

Gibonni

ZLATAN STIPIŠIĆ GIBONNI

The Superbrands organisation has for the past 15 years been paying tribute to the strongest and the best brands in 85 countries. The categorisation of the awards was changed in 2007. The Superbrands organisers believed that it was high time to not only award product brands and companies on the world market, but also to award public figures that truly deserve it.

In the process of choosing laureates, the emphasis is put on products and companies that operate at the national and the international level. When choosing actual persons, the organisation targets exclusively those persons who have become "super brands" through their personal achievements, and are, as such, of great importance in their homeland as well as on the international market.

Sport and music are two categories with the highest number of distinguished representatives, i.e. Croatia's super ambassadors to the world. This season, the electorate was more inclined toward musicians. In the final election for the year 2009, we are awarding the Superbrands status to two icons of the Croatian music scene. Each of them is specific in their own unique way.



Market

Both the music and the entertainment industry offer a myriad of artists. The demand for glitz, sparkle and glamour is growing. Meanwhile, the competition is rising by the day and is becoming more cut-throat in the race to achieve those parameters, especially in the media that are always in pursuit of new sensations. The expectations are high, but when the stage lights go down, there are very few true stars whose brilliance remains intact. Much like in other categories, there are only a few artists who are continuously present in the media. Gibonni is, as a songwriter, the absolute leader among music artists. His timeless hits are a result of a winning combination of short, yet powerful lyrics, magical melodies and strong arrangements. Each of his hits and albums so far is charged with a new musical maturity and life wisdom. Gibonni is an artist who establishes his authentic status with every single new work - a status unparalleled to that of any other artist in the region. In the field of music and art, Gibonni truly is in a league of his own. The fact that he has been appointed the UNICEF Goodwill Ambassador sets an additional value on his work.

History

Zlatan Stipišić Gibonni is called Zlatan only by his closest family members, whereas the public refer to him as

Gibonni, or even more commonly they use the term of endearment - Gibo. Gibonni is a name that has never been tied to any scandals. With each new move, he is always at the positive centre of media attention. Most of his lyrics and notes dig deeply into the very core of human lives, setting his songs firmly on the throne of all-

time favourite, timeless hits.

It is not difficult to trace Gibonni's musical roots; his father Ljubo Stipišić Dekmeta is one of the greatest and most active archivists of traditional Croatian songs and is a renowned ethnomusicologist. Gibonni's biography tells a tale of restless wandering, from his heavy metal band Osmi putnik to the kind of musician Gibonni is today. From a historical point of view, both Croatia's and Gibonni's independence date back to the virtually same period, i.e. to 1991 when he released his first studio album "Samnom ili bez mene" (*With or without me*). Some of the songs from his debut album still seem to be influenced by "heavy metal", while others echo the spirit of Dalmatia and rock music. Two years later his second album "Noćna arka" (*Noah's Ark*) brings us two pivotal hits that shoot Gibonni right into stardom: the festival hit "Dobri ljudi" (*Good People*) and the music score for the film "Zlatne godine" (*The Golden Years*) about the Croatian Spring political movement, co-written with Zrinko Tutić and his, to this day, closest associate and friend, producer Nikša Bratoš. A year later, he relatively quickly releases his third album "Kruna perja" (*A Crown of Feathers*) packed with hits that are still played in concerts, such as "Lipa moja" (*My Beautiful One*) and "Dvije duše" (*Two Souls*). That same year he writes a smash hit "Cesarica" for Oliver Dragojević that secures him the annual Croatian music award Porin for the song



of the year. His live album, simply entitled "Koncert" (Concert), is released in 1995 and is followed two years later by "Ruža vjetrova" (Wind Rose) that includes tracks "Ako me nosiš na duši" (If I Prey Upon Your Mind), "Ovo mi je škola" (A Lesson To Learn) and "Tempera". These hits mark the start of his more commercial phase that proves to be a big success with the masses and the critics. His next album "Judi, zviri i beštije" (People, Beasts and Curses) is released in 1999 and marks a turning point in his career. The hits "Projdi vilo" (Go My Fairy), "Činim pravi stvar" (Doing the Right Thing), "Divji cvit" (Wild Flower) i "Posoljeni zrak i razlivena tinta" (Salted Air and Smudged Ink) bring him 7 Porin awards. His next release is a DVD entitled "Milenijski koncert" (The Millennium Concert) recorded at the Croatian National Theatre "Ivan pl. Zajc" in Rijeka, where ISDN technology enabled him to be joined on stage by guests Vlatko Stefanovski and the vocal ensemble Cambi.

