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Latin Grammys 2015: Brazilian 'Musical Treasure' Roberto Carlos Named Person of the Year

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23/06/2015



Last week, The Latin Recording Academy announced the four-time Latin Grammy winner Roberto Carlos was chosen as the 2015 Latin Recording Academy Person of the Year.

"His immense talent, passion and dedication to his art has made him one of the greatest voices and songwriters in Latin music," Abaroa Jr. said. "It is with great pride that we honor such a musical treasure and we look forward to celebrating his career and his indelible musical legacy."

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On Wednesday, Nov. 18, the South Pacific Ballroom of the Mandalay Bay Convention Center in Las Vegas will shine as bright as the lights of Sin City during a star-studded concert that will honor the internationally acclaimed Brazilian performer and singer and songwriter.

Carlos was given the moniker, "O Rei (The King)," and was chosen for the coveted award for his "important artistic and social contributions to Latin music and culture."

With an impressive career that spans almost 60 years with 500 accredited songs as a composer, "The King" has even beaten the record of "The King of Rock n' Roll." He's the only Brazilian singer to sell more records than Elvis Presley and the Beatles with more than 120 million albums sold in Latin America.

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At the start of his career, Carlos was immersed in the groovy youth rock movement of the '60s,

but then in the '70s and '80s he changed the trajectory of his career and established himself as "one of the most prolific romantic artists in Latin America." He then went on to top the charts with hits such as "Detalles," "Emociones," "Amada Amante," "Amigo," "Propuesta," "Lady Laura" and "Mujer Pequena."

Using an "adult contemporary approach to singing," Carlos expanded linguistically and went on to record in Spanish, Italian, English, and French, which made him an international crossover success.

According to [The Latin Recording Academy](#), Carlos' hard work, drive and determination has made him "the only artist in history to release an album a year for 48 consecutive years while simultaneously releasing albums in Portuguese and Spanish for more than three decades."

When he wasn't on stage and embarking on international tours, he also somehow found the time to land acting gigs on both TV and film.

Recently, Carlos recorded "Roberto Carlos - Primera Fila" at London's illustrious Abbey Road Studios. The album will be released later this year, [Billboard](#) reports.

Carlos joins a stellar list of past recipients that includes Miguel Bosé, Plácido Domingo, Gloria Estefan, Vicente Fernández, Juan Luis Guerra, Carlos Santana, Joan Manuel Serrat, Shakira and Caetano Veloso.

The tribute to Carlos will precede the 16th Annual Latin GRAMMY Awards™, taking place at the MGM Grand Garden Arena in Las Vegas, and broadcasting live on the Univision Network on Thursday, Nov. 19, at 8 p.m. ET/PT (7 p.m. Central.)

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