



LOCO ESCRITO

Award-Winning Swiss-Colombian Hitmaker. Born to Connect. Built to Cross Borders.

🎯 **ATA GLANCE**

Genres: Latin Pop, Reggaetón, Urban
Languages: Spanish, German, English, Italian
Base: Zurich, Switzerland / Medellín, Colombia
Fans Of: J Balvin, Rauw Alejandro, Maluma

👤 **AUDIENCE:**

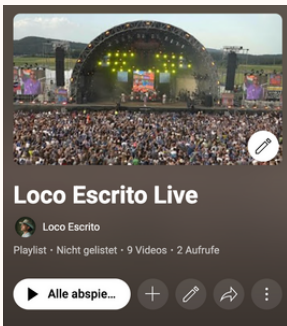
- **+1M Listeners (+12% over the last 12 Months)**
- **62,3 K** Instagram Followers
- **25,4 K** TikTok Followers
- **70K** YouTube Subscribers

📈 **CAREER HIGHLIGHTS**

- 3x Swiss Music Award Winner – first artist ever to win Best Hit three years in a row
- Over 120 million total streams across platforms
- 7x Top 30 singles on Swiss Airplay Charts
- Multiple Platinum & Gold certifications: Adiós, Sin Ti, Punto & more. All awards & certifications [HERE](#).
- Spotify Viral #1 Switzerland, Apple Music Top 10 placements
- Named by major radio stations as "one of Switzerland's most relevant pop artists"

🔥 **CURRENT MOMENTUM**

- New single "No Quiero Perderte" (2024) climbing in the Swiss Airplay Charts
- Booked for mainstage slots at SummerDays Festival and Argovia Fäscht
- Recent appearances on SRF Late Night, Energy Star Air (Radio Festival)
- 2025 Pickup Promo Tour: Connecting with fans through stripped-down, heartfelt live shows across CH (see Insta)

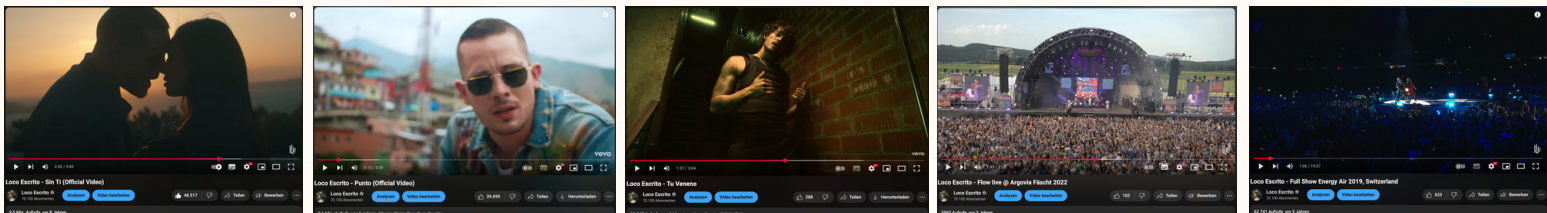


🎤 **LIVE REPUTATION**

Loco's shows are known for raw emotional energy, multilingual charisma, and crowd-connecting warmth. From 10,000+ festival stages to intimate acoustic showcases, his live set blends Latin fire with Swiss precision.

"He doesn't just perform – he brings people together."
– 20 Minuten (CH Press)

📺 **WATCH LOCO ESCRITO** (click to play)



🔗 **ESSENTIALS**

- Press Kit (Photos, Bio, Logos): [LINK](#)
- All Awards & Certifications: [LINK](#)

🌐 **READY FOR INTERNATIONAL EXPANSION**

- Fluent in Spanish, German, English and Italian – perfect for multilingual media & touring
- Currently expanding into Spain, Germany, and Latin America
- Supported by a dedicated management & promo team with international experience
- Actively seeking collaborators, booking agents, label partners & sync opportunities