On his long-awaited album "Mirakul" (Miracle), released in 2001, he collaborates with world-renowned musical guests such as drummer Manu Katche, base-players Pino Palladino and Tony Levin, guitarist Vlatko Stefanovski, world music star Geoffrey Oryema and the frontman of the Italian band "Stadio", Gaetano Quarnetti. The album has 13 tracks and almost all of them have become smash hits. To this day, "Mirakul" has been sold into 60,000 copies.

In 2006, following the longest hiatus in his career, he releases "Unica fibre (vodić za brodolomce i anđele čuvare)" (An Ounce of Fever (A Guide for Castaways and Guardian Angels)) for which he wins eight Porin awards. This album follows the trend of collaborations with high-class musicians, such as the world's leading guitar virtuoso - Australian artist Tommy Emmanuel, American soul and jazz singer Maya Azucena and Croatian legends such as Goran Bano, Mladen Badovinac from the band T.B.F., Goran Bregović and Coco Mosquito from the band Jinx, who made a remix of the single "Sebi dovoljan" (Self-sufficient).

The next step in his career is a series of unforgettable brilliant concerts, resulting in a double live album "Acoustic/Electric". New arrangements added a new touch to the already established hits, such as "Mirakul" and "Posoljeni zrak i razlivena tinta" with new vocal tracks by Maya Azucena, now joined by the outstanding Damir Urban. In the same year, Gibonni releases a special extended, as well as a limited Christmas edition of the album.

Discography and awards

OSMI PUTNIK

1. Ulična molitva (Street Prayer) (Jugoton, 1986.)
2. Glasno glasnije (Loud louder) (PGP RTB, 1987.)
3. Drage sestre moje... nije isto bubanj i harmonika (My dear sisters... drums and accordions are not the same thing) (PGP RTB, 1987.)

GIBONNI

1. Samom ili bez mene (Croatia Records, 1991.)
2. Noina arka (Croatia Records, 1993.)
Song "Mi smo prvaci" (We Are The Champions) becomes the anthem of the Croatian Olympic Committee.
3. Kruna od perja (Croatia Records, 1994.)
Porin award for song "Cesarica" performed by Oliver Dragčević.



4. Koncert (Croatia Records, 1995.)
5. Ruža vjetrova (Croatia Records, 1997.)
6. Judi, zviri i beštije (Dallas Records, 1999.) 7 Porin awards
7. Mirakul (Dallas Records, 2001.) 8 Porin awards
8. Unica fibre (Dallas Records, 2006.) 8 Porin awards
9. Acoustic/Electric (Dallas Records, 2007.)

COMPILATIONS

1. 24 Karata/18 Velikih (24 Carats/18 Great ones) (Croatia Records, 1999.)
2. Svi moji puni kad se zbroje (Box Set) (When all my points add up) (Dallas Records, 2003.)
3. Platinum Collection (Croatia Records, 2006.)
4. Kolekcija (Collection) (Croatia Records, 2006.)

DVD

1. HT-Isdn Millenium Koncert (Dallas Records, 2001.)
2. ZG Mirakul live (Dallas Records, 2003.)

to the visually impressive video based on the animated motion picture "Guliver", directed by Zdenko Bašić and animated by Daniel Šumberac. His latest album is to be released in the spring of 2010.

Promotion

As an eminent musician, Gibonni has always sparked interest both for himself and his work, which is why other famous brands in Croatia have also wanted to be associated with his name. In the marketing world, such means of collaboration is favourable for both parties. That is why Gibonni was chosen to be endorsed by many brands such as: SMS, Alfa Romeo, Peugeot, Toyota, Mercedes Benz, Samsung, etc. With the release of his latest single "Žedam" in 2009, he has renewed his contract with his partner of many years, telecommunications company T-Mobile.

www.brodolomci.com

www.samsungmobile.com.hr/gibonni

THINGS YOU DIDN'T KNOW ABOUT...

Gibonni

- In the 80s Gibonni was a member of the Sarajevo band Divlje jagode.
- Gibonni has published a book of lyrics written in Braille, called "Dvije duše" (Two souls). The profit from the sale goes to the blind in the local community.
- Mirakul is the best selling Croatian album to this day.



Recent Developments

Apart from being famous for his music career, Gibonni is also well known for his humanitarian work. He has established a foundation for talented children without parents. In 2003 he became the face of UNICEF as their goodwill ambassador. Towards the very end of 2009 he released a new single entitled "Žedam" (Thirsty). This particular single stands out from his previous ones due