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Non-stop woman

Who's behind Muerta Sánchez, prolific DJ and organiser of awesome soirées?
By **Martí Sales**



IRENE FERNÁNDEZ

La Verneda, a neighbourhood in the outer reaches of Barcelona, in the '80s. A girl with devilishly curly hair plays hide-and-seek in the street with a group of local kids. When she gets hungry, Marta runs home because it's Friday, the day for her weekly treat – a Tarzan cake. When she's done, she does some piano practice then goes to the gymnasium. The next morning sees her and her sister get up early and, still in their pyjamas, mime along to songs on the radio while dancing along the passageway of their house, waking up the rest of the Sánchez family who are already used to the girls' musical obsession.

Get them dancing

Once Marta Sánchez grew up, she was keen to try new things. In just a few years, she did a variety of jobs – working at Barcelona's Egyptian Museum, theatre producer, graphic

designer, gym instructor, a producer on TV talent show *Operación Triunfo*... 'I'm led by my passions, I give it everything and when I get tired of something, I move on,' she says. She went into

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Muerta Sánchez is synonymous with fun, dancing and happiness

theatre and discovered she loved doing cabaret and being on stage. One afternoon she saw a flash mob on YouTube and thought that it would be great to organise one with people from the gym where she worked. Sánchez is a kind of reverse Pied Piper of Hamelin and takes charge of leading people to

happy places – from an initial group of 15 or 20, word spread and it went up to 100. After a few weeks, it was 800. On January 10, 2010, in a local shopping centre, 1,178 people performed the first-ever flash mob in Spain to the sounds of *Thriller*, *Grease* and Aretha Franklin. It was a huge success. And that's when Sánchez realised she had quite the ability to fire up others, and that 'everything's possible in this life'.

La Ká

When her friends Àlex and Sandro decided to set up a mega, rogue gay party, they thought of Sánchez at once. Already a fan of festivities at places like the now-closed La Bata and El Cangrejo (still going strong), she reckoned playing electropop hits to get people moving was a marvellous idea. One afternoon the boys of La Ká, as the party event was baptised, said to

her, 'We have to find you a name.' 'Really? Uh, it's just that I'm dead ('morta' in Catalan) today.' '*Morta, estás muerta* ('you're dead' in Spanish), so Muerta Sánchez!'

Muerta Sánchez has become a synonym for fun, dancing and happiness. She's very charismatic and has fans who follow her everywhere. Her current project is Bingo Musical, a brilliant session that combines competition and partying. It takes place at La Maceta, a bar in Gràcia, because the size is ideal and she wants to energise her 'hood, bring it some glamour, cover it in sequins – basically, make it a bit more queer. And if she wants to do it, you can be sure it'll happen.

MUERTA SÁNCHEZ hosts a Bingo Musical session at La Maceta (Progrés, 38) on Saturday 6. www.facebook.com/MuertaSanchezDJ