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PHOTOGRAPHY BY
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Kathleen Blackwell

Connecting Worlds
THROUGH MUSIC

Award-Winning Global Song
Producer and Singer,
Owner of Eléctrico Spirit, INC.

Kathleen Blackwell is a visionary creative force, seamlessly blending artistry and entrepreneurship across multiple industries. As a recording artist, songwriter, and producer, she leads Project Eléctrico, a global music collaboration exploring diverse tunings and languages, echoing the cultural fusion found in her award-winning spirits brand, Eléctrico Spirit, INC. Whether working with music or mezcal, Blackwell's philosophy remains the same—honor tradition, embrace innovation, and foster global connections.

Over time, Blackwell's diverse musical background has been enriched by the raw energy of punk rock, the glamour of 80s pop, and the visual artistry of early MTV. This blend results in a songwriting style that reflects a rich tapestry woven from her classical piano roots, global influences, and extensive industry experience. Her themes have evolved to encompass heartbreak, defiance in romantic relationships, motherhood, war and peace, life and death, introspection, joy, and political expression. Growing up amid the cultural vibrancy of San Antonio and the legendary music scene in Austin, Blackwell absorbed a



kaleidoscope of sounds that shaped her creative approach.

Her journey took her to Hollywood, where she honed her skills by working with industry giants at Sony BMG and navigating the complexities of artist development, branding, and production. With a diverse career that spans live performances, record label strategy, and cross-cultural musical exploration, her fearless approach to artistry reflects a lifetime of passion, adaptability, and record label strategy, and cross-cultural musical exploration, her fearless approach to artistry reflects a lifetime of passion, adaptability, and innovation.

After releasing an album and an EP, Kathleen reunited with her long-time collaborator and producer, Ronan Chris Murphy, to work on what was initially intended to be a new album. They began recording in Los Angeles and Italy.

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While in Italy, Kathleen had a chance encounter with a street musician along the canals of Venice that changed the direction of her music. She spotted Zu, a handpan player, performing in a small piazza and invited him to collaborate. The joy and creative success of these sessions inspired her to expand the collaborative concept to include exceptional musicians from around the world.

Plans were made, and plane tickets were purchased—next stop: Istanbul. This new initiative, called “Project Eléctrico,” marked the beginning of a global journey to collaborate with a diverse array of extraordinary artists. These included street musicians and renowned figures such as Turkish psychedelic icon Murat Ertel (of Baba Zula and Zen), legendary bassist Tony Levin (known for his work with Peter Dinklage, King Crimson, and John Lennon), acclaimed Mexican guitarist José Manuel Aguilera from the band La Barranca, and Tony Newton, a renowned Motown bassist who has worked with artists like John Lee Hooker, T-Bone Walker, B.B. King, Diana Ross, and The Temptations, among many others.

Project Eléctrico showcases Blackwell’s boundless creativity and entrepreneurial spirit by blending music, visual art, film, and mezcal into a global fusion of innovation. Originally conceived as a collaborative music project, it quickly evolved into an artistic movement that unites street musicians, renowned artists, and cultural pioneers worldwide.

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Moreover, Project Eléctrico represents a journey of cultural exploration, artistic fusion, and unexpected adventure. It stretches from Istanbul's bustling Taksim Square to Havana's vibrant streets, Oaxaca's historic plazas, and Iceland's serene churches. As she travels the world recording music, Blackwell collaborates with local musicians, adapts to the unique challenges of each destination, and embraces the raw beauty of each location. Whether improvising with street artists, discovering new sounds in hidden corners, or navigating unexpected encounters in unfamiliar cultures, she engages fearlessly with her surroundings. From playing a handpan in Venice to recording on a restored pipe organ in Oaxaca and laying down vocals in an Icelandic church, Project Eléctrico embodies her bold approach to creativity. It proves that music transcends borders and transforms experiences into lasting artistic legacies.

During a visit to Oaxaca, Murphy's longtime recording engineer, Diego López, suggested that Blackwell and the Project Electro team meet Cirino, a master mezcalero living near his family home. When they traveled to San Baltazar Guelavila, they found a simple palenque that operated without electricity or heavy machinery. Here, a mule crushed agave using a tahona stone, allowing Cirino to produce mezcal of extraordinary quality. Cirino's artistry and dedication inspired Blackwell, and together they envisioned a new mezcal brand that would combine their creative

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talents while honoring the art, artists, and culture behind this special local spirit. This collaborative effort led to the creation of Eléctrico Mezcal in Oaxaca, Mexico.

Eléctrico Mezcal, spearheaded by Blackwell, embodies a bold fusion of tradition and innovation, redefining the mezcal landscape with its vibrant spirit. As the leader of Eléctrico Spirit, INC., Blackwell promotes diversity, craftsmanship, and connectivity, which are reflected in every aspect of the brand—from production to global outreach. This commitment has earned Eléctrico Spirit, Inc. multiple prestigious accolades for each of their entries at the L.A. Spirits Awards.

Rooted in time-honored techniques yet driven by modern advancements, Blackwell's approach ensures sustainability without compromising authenticity. She even transformed



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the electricity-free Palenque in Oaxaca into an “electrified” hub. Eléctrico Mezcal is more than just a beverage; it serves as a cultural bridge, highlighted through storytelling, including the award-winning short film “Festival Oaxaca”.

With a diverse team that includes local mezcaleros, technical experts, and marketing specialists, Eléctrico Spirit, INC.’s reach continues to grow. The company is set to introduce unique blends, such as Espadín distilled with coffee and Flor de Cacao, later this year. Blackwell’s dedication to preserving tradition while embracing the future solidifies her brand’s position as a leader in the world of artisanal spirits.

Blackwell’s charitable contributions reflect her deep commitment to using art and music as a force for good. Through the Army of Love Remix Contest, she encouraged global collaboration by offering aspiring artists the opportunity to remix her track while supporting Make Music Matter. This organization aids survivors of war and sexual violence. The contest offered monetary prizes, music software, and digital releases, fostering creative engagement while raising funds for a worthy cause.

In addition to her music initiatives, Blackwell supports organizations such as Feed the Children and Save the Children, along with contributing to her alma mater and the alma maters of her two children. Her philanthropic approach seamlessly combines her passions for music, innovation, and community, demonstrating that creativity can inspire meaningful change.

At her core, Blackwell is a connector of worlds—bridging cultures, industries, and artistic disciplines with an unwavering desire to serve and uplift communities around the globe. Whether through music, mezcal, or philanthropy, she continues to ignite innovation, foster collaboration, and celebrate the beauty of human expression. Learn more about her journey at www.kathleenblackwell.com.



MAESTRO CIRINO,
PARTNER WITH
ELÉCTRICO MEZCAL

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