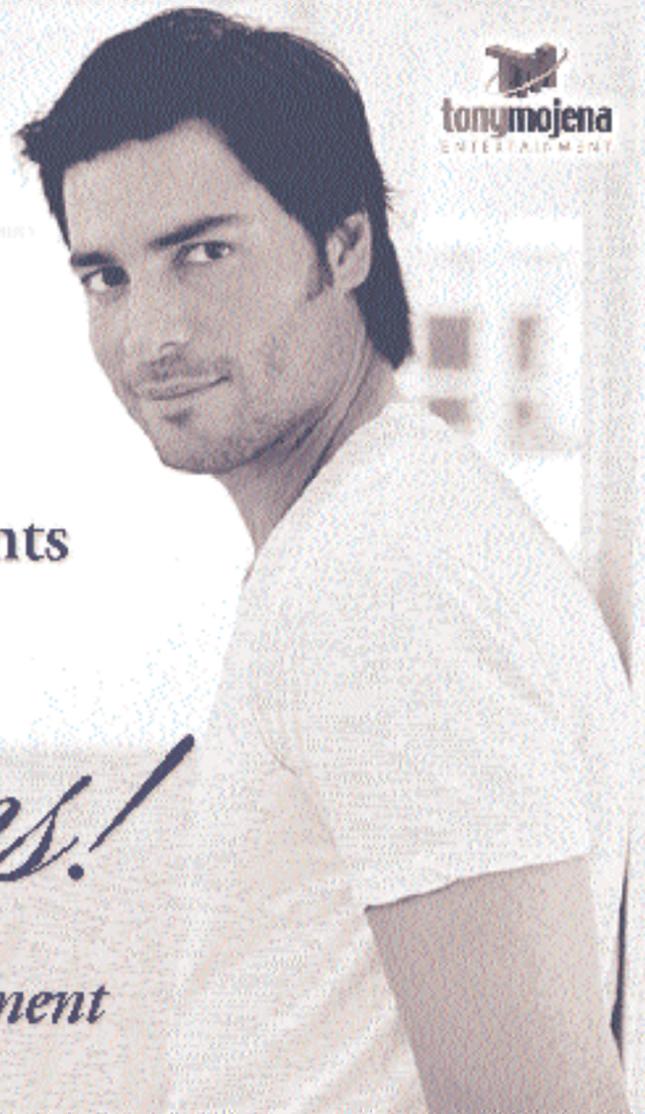
# Chayanne...



25 years of pure energy  
and remarkable achievements

*Congratulations!*

*Your family of Tony Mojena Entertainment*



QUERIDO CHAYANNE.

COMPARTIMOS CONTIGO TUS 25 AÑOS DE EXITOS ERES UN EJEMPLO COMO ARTISTA, COMO AMIGO Y COMO PADRE.

TU TALENTO, PERSEVERANCIA Y PROFESIONALISMO TE HAN LLEVADO AL LUGAR EN QUE TE ENCUENTRAS.

FELIZ ANIVERSARIO.

TE QUEREMOS, TUS AMIGOS PERUANOS FAHED Y MARISOL MITRE

saludamos a



# CHAYANNE

Conciertos en Chile desde 1999 a 2004

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- Sporting de Viña del Mar
- Centro Cultural Estacion Mapocho
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- Estadio Sausalito de Viña del Mar
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# CHAYANNE

Te felicitamos tu aniversario.

Un fuerte abrazo desde El Paso, Texas— la frontera que siempre te espera.



EL PASO COUNTY COLISEUM




## Spotlight

### 'Romantic'

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going, what I'm going to do. But I keep them to the side.

**Are your children interested in following in your footsteps?**

When they want to, they can do it. I did it, and I know how I missed spending time with my parents and siblings. You can't spend your entire life on the phone.

In December, for example, I don't perform. I try to preserve those kinds of traditions, keep the family together so they can go to school and lead normal lives. If they want to go to Chuck E. Cheese's or to the movies, they can go and have a good time [without being harassed].

**You've mentioned recording an English-language album a number of times in the past. Is that going to happen?**

The album will come out when it's natural for it to do so. The industry has gone through enormous changes with piracy and lost sales and mergers. In other words, no one wants to make a mistake.

**The perfect time might have been right after "Dance With Me." Was the film ahead of its time, in that there wasn't as much awareness of the Latin market then?**

No. It was perfect timing, because it was my own evolution. I had recorded "Influencias," and my personal company started to change. I broke with my management. It was a matter of three years, and in those three years the industry changed.

Before, the big stars were Julio Iglesias, José Luis Rodríguez, people like that. And Luis Miguel and I were the young ones. But in those three years, we saw the emergence of Shakira, Ricky Martin, Enrique Iglesias, Maná.

And I was on the sidelines. I came out with the album "Volver a Nacer," [then] with a film, and I was seen once again as a new star, even though I'd been recording solo since 1983.

**Are you planning on making more films?**

Yes. And I get many, many offers. My ideal is to do a movie next year. But I don't want to do it just because. I want it to be natural.

**Your repertoire is well-chosen and suited to you. Do you write any of your songs?**

I do write, but not the entire song. I can give you paragraphs, thoughts, rhythm, some beautiful lines. But, for the time being, I'll sit with you and we can write together. All those people who send me their songs, I talk to them, they know me so well, and I feel, when I read their songs, as if I had written them myself.

**Do you feel artists sometimes sacrifice quality because they're pressured to write?**

It's something that can be prostituted. And I'm not going to sacrifice my album for the sake of putting [in] my own song. Why force it? I have my own publishing, and I could include those songs. And there will be a time when all 10 songs may be from it. But that will be later on.

