

Coming straight out of the multicultural lands of New Caledonia, Marcus Gad embodies the renewal of a meditative and committed roots Reggae bringing forward the unique culture of this small island in the South Pacific ocean, 18 000 km away from Europe. Few artists from such a distant land are able to settle in the international musical landscape.

After four years spent on the road meeting Native and alternative Peoples of the world, **Marcus Gad** returns home to Nouméa in late 2014 and produces two EPs: "**Soul Talk**"(2015) and acclaimed "**Purify**"(2016), both available online for free listening. The success is immediate in New Caledonia, and the two EPs are massively broadcasted on all radios and local television channels. His music then crosses distant borders with the help of the Internet and conquers a wide audience in Europe too. In the beginning of 2016, **Marcus Gad** flies out of his island for two European tours and a Reunion Island tour. His first album, "**Chanting** ", will be out on April 14th, 2017, recorded in the best conditions at Studio Davout in Paris with his own band, **Tribe**.

**"Chanting", the first track, reveals the profound mystical tone tainting his music. His purpose is higher than entertaining people, Marcus Gad is truly chanting,** singing an incantation, singing in the name of a higher presence ... Upon hearing the first songs of the album, one can feel the title take its full dimension. If the overall feel is clearly that of spiritual and militant Reggae music, multiple influences are subtly distributed throughout the album. Each piece embarks the listener on a new journey, a different meditative state.

After setting the pace with *Chanting*, one then sets on a trip to New Caledonia to discover the founding myth of Kanak culture ( Téâ Kanaké). *Kanaké* features the chief of Pombei Tribe and lead singer of **A7JK**, one of the most popular Tribal bands in New Caledonia.

*Keep Cool* is a tribute to **Marcus M. Garvey**. The "Black Moses" is indeed the author of this poem written in 1927 while incarcerated in Atlanta, for the first time brought to life, thanks to **Marcus Gad**.

*Purify* is deeply anchored in current international events, and conveys an urgent message: " Brothers sisters watch out what you put in your body / If you are what you eat then think about what you must be / If you still feed yourself upon their industry / They sell the whole world illusion of fertility ... ".

Loaded with symbolism, this album is a perfect introduction to Marcus Gad's vast artistic universe: a touch of Aboriginal music, Eastern vocal scales reciting thousand-year-old Indian

mantras, tints of soul and even rhythmic hip-hop, as with *All Together*. The depth of the lead voice and backing vocals, hypnotically chanted by the singer, bind harmoniously all of his inspirations and compose a rich and strongly grounded identity. Cultural ambassador of a South Pacific island where nature and Tribal customs are still greatly preserved, **Marcus Gad** leans on the power of Reggae to develop profound themes and open the listener to new reflections, in a time when big changes must be brought about for the sake of Humanity and life itself. In Marcus' own words: "Several generations of men and women have lived their time on Earth to awakening global consciousness, and it is now our duty to act and establish our ideals and dreams as material realities in this world, limiting not the spirituality in our visions ...".

The album was recorded in live conditions by the band **Tribe** in its complete formation gathered in the same room. The whole album is tuned to 432Hz, in times when the international standard frequency is set to 440Hz. The choice is deliberate, 432Hz tuning being considered as having a more harmonious resonancy with the human body. Worried of remaining faithful to his commitment to Mother Earth, Marcus Gad does not forget that it is the sum of small revolutions that can cause big ones. Thus, his new album will be released on "Digifile", an ecological format without plastic casing and paper clips. The artwork, realized by local New Caledonian artist Julien Perraud, is a modern interpretation of the ancestral Kanak art of bamboo engraving.

Breathe deeply and enter Kanak Land by discovering Marcus Gad's universe and his angelic voice. More than music, his work invites one to live a unique sensory experience.