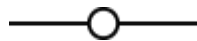


RUDY LA SCALA

Biography



Rudy La Scala is a composer, songwriter, musician, producer and singer who started his successful career in the 70s, creating incomparable music with innovating sound styles and a unique soprano voice.

As a performer, Rudy La Scala has reached the top of the different Latin American and North American popularity charts such as the Billboard Top Charts.

Rudy La Scala is the only record producer with 12 platinum and 9 gold certified albums in Venezuela. He has written and produced very successful songs and albums for many artists. Some of the artists he has lead to the top of the popularity charts and booming careers are Karina, Maria Conchita Alonso, Guillermo Davila, Kiara, Ruddy Rodriguez, Proyecto M, Carlos Mata, Nifu Nifa, Alberto Vasquez and Gerardo Mori.

Some of his most successful songs are: Mi Vida Eres Tú, Volvamos a vivir, Cuando Yo Amo, El Cariño Es Como Una Flor, Por Qué Será, Vamos a Enamorarnos, Cuando Mi Amada me Ama, Porque Tu Eres la Reina, Cree, A Quién, Sé Como Duele, Que Bello, y Sin Pensarlo Dos Veces.

Rudy La Scala was born January 20, 1954 in Rocca Di Papa, Italy.

At the age of 15 he formed a band called LAS EXPLOSIONES DE GOMA.

In 1974 He imposed the song in English "WOMAN", under the name RUDY LA SCALA, this song was released in Venezuela, Brazil, France and South Africa.

In 1975 in Italy, La Scala recorded the album "Mi Alma Es Tropical" with Vittorio De Scalzi, the lead singer of the famous Italian progressive rock band New Trolls.

In 1979 He formed the band AMBAR with the lead vocal, Cuban-Venezuelan singer (and later Hollywood actress) Maria Conchita Alonso. La Scala broke sale records as a producer and composer by recording the band's first Disco album AMBAR. In this production Rudy La Scala reached the national and international success with the song "LOVE MANIAC". This same year He continued creating hits in English such "IT'S TIME TO DANCE". Consequently this year he earned a Gold record.

In 1980 La Scala produced the second album for AMBAR, "THE WITCH" and at the same time recorded and produced the album for Stella, "QUE NOTA" in one of the best recording studios in Canada; it became a hit on the radio in 1981.

In 1982 Rudy produced a successful record "TU COMO YO" for the famous band, LOS CHAMOS, who were the competition of Mexico's band Menudo. Due to the album's great success in Mexico, the band filmed a movie with other well known Mexican actors.

In 1983 He produced and composed an album for ARTURO VASQUEZ (son of Mexican singer Alberto Vasquez).

In 1985 Rudy La Scala created a huge impact again as a singer and composer with the song "MI VIDA ERES TU", a song to be remembered for ever by the Latin American and Spanish public; it was the opening and closing of each episode of the classic and unique soap opera "CRISTAL" which broke national and international

composed the best-selling Venezuelan album in history, "AMOR A MILLON"; an album performed by the singer "KARINA". Different singles from this album reached the top on the Billboard Top Latin Songs chart.

In 1987 Rudy earned many awards for his excellent performance in the music world, including the award for Best Songwriter of the Year for "SE COMO DUELE", a hit performed by KARINA.

In 1988 He re-launched the singer GUILLERMO DAVILA, composing and producing his famous song "SIN PERNARLO 2 VECES". This song became a controversy; all TV channels created shows with psychologists and sociologists to discuss the content of the song's lyrics. This same year, He was also able to get the public's attention with the first launch of the singer KIARA, composing and producing the hit song "QUE BELLO", another polemic song. QUE BELLO has been versioned in different Latin American styles by other artists, and it is one of most sang songs in music reality shows.

In the year 1989, La Scala creates more hits such as "MAMITA ABREME LA PUERTA" for GUILLERMO DAVILA And the duet "TESORO MIO" performed by KIARA and GUILLERMO DAVILA, which reached the Top Latin Songs chart in the United States.

In 1990, Rudy La Scala wrote, composed, produced and performed one of his most successful albums, CUANDO YO AMO. His lead single "EL CARIÑO ES COMO UNA FLOR" peaked at number 1 in the Top Latin Songs chart for 4 consecutive weeks and was the best performing Latin single of the year. The album reached number 4 in the Latin Pop Albums chart.

In 1991, his album "POR QUE SERA" hit the Top 10 in the United States; with the same titled single becoming the second number 1

SENTIMIENTOS, which included hit songs such as **"CUANDO MI AMADA ME AMA"**. In the same year he wrote and produced and album for actress and singer **"VIVIANA GIBELLI"** (a well known TV show host in Venezuela and the North America).

In 1997 launched in the market a new album **"EN CUERPO Y ALMA"** which included hits such as **EN CUERPO Y ALMA** , **"COMO TE EXTRAÑO"** and a special Christmas song **"FELIZ NAVIDAD"**.

