

Badi_Assad_BIO

Badi Assad is one of the most innovative and unique performance artists of her generation, transcending traditional styles by mixing pop, jazz and world/ethnic sounds from Brazil and around the world. An extraordinary guitarist, she combines, vocal percussion, beautiful singing, and rhythmic body movement, to create an exciting, fresh sound, in a genre that defies categorization.

Badi was born in the small city of São João da Boa Vista, São Paulo, Brazil. Her early years were spent in Rio de Janeiro, where the family moved to support and develop the budding talent of her brothers, Sérgio and Odair, the famous 'Duo Assad'. Watching her brothers' musical development had its effect, and soon she was winning competitions, and making recordings, first for solo guitar then incorporating voice. She has recorded for such major labels as PolyGram and Deutsche Grammophon, and has worked with such as Bob McFerrin, Yo-Yo-Ma, Sarah McLaughlin, Larry Coryell and John Abercrombie, as well as with her famous brothers. In the words of Los Angeles Times critic, "Badi Assad redefines solo performance! Revelatory, a brilliant display of innovation, imagination, and skill... almost hypnotically compelling!"