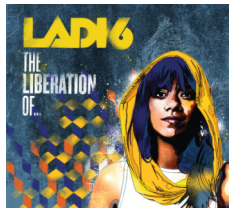


LADI6



edkpaden

LADI6 – „THE LIBERATION OF...“ (VÖ 27.05.2011)

New Zealand is without doubt one of the most beautiful places on Earth: its culture is diverse, its vegetation unique and its landscapes are breathtaking.

It is in this fertile ground that the immensely multi-faceted musical talent of Ladi6 has its roots. Her new album 'The Liberation Of...' is a landmark on the horizon of modern music.

Ladi6 is a singer with soul. A singer with a hip-hop background and masses of pop-appeal. A singer who first gained attention through her features with the legendary New Zealand export-band Fat Freddy's Drop, but who has also performed alongside such diverse artists as Gil Scott-Heron, Mayer Hawthorne and Mos Def. In short: A singer whose eyes have seen much and whose style is not governed by rules. As if that wasn't enough, her enormous charisma enables her to win her audience over within minutes with full support of her band of Parks and Julien Dyne (BBE).

The 30-year old has always endeavored to use music to tear down barriers and dissolve purported genre-boundaries. With her previous album, "Time Is Not Much" (BBE) which was produced by Parks and Mu (Fat Freddy's Drop), Ladi6 has already taken a perfect shot at her goal, which, combined with the interplay between the many diverse elements of the music, has a highly impressive effect. "The Liberation Of..." has already topped the New Zealand independent charts for consecutive weeks and her single "Like Water" is the #1 independent New Zealand song on radio.

Ladi6, a New Zealander of Samoan origin, feels a deep connection to her homeland. And her homeland has suffered some tragic events in recent years: One and a half years ago, the South Sea paradise of Samoa was struck by a Tsunami. Ladi6, whose real name is Karoline Tamati, was present when the wave of destruction arrived. A few weeks ago an earthquake, measuring 6.3 on the Richter scale, devastated the New Zealand city of Christchurch – the town in which her family lives. Again, Karoline bore witness to a natural catastrophe inflicting deep wounds on the soul of a population.

All the more surprising then, that 'The Liberation Of...' doesn't for one moment sound burdened or melancholy. Quite the contrary, in fact: It is an easygoing, feel-good album. The title of the record, however, suggests both the aim of the songs and the result, which their creation has achieved. For the album is exactly that, which its title suggests: Liberation.

Take the rhythmical hand-clapping in the opening track 'Bang Bang', which forms the driving beat of the song. Or the pounding synth-sounds in the voluminous 'Let It Go'. Or the shredded beat structure in the grinding 'Squid'. All of these are clever and deliberate elements of a perfectly-formed album that leaves its audience in no doubt as to the direction in which it is headed: Onwards, ever onwards. With your head held high.

One European has played a significant part in the publication of Ladi6's new album. A German, to be more specific: Blumentoph's DJ Sepalot. In his role as producer, Sepalot's musical mark is to be heard in some of the tracks. The beat in 'Burn With Me' originates from him, as do those in 'Let It Go' and the single track 'Like Water' – a hypnotic sound, which meanders effortlessly through the world of human emotions and love, and propagates the eternal unity of two hearts that were always made to be together.

Ladi6's producer and longtime collaborator Parks brings his signature beats to this album. His track 'Goodday' brings us a completely different side of Ladi6, as she beams us back into

the future with a hint of future-funk. Trailing keys build into a catchy groove that unlocks the door to a previously undiscovered world of sound.

'98 Til now' is the proof that Ladi6 is a genuine B-girl – a first rate rap-track that not only makes reference to the legendary Souls Of Mischief, but also to her musical roots and the state of mind of the 30-year old artist. With this track, she shows herself to be an accomplished MC, thus revealing yet another of the musical facets in her enormous creative compendium.

In collaboration with Sepalot and Parks, Ladi6 has created an album that brings together the best of some of the most diverse styles of music. 'The Liberation Of...' combines and intertwines neo-soul, hip-hop, funk and R&B into an irresistible pop-format. 'The Liberation Of' doesn't only work its magic on the dance floors of the globe, but also in your sitting room too, because it conveys more than just a good feeling; it communicates a new understanding of self-confidence, hope and artistic freedom.

From April this year, Ladi6 with her band of Parks and Julien Dyne will be extending her boundary-crossing creative escapades a geographical tribute, when she moves to Berlin for several months. Not a bad starting point to begin a much anticipated European tour.

WEITERE INFORMATIONEN:

WWW.LADI6.COM
WWW.MYSPACE.COM/LADI6
WWW.FACEBOOK.COM/LADI6
WWW.YOUTUBE.COM/USER/THELADI6
WWW.ESKAPADEN.NET

VERÖFFENTLICHUNGEN:

27.05.2011 THE LIBERATION OF... (ALBUM)
27.05.2011 LIKE WATER (SINGLE)
29.11.2010 Dark Brown / Question? (Single)
22.07.2010 TIME IS NOT MUCH (ALBUM)
22.06.2010 WALK RIGHT UP (SINGLE)

DOWNLOAD PRESSEMATERIAL:

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PROMOTIONKONTAKTE:

PRESSE:

BECK TO MUSIC, SUSANNE BECK SUSANNE@BECKTOMUSIC.DE
TEL.: 0172 63 53 202; WWW.BECKTOMUSIC.DE

ONLINE:

PROMOTION WERFT, DANIELA LEHMANN
DANIELA.LEHMANN@PROMOTION-WERFT.DE
WWW.PROMOTION-WERFT.DE

RADIO:

SUSANNE@LORENZ-PRODUCTIONS.COM
CHEF@MARCSFIRMA.DE
MULLE@MULLE-PROMO.DE
MICHI@MARCSFIRMA.DE

BOOKING:

BRAND BOOKING, JOHANNES KERBSTAT
JOHANNES.KERBSTAT@BRANDBOOKING.COM
WWW.BRANDBOOKING.COM

MANAGEMENT:

FUNKTION MUSIC, REBECCA CAUGHEY
REBECCA@FUNKTIONMUSIC.CO.NZ

LABEL:

ESKAPADEN MUSIK / DEIRDRE LAUGHTON
DL@ESKAPADEN.NET
TEL.: 089 28859550; WWW.ESKAPADEN.NET

VERTRIEB:

PHYSISCH: SOULFOOD / DIGITAL: FINETUNES