In the new millennium, Rudy started supporting young talents, composing and producing a band called **"AXIES"**. He also came back to the stages, touring the world. Since then he has been performing live in Latin America, the United States, and Europe.

In 2007 he launched his latest production **OFRENDA DE AMOR A VENEZUELA**, an album containing his known hits in a new style, mixing the Venezuelan folklore and New Age arrangements , making use of the Harp, Cuatro (4 string guitar), Bass , Maracas(rumba shakers) and keyboards, giving it an international touch so that the Venezuelan music becomes known internationally.

Rudy has been the producer, arranger, writer, and composer of songs for other recognized singers and artists such as **RUDDY RODRIGUEZ** (Venezuela), **ARTURO VASQUEZ** (Mexico), **PORYECTO M** (former members of famous band Menudo), **CARLOS MATA** (actor and singer), the band for children **"NIFU NIFA"**, and **GERARDO MORI** (famous Ecuadorian artist).

On the other hand, Rudy La Scala has composed more songs than anyone else in Venezuela for soap operas and he has composed jingles for commercial products such as **PAPER MATE**, **KORN FLAKES**, perfume **CACHET**, **LEE** jeans, **KRAFT** and **BANCO EXTERIOR**. He also carried out the whole strategy of image and

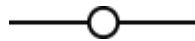
music tours around the world and to make international publicity and political campaigns.

Today, Rudy La Scala continues to work in the music industry and at the same time enjoying each day as the first day with his wife who accompanies and supports him day to day at the personal and professional level.

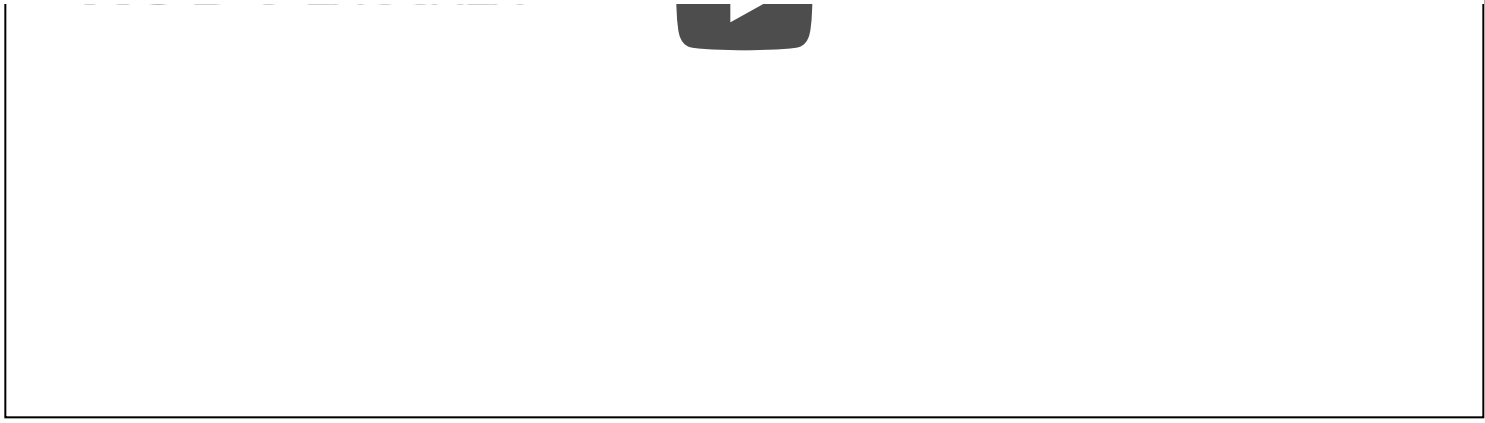
It is worth mentioning that Rudy La Scala is the only record producer with 12 platinum and nine gold certified albums in Venezuela. Also, La Scala has been the only composer in the history of Venezuelan music with the most number 1 hits in all genres and styles.

Rudy La Scala has a strong presence on the Internet; his fans can reach him through his official website, Facebook, Twitter and different video sharing websites. On YouTube his music videos have been viewed by millions of users.

VIDEO :: 40 YEARS OF HITS



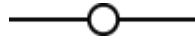
Rudy La Scala 40 Años de Exitos



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PHOTOS - BIO - MUSIC

DISCOGRAPHY



- 2007** OFRENDA DE AMOR A VENEZUELA
- 1997** EN CUERPO Y ALMA
- 1996** SENTIMIENTOS
- 1991** POR QUE SERA
- 1990** CUANDO YO AMO
- 1988** COMO QUISIERA
- 1985** VOLVAMOS A VIVIR
- 1982** VETE AL INFIERNO
- 1979** IT'S TIME TO DANCE
- 1977** MI ALMA ES TROPICAL



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