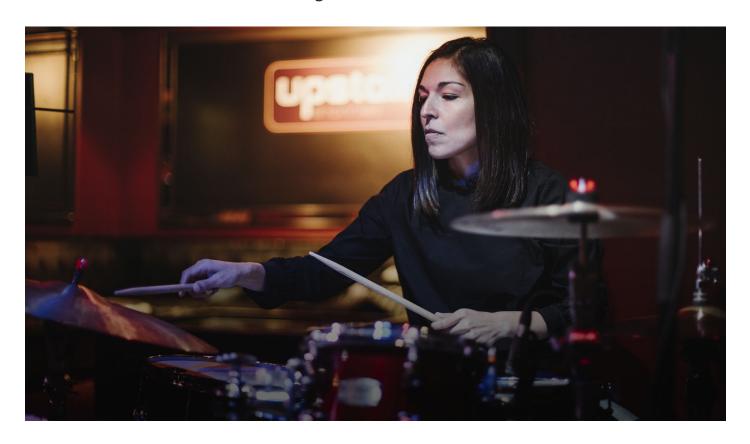
## The Mexican drummer who's conquering London with her jazz!



"The pandemic hit just as I was starting to have success with my performances. I thought, 'I have two options: complain or adapt," recalled Mexican drummer Migdalia van der Hoven.

Having graduated in **Marketing** from the <u>Tec</u> and from the <u>Berklee College of Music</u> in Boston, this girl from Monterrey decided to adapt and **posted videos** of her **drum** playing on social media.

When a clip of the artist, who currently lives in **England**, went viral, different brands wanted to sponsor her, **she gained more followers**, and she created her own **jazz album**.

"That's how it all began. I told my husband, who's also a musician, that we should release our own album. We did it during the pandemic. We started sending (the album) to **the biggest jazz clubs in London**.

"I thought, 'I've nothing to lose.' They listened to it, they said, 'Go ahead,' and I was like 'Wow, thank you!" she said.

https://www.youtube.com/watch?v=UPW3SBR3uxY&t=1s

That's how this Tec graduate managed to present her **EP** (Extended Play) "**Girl Facing South**" at **Ronnie Scott's Jazz Club**, one of the **most famous jazz venues** in **central London**.

"On August 21, we played at the most important (jazz) club in Europe. It's a dream come true. I've been to see my favorite artists there. I became the first female Mexican drummer to perform there.

"Everything's happened really fast and I'm grateful to the **Tec** for **teaching me how to handle it**, what the best strategy is, and how to continue riding this wave," she said.

## Heading to music festivals

This year, Migdalia has been invited to perform at the **EFG London Jazz Festival**, one of the **biggest festivals in Europe**, which will be held from **November 12 to 21.** 

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https://www.instagram.com/p/CTfMOPGIsZn/

"In **Summer 2022**, I've also been invited to take part in a festival that **Bryan Adams** is headlining. From one moment to the next, **doors have been opened to me**. All because I decided to do it and **believe in myself**," she said.

The <u>EP</u> from The Migdalia van der Hoven Quartet includes the tracks "Red Skies", "Girl Facing South", and "Savannah Rain", which are available on digital platforms.

"My husband (the quartet's saxophonist) was the one who composed the songs, but it was my idea. After releasing the EP on platforms, it got played on the radio in the United States, as well as in parts of Latin America," she said.

## The Mexican drummer's beginnings

During her **degree course** at the Monterrey campus, van der Hoven came across a **poster for** "Raíces", a folk-dance company at the **Tec**, which would **determine her career path.** 

"I remember in my 5th semester I saw a poster advertising for musicians for **an anniversary of CEMEX** at the Monterrey Arena. I sent an email to the teacher, **Eloisa Hernández**, and she immediately replied.



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"I was among **10 or 12 musicians** who went to audition for drums. That's when I put my all into this particular instrument. I'd taken drum lessons **since the age of 10**, so I had experience with different types of rhythms," she said.

It wasn't until a **tribute to "Cri Cri"**, the character created by composer Francisco Gabilondo, that Migdalia **discovered her passion** for performing jazz music on drums.

"I realized this at Raíces. The tribute songs **were swing** so nobody else could play them, but it came naturally to me, so I was able to apply myself to that. I said, 'I love it,'" she said.

After graduating with a degree in **Marketing in 2008**, the Monterrey native **traveled to Boston** in the United States to study **jazz drumming for two years** at **Berklee College of Music**, and then she moved to **London**.

"I studied Marketing (at the Monterrey campus) and I still use it. It's helped me to achieve what I have and in what I do. **My degree** taught me **discipline** and **not to give up until you've finished**," she said.



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To those students studying at **Tecnológico de Monterrey**, the **Mexican drummer** encourages them to make the most of the **extracurricular activities** offered by the institution.

"Try to take advantage of the opportunities offered by **Art and Culture**, **sports, and student activities**, because they're things that not every school offers, and you have the privilege of them being at your fingertips," she said.

With information from Eugenia Bernal

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