

Biography

A daughter of two icons of Brazilian music, Elis Regina e Cesar Camargo Mariano, Maria Rita started her professional career when she was 24 years old. Now, at 30, she does not think it was too late. 'To find yourself in this world is a hard task', says the young lady that graduated in Social Communication and Latin American Studies in the US, where she lived with her father. Now with regard to music it was altogether different. They would tell her so often that she had to sing, that for a while she resisted to it. 'I face life as a long process, comprising small processes along the way', she teaches. 'I have always wanted to sing. But that was not the issue. The issue was why to sing. I do not like to do anything without a reason. It is easier when you have a purpose, a target. The reason came into being when I realized I would go crazy if I did not sing' she restates.

After picking the right time, she cannot complain about the outcome. Actually, not one person can complain of Maria Rita achievements. Even before launching a CD she was the winner of APCA Award in 2002 as the Revelation of the Year. Her first CD, 'Maria Rita', launched on September 2003, sold over de 1 (one) million copies around the world. The first DVD, with the same title that went out in the first week of November of the same year, sold 150 thousand copies. Both were launched in more than 30 countries, including Germany, Argentina, Austria, Belgium, Canada, Chile, Colombia, Denmark, Ecuador, Finland, France, England, Italy, Japan, Korea, Czech Republic, Mexico, Holland, Norway, Portugal, Sweden, Switzerland, Taiwan and Venezuela. The figures related to the young singer are extremely impressive. Maria Rita reached, in Brazil, (a market considered under crisis, always threatened by piracy) a Triple Platinum CD and a Diamond DVD; in Portugal, a Platinum CD. Well, so what ... she had 160 shows fully attended along 18 months.

The acknowledgement came from the reviews and from the public. Maria Rita won very significant awards in 2004: Latin Grammy in the Revelation of the Year category, Best Popular Brazilian Music Album and Best Song in Portuguese ('A festa'); Award Faz a Diferença (offered by newspaper 'O Globo'); the trophy of Best Singer in the Multishow Award and Tim Award in Revelation and Public Choice categories. Of her first CD, the songs 'A festa', 'Cara valente', 'Encontros e despedidas' were marketed (this last one was the theme song of the Senhora do Destino soap opera) as well as 'Menininha do portão'.

Maria Ritas' learning was made totally by instinct and in a very informal way. A conversation she had with her father, when she was younger, clearly shows it. Maria Rita asked Camargo Mariano to teach her how to play the piano. Reacting to his refusal, she said: 'OK you do not have time right?' Her father, who is surely one of her greatest musical references disagreed; he said that he would be able to find time, if that was the issue. The problem is that he had learned to play piano by himself. 'What he plays he has learned from no one, so he has nothing to teach' understands Maria Rita now, following then a similar path. She would release her voice and that was it. She started to take singing lessons later on, to 'learn how to use the tool'. She would even like to have a formal background, but in the other hand, she is happy

with the way she picked, guided by instinct and by her heart.

In September 2005, the new Maria Rita CD was launched , the 'Segundo'. The first single was 'Caminho das águas'. With the CD pre-sale in online shops, the digital sale of the single 'Caminho das águas' was made. This last case was a novelty in the Brazilian market of records, and the amount of downloads jammed the site on the very launching date. Everyone wanted to have Maria Rita recorded in their computer. Nothing less than that.

The new CD took the singer for a long tour in Brazil, special presences in several Brazilian CDs ('Forró pras crianças' and '100 anos de frevo'), Brazilian shows (Arlindo Cruz, O Rappa, Os Paralamas do Sucesso, Gilberto Gil and Mart'nália) as well as international shows (Jamie Cullum, Mercedes Sosa and Jorge Drexler). The world hit that 'Segundo' turned out to be, granted her in 2006, two additional Grammys Latinos - Best MPB Album and Best Brazilian Song with 'Caminho das Águas' authored by Rodrigo Maranhão - and over 50 shows abroad, with full public and reviews acceptance in the Montreux Jazz Festival, North Sea Jazz Festival, Irving Plaza (NY), San Francisco Jazz Festival, among others.

On September 14 2007, Maria Rita launches her third CD 'Samba Meu', produced by Leandro Sapucahy and co produced by herself. The CD will be launched at the same time in the United States, Latin America, Mexico, Portugal, Israel and in October in the United Kingdom.