

CASA URBANA





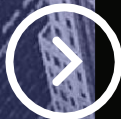
CONCEPT



First 'reality show' in which men and women – over 21 years old – will be chosen in order to find the new star that will evolve urban music.



They will have the option of producing in groups and individually. Also compose and develop their own concept of music by the hand of several recognized producers in Latin America, the United States and Europe.



The dynamic will consist of creating challenges through social networks, television and radio to expose the talent, development and polishing of the artist, while at the same time expanding in a virtual world.



In the same way, the 360 connection for members will be enabled and the connection as a temporary membership with which they will be able to have access to everything that is developed in musical terms, daily life, interrelationships, important events, among others.

