

MARCUS GAD

READY FOR BATTLE



RELEASE DATE:
February 23rd, 2023

After three years of waiting, Marcus Gad and Tribe finally deliver their new creation; Ready For Battle, Marcus Gad's fourth studio album to be released in February 2023.

This new opus was created in collaboration with Tribe, a band founded around the singer in 2017 for the hit album "Chanting".

We find this unique musical color that links Marcus Gad and his Tribe, but this time, four years of stage and collective work in addition. The result is a common musical research and all the more elaborated around the recurring themes that Marcus approaches through his music: spiritual conscience, collective awakening on the pressing need to change our way of living, praise of nature and the living; a message that has always been important and that has become capital in our post-covid world.

If the album was composed and recorded between 2018 and 2019, in a world still not subject to the drastic rules put in place to mitigate the global health crisis, there was already a willingness and an urge from Marcus to live in consciousness while being actors of change. This urgency felt by the artist, was perhaps a foretaste of what awaited us; an invitation to take advantage of our fundamental rights, which seemed for many to be taken for granted, and yet... Our freedom to exist, to exchange and to move, our right to dispose of our bodies and our common mission to take care of the living that surrounds us, of the planet that carries us and makes us live.

So the title Ready For Battle was prescient; we were going to have to prepare to defend our rights, our humanity and our resources. Against whom? With what?

If humanity thinks today that it has found a common enemy in the form of a virus, Marcus Gad reminds us with this album that another, more insidious detractor is still to be confronted: centered on the manipulations of multinationals and the governments that are their accomplices, on the way they take hostage the living in the name of economic growth. Privatizing and stripping primordial resources like water, genetically modifying the basic crops that feed humanity.

The New Caledonian artist calls for a battle, not warlike, but of resistance. Resistance to a model that he considers outdated, armed with an arsenal of means that we all have in common, starting with our spiritual, individual and collective consciousness. Added to these already powerful tools is our common will to keep our status of free humanity and of right; free in our movements, our choices and our questioning. By right, in our will to redefine our collective organization. To cultivate our land to feed ourselves, to build our homes to shelter ourselves, to rethink our lives in accordance with our environment.

If collective action is the key to change, our individual questioning is the beginning. Our first battle is first and foremost an inner and spiritual one; against our own sense of powerlessness that is embodied in inaction.

More than a call to battle, the 14 tracks of "Ready For Battle" are a call to solidarity, a value that is essential to collective action and change, and that stands in opposition to the individualistic, often self-centered world to which many of us have come to conform.

Beyond the themes and lyrics, this new record is technically part of a collective approach: recorded as a live album (all musicians recording together and playing at the same time, as opposed to the more traditional method of individual studio sessions), this group work in the studio allows for artistic emulation; tiny changes in tempo, spontaneous touches of color, and a tighter overall sound. It also gives the opportunity to refine, correct and perfect the final result together.

"Ready For Battle" is part of Marcus' overall project and his desire to see his spiritual being as a force. With this new opus, he invites us to connect with our consciousness and nurture it; to reflect on the meaning we give to our ideas, thoughts and actions. If today's world focuses on the form of actions, of the materialization of ideas, it is necessary to remember that any form is inseparable from its meaning. It is therefore by giving meaning to what we do, to the things that surround us, that we create our own objective and point of view, a collective consciousness.

With "Ready For Battle", Marcus Gad shares a message that remains true to his guiding principle: feet deeply rooted in the earth, head in the cosmos!