**You have been in many major advertising campaigns, going back to Pepsi in 1988. Would you like to be the face of a brand?**

Yes, of course. Everything adds up in a career. But right now, I'm focused on the tour and bringing ideas for the next album. We're contemplating a concept album rather than an album of previously unreleased material for next year.

And another thousand things always come up. Special shows. Benefits for children with cancer. But my real work this year is people will see me in my concerts and on my motorcycle [which he uses in his show] everywhere.

**You had that motorcycle for your performance at the 2003 Billboard Latin Music Awards. And you took off your shirt for that performance as well . . .**

My darling, the shirt just popped open.

**Like what happened to Janet Jackson?**

Yes! I took a strong step, and it popped open. I'm lucky in the way things happen to me.

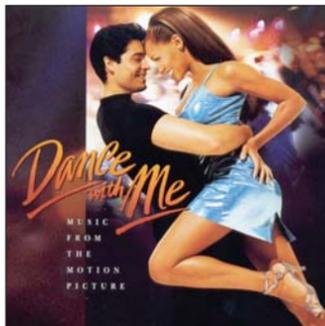
## Discography

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**“Volver a Nacer”** (1996): After a nearly three-year absence, “Volver a Nacer” (“Born Again”) re-established Chayanne in the Latin market. It also marked his change of management, and served as a precursor to “Dance With Me.” The album also marked the beginning of Chayanne’s long relationship with songwriter Estéfano, who penned the title track with Ximena Zapata.

### “Dance With Me”

(1998): The soundtrack to the film includes “You Are My Home,” a duet performed with Vanessa Williams. That song, in its Spanish-language version (“Refugio de Amor”) peaked at No. 3 on the Hot Latin Tracks chart.



**“Atado a Tu Amor”** (1998): This album decidedly established Chayanne as a top-selling star. The disc peaked at No. 4 on the Top Latin Albums chart, Chayanne’s best performance to date, and remained on the chart for 84 weeks. The single “Dejaría Todo” spent five weeks at No. 1 on the Hot Latin Tracks chart.

**“Simplemente”** (2000): An ambitious album that includes duets with Ruben Blades (“Cuando El Amor Se Va”) and Jennifer Lopez (“Dame/Touch Me”). The single “Yo Te Amo” held the top spot for seven weeks on the Hot Latin Tracks chart.

**“Grandes Exitos”** (2002): Chayanne’s first greatest-hits album. It included two new tracks, Franco de Vita’s “Y Tu Te Vas” and Estéfano’s “Torero.” “Y Tu Te Vas” the hot Latin track of the year at the 2002 Billboard Latin Music Awards.

**“Sincero”** (2003): Chayanne’s most recent album. It debuted at No. 1 on the Top Latin Albums chart, his first disc to do so.

## Love Affair

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hour show, which also starred Juanes, Miguel Rios, Rosario and Cuba’s Los Van Van.

That night, Chayanne bounded onstage at 3 a.m., singing into a head microphone while dancing in his characteristic frenzied style. While other artists who offer intricate choreography may opt for the safety of lip-synching, Chayanne clearly was singing live.

For fans, it did not matter that Chayanne had arrived 90 minutes late. He was back in Spain, and the crowd, which extended back about a mile from the stage, responded ecstatically.

“Chayanne is incredibly professional,” Iglesias says. “His frank and good-natured manner and his knack for knockout commercial hits may hide the fact that he takes his performances seriously and looks after himself. He says that one of his favorite things about Spain is its fish and seafood, which keeps him in shape.”

One highlight of his upcoming tour in Spain will be a performance at a soccer stadium in the popular beach resort of Benidorm, south of Valencia, on Aug. 21. Chayanne will star in “46664 Latino,” a Latin-artist version of the concert staged in Cape Town, South Africa, last November by the Nelson Mandela Foundation to benefit the fight against AIDS in South Africa and increase global awareness of AIDS.

Organizers expect 30,000 fans to attend. Along with Chayanne, the lineup includes Paco de Lucia, Miguel Bose, Joaquin Cortés, Azucar Moreno, Diego Torres, Ricardo Montaner, Franco de Vita and Montserrat Caballé, as well as non-Latin acts Queen, Dave Stewart and Zucchero.



“Después de tantos años,  
que bueno es estar de gira  
y sentirse como en casa”

- CHAYANNE -

Estadio Vélez Sarsfield (Buenos Aires) - Estadio Mundialista (Mendoza) - Anfiteatro Municipal (Puyordón)  
Estadio Boca Juniors (Buenos Aires) - Estadio Luna Park (Buenos Aires) - Campo Argentina de Polo  
(Buenos Aires) - Corral Resort & Casino (Punta del Este) - Teatro Opera (Buenos Aires) - Palenque  
(Mar del Plata) - Anfiteatro de Villa María (Córdoba) - Club Atlético de Tucumán (Tucumán) - Estadio  
Gimnasia y Tiro de Salta (Salta) - Club Elcano (San Juan) - Estadio del Centro (La Rioja) - Club Olimpo  
(Bahía Blanca) - Velódromo (Montevideo) - Estadio Newell's Old Boys (Rosario) - Teatro Gran Rex (Buenos  
Aires) - Teatro Lola Membrives (Buenos Aires) - Estadio del Sol (Asunción) - Estadio San Bernardino  
(Asunción) - Estadio Mundialista Chateau Carreras (Córdoba) - Estadio Provincial de Rosario (Rosario)

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