



About Justo Lamas Group

Educational Rationale

What Kind of Concert is This?

ABOUT

THE PROGRAM

ABOUT

JUSTO LAMAS GROUP



ABOUT JUSTO LAMAS GROUP

Justo Lamas Group has been working within the United States educational field since 1998. With its headquarters in Dallas, TX, it has brought its program to more than 1000 schools, Middle Schools, High Schools, Universities and even Elementary Schools with its primary mission to foment, through music, the teaching of the Spanish language and positive values.

Justo Lamas started sharing this educational program in 1998. Due to his personal experiences with so many educators, Justo understands and appreciates all that you do to teach your students his language and culture.

After 18 year of successful concerts, Justo Lamas Group brought Ennio, a new artist with new songs and same commitment to motivate your Spanish students.



United Cultures, Inc. PO BOX 112276 • Carrollton, TX • 75011 Tel.: (214)912-1483
E-mail: concerts@justolamasgroup.com Web site: www.justolamasgroup.com

EDUCATIONAL RATIONALE

Justo Lamas Group Concerts are much more than a concert: they are an inspiring educational activity We wanted to expose American students of Spanish to the music and enthusiasm of Ennio Emmanuel. While the students think they are having "fun," they will also:

- ♪ Learn about the culture of Argentina (and Latin America in general)
- ♪ Become aware of modern Spanish-speaking young people's customs
- ♪ Get excited about continuing their study of the Spanish language
- ♪ Acquire many useful vocabulary words and language structures
- ♪ Realize that Spanish is a foreign language that is difficult to learn to speak
- ♪ Observe their American culture through the eyes of a foreigner
- ♪ Lose some stereotyped ideas about Spanish-speaking people
- ♪ Hear Ennio's plea to live a drug-free, violence-free, family-centered life style
- ♪ Be encouraged to love all people regardless of their differences
- ♪ Learn not to give up in the face of adversity (A very strong message for this attitude is delivered in the "rock" song, No hay camino sin salida -- There is no road without an exit)



WHAT KIND OF CONCERT IS THIS?

The Justo Lamas Group Concert is an educational program with the primary objective of promoting the study of the Spanish language. With Ennio's music and songs students are motivated to learn the language. During the entire 90 minutes show, Ennio puts out all of his energy and talent earning the attention, respect and admiration of the students.

They sing their hearts out during the songs they have learned in class. Ennio also uses this opportunity to deliver an affirmative life message that encourages students to live free of drugs and other addictions. He promotes unity and communication between students and their families. He encourages the audience not to give up when facing problems and to continue struggling to achieve their goals.

The Justo Lamas Group Concert is a unique program in which there is a lot of interaction between Ennio and the students. Besides being great entertainment in which the students will enjoy the incredible talent and dynamic personality of Ennio Emmanuel, the concert is also a true extension of the classroom. Two months before the show, we send promotion materials to local area schools. Teachers that want to attend can make reservations thru our website and request a free DVD and a CD to prepare their students with the concert songs.

Teachers who have already participated in a Justo Lamas concert with their students have observed how it has created in their students interest and enthusiasm for the Spanish language.

The program lasts two hours. An hour and a half is for the concert itself and the rest of the time is for the students to meet Ennio personally. They can talk to him, get his CDs, posters, photos, etc. which he will be happy to autograph.

The concert is made up of different styles of music: the kind listened to by modern young people of Latin America and also folk and traditional music. Between each song, Ennio talks to the young people in very simple Spanish, making them participate all throughout the event.

