

OCTOBER 17, 2024.

LENIN TAMAYO, LA ESTRELLA PERUANA DEL K-POP QUECHUA (Q-POP), AGOTA ENTRADAS EN SU PRIMERA GIRA POR ASIA

"COVER / FORBES LIFE"

SOUTH KOREA WAS THE FIRST STOP OF A TOUR THAT CONTINUED IN INDIA AND IS NOW IN THAILAND, WITH VIETNAM AS THE FINAL DESTINATION, WITH TICKETS SOLD OUT.

BIENESTAR INTEGRAL

The young Peruvian artist Lenin Tamayo is currently immersed in his first tour of Asia after revolutionizing the global landscape with Q-pop, a term that exploded in 2022 and that fuses Korean pop or K-pop with Andean rhythms and the Quechua language of his native Peru.

South Korea was the first stop, and the most special for the singer, on a tour that continued to India and is now in Thailand, with Vietnam as his final destination on October 23 and 25, where tickets are sold out.

"After the trip to Korea, a special journey given the history of K-pop, I realized that I must embrace much more strongly what makes me unique and different," said the Quechua-speaking young man, marked by years of mockery and discrimination, in an interview with EFE from Bombay.



"LENIN TAMAYO, CREATOR OF Q-POP, IS RECOGNIZED BY ROLLING STONE."

LENIN TAMAYO

Lenin Tamayo gained great popularity on TikTok. The young musician surprised the country and the entire world on this platform with his innovative music that combined K-pop with the native Quechua language. The son of Yolanda Pinares, who also works in this field, once believed his destiny lay outside of music. However, over time and through his experiences, he came to realize that his life was also connected to what his mother did.

After showcasing his talent and innovating with his lyrics and musical sounds, Lenin has achieved international recognition. The iconic magazine Rolling Stone has officially announced the Peruvian as Peru's visionary pop star for the year 2024. Furthermore, it has highlighted the impact and innovation of the creator of Q-POP on the international scene.

PERUVIAN SINGER LENIN TAMAYO, A PIONEER OF Q-POP, ENTERS TIME MAGAZINE'S 'NEXT GENERATION LEADERS' LIST

"FOR HIS CONTRIBUTION TO WORLD MUSIC AND HIS ADVOCACY FOR ANDEAN CULTURE."

The Peruvian singer Lenin Tamayo, creator of the innovative genre Q-pop (Quechua Pop), was included in Time magazine's prestigious 'Next Generation Leaders' list.

This recognition places him among the world's most influential emerging leaders, highlighting his unique contribution to global music through the fusion of K-pop with Quechua language and Andean symbols.

Tamayo revolutionized the music scene by blending her Andean identity with the rhythm and aesthetics of Korean pop, bringing the Quechua language to an international platform.



"MORE INFORMATION"

Tomás Suárez

Tomás Suárez Vértiz celebrates adaptation of his father's song, 'A wine and a beer'