

## Loco Escrito – Biography (long version)

Nicolás Herzig, better known as **Loco Escrito**, was born in Medellín, Colombia, on January 27, 1990. The son of a Colombian father and a Swiss mother, he moved to Switzerland at just six months old, where he grew up surrounded by a different culture — yet never lost the *paisa* roots that tie him to his homeland. From a young age, he dreamed of becoming a singer, and through songwriting he discovered not only his greatest passion, but also a way to stay connected to Colombia and to his native language.

His musical journey began in 2005, when, at just 15 years old, he formed his first rap group. In 2011, he decided to go solo, marking the start of an artistic path where he gradually found his own sound — a Latin urban fusion with reggaeton and pop influences, but with a unique identity that makes him instantly recognizable on any stage.

*“What sets me apart is my voice and the energy I transmit — I’m not trying to be perfect, I’m trying to move people,”* he says.

In 2015, his life changed dramatically after a motorcycle accident — just six months before his daughter was born. Facing the possibility of never walking again, he chose to rebuild his life through music and family. From that turning point came a new chapter in his career. With his album *Estoy Bien*, Loco Escrito not only overcame debt and personal hardship, but also connected with an ever-growing audience. Songs like *“Sin Ti”* — a hit in Portugal — and later *“Adiós,”* *“Punto,”* and *“Ámame,”* established him as one of the most relevant Latin artists in Switzerland.

Singing in Spanish, Loco Escrito made history in a country where his language isn’t the norm. He became the **first artist to win “Song of the Year”** at the Swiss Music Awards **two — and then three — years in a row**, an unprecedented achievement. His career also includes more than **7 Gold records, 4 Platinum records, a No. 1 album**, and an **MTV Europe Music Award** for Best Swiss Act. He has performed at massive events such as **Energy Air (40,000 people)**, the **Locarno Festival**, and the **Coca-Cola Music Experience** in Madrid, among others.

From the start, Loco Escrito has been accompanied by his lifelong friend and producer **HSA**, who has been a mentor and creative partner in many of his projects. Today, together with **Bullnene** and the team at **God Willing Records** — known for hits by J Balvin, Maluma, and many others — he is preparing his artistic leap toward Colombia and Latin America.

The new chapter begins with *“Colibrí,”* the first single from his upcoming album (2026). Recorded in a cabin in the Swiss Alps, the song captures the essence of his artistic DNA under the motto *“From the Swiss Alps to Medallo, baby.”* The album will be a manifesto of his core message: to return to being, not having.

*“I want my music to remind people that the most valuable things don’t change with fame or money: family, health, and awareness. That we should see diversity as richness, not as a threat. To live more human, less distracted,”* he explains.

The official launch in Colombia will take place at the end of October, accompanied by a media tour introducing his new project to Latin audiences — marking the beginning of the most important phase of his career.

Loco Escrito’s dream is clear: to conquer Colombia and Latin America with his music. Since childhood, he has visualized a sold-out show at **La Macarena** in Medellín — not for ego, but to prove that big dreams come true. His goal is to inspire thousands — starting with his daughter — to believe in the impossible.

*“At the end of the day, what I seek with my music is simple: to move, to inspire, to connect. To be human. That’s my true sound.”*

## Loco Escrito – Biography (*short version*)

Nicolás Herzig, known artistically as **Loco Escrito**, was born in Medellín and raised in Switzerland, where he turned his dream of becoming a singer into a historic career. Singing in Spanish, he conquered a country that doesn't speak his language — earning **7 Gold** and **4 Platinum records**, becoming the **first artist to win “Song of the Year”** two and then three consecutive times at the Swiss Music Awards, and taking home an **MTV Europe Music Award** as Best Swiss Act. With hits like “Adiós,” “Punto,” and “Ámame,” and shows for tens of thousands of fans at events like **Energy Air**, Loco Escrito has established himself as one of Europe's leading Latin urban voices.

Now, alongside **Bullnene**, **God Willing Records**, and his longtime producer **HSA**, Loco Escrito is preparing his official launch in Colombia at the end of October. His new single “Colibrí,” recorded in a cabin in the Swiss Alps and signed with the phrase “*From the Swiss Alps to Medallo, baby,*” is the first preview of his upcoming album *Donde Muere el Ego* (2026). Through this new era, he brings a clear message: to return to being, not having — to value family, health, and diversity as true wealth. His dream remains the same: a sold-out show at **La Macarena** and to win the hearts of all of Latin America.