

Festival Fun 2016

Lost Frequencies


J. Balvin

Andrew Bayer

Strumbellas

and more

Your monthly
music forecast!

 memBrain

THE STORM REPORT

ISSUE NO. 35
FEBRUARY/MARCH 2016

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Cheering woman on man's shoulders at music festival

Photo © Getty Images / Caialmage

ABOUT THE STORM REPORT

STORM = STRATEGIC TRACKING OF RELEVANT MEDIA

The STORM Report is a compilation of up-and-coming bands and artists who are worth watching. Only those showing the most promising potential for future commercial success make it onto our monthly list.

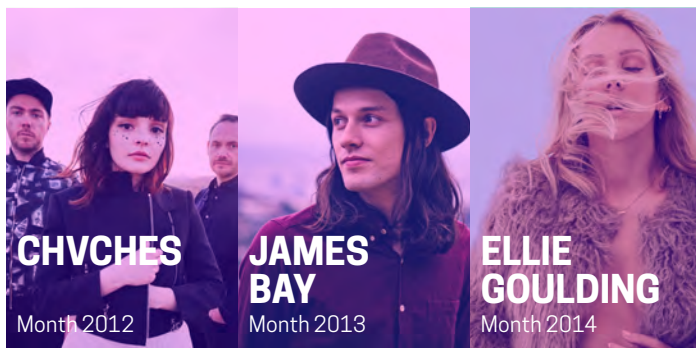
How do we know?

Through correspondence with industry insiders and our own ravenous media consumption, we spend our month gathering names of artists who are “bubbling under”. We then extensively vet this information, analyzing an artist’s print & digital media coverage, social media growth, sales chart statistics, and various other checks and balances to ensure that our list represents the cream of the crop.

Why do we do it?

Music is the best way to sell products because it creates such a powerful emotional connection with an audience. The STORM Report provides our clients with a tool to harness the music that will be the most relevant to audiences in the near future, thereby becoming very useful for the enhancement of products, promotions, and platforms.

STORM ALUMNI



A LETTER FROM THE EDITOR

Hello STORM Readers!

With another week of Grammy parties and performances behind us, music festival season is here once again. With the likes of Iggy Pop, Loretta Lynn, Guns N Roses, Pearl Jam and Radiohead kicking off tours and/or new albums with highly anticipated festival performances – 2016 has proven to be decade agnostic with lineups featuring an eclectic mix of some of the most beloved artists of the 70s, 80s and 90s together with a fresh crop of exciting new artists in a wide range of genres. We hope you have the opportunity to experience festival season for yourselves and that this issue of STORM provides you with a primer for what – and who – you should plan to see!



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EYE OF THE STORM

EYE OF THE STORM: FESTIVAL FUN

By Sarah Montgomery

Mark Knight of [The Guardian](#) has stated that “Brands want alignment with an always-on culture, not a finite, short-term moment.” What better encapsulates such moments than music festivals?

2016 has arrived, and with it, an abundance of festival announcements! The new year started off with a bang as Coachella declared their lineup in early January- months earlier than it has in previous years. Following suit, other massive festivals unveiled their own star-studded slates, making it clear that this season will be one for the books.

Coachella may take the (flower) crown for most popular music festival, largely owing to its proximity to the entertainment hub of Los Angeles and the massive celebrity and artist presence it attracts.

SXSW MUSIC FESTIVAL Austin, March 15th -20th

SXSW, well-established now as a convergence of music, film, and interactive, appropriately takes place in the live music capital of the country. Last year’s festival showcased artists in 100 downtown venues that ranged from bars to clubs to churches with a lineup featuring 2,200 acts from 62 foreign countries. SXSW has the distinct honor of being the festival where new artists are

discovered. John Mayer, Miguel, Foster the People, Odd Future, and Imagine Dragons are only some of the formerly unknowns who first appeared at SXSW venues. It will be interesting to see who emerges from this year’s lineup!

Buzzed About Acts: Sean Lennon/Fat White Family collaborative project The Moonlandingz, British singer and XL act Lapsley, Japanese arena-rock band [Alexandros], Houston-based Tri Angle Records producer Rabbit, Chicago rapper Mick Jenkins and Venezuelan hip-hop star Gabyloonia, plus perennial favorites such as Grammy Award-winning American music icon Loretta Lynn, veteran UK indie rockers Bloc Party, and Detroit post-punk band Protomartyr.

COACHELLA Indio, April 15th -24th

Ice Cube, Baby

Following last year’s popular film Straight Outta Compton, Coachella has kept it relevant by headlining hip hop artist and filmmaker Ice Cube. When asked about his upcoming Indio performance, Cube alluded to a possible NWA reunion: “I’ve got some tricks up my sleeves... I’m gonna try to bring the members of NWA together...give everybody a little history lesson on Ice Cube and NWA, Westside connection, everything I’ve been doing over the years.” We’re hoping

this means an Eazy-E hologram and Dr. Dre appearance onstage!

Dance Yrself Clean

Though the band held its own funeral with a three-hour farewell concert at Madison Square Garden, LCD Soundsystem has officially reunited! Five years after the final show, frontman James Murphy has gotten the band back together following a lucrative, multi-million dollar offer from AEG Live. It’s not just about the money, though: in anticipation of their tour, LCD has already given fans a new track.

Welcome to the Jungle

The rumors were confirmed when Coachella announced that rock legends Guns ‘N Roses would be headlining this year. Guitarist Slash and Axl Rose haven’t shared a stage together since 1993 – Axl once referred to Slash as “a cancer” - so there’s a lot of speculation about how the band dynamics will play out. Fans are hopeful that the Coachella reunion means there’s a stadium tour on the horizon, which makes the festival spot even more meaningful.

Localchella

Additionally, since Coachella operates two consecutive weekends, April 15th- April 24th, many bands and DJs play a slew of shows locally during the week in between. This week, which has been dubbed affectionately as “Localchella,” or “CoachelLA,” is a low-key alternative for those who prefer smaller live music venues to the crowded and scene-y desert festival. (See Goldenvoice calendar of participating major acts). This actually points to a growing trend of how festivals can help give regional and local acts an opportunity to gain larger fan bases, which ultimately helps their independent shows at smaller shows. Be on alert in April for more secret shows cropping up.

Of course, Coachella is only one of many brilliantly curated festivals this year. Below are some of the best upcoming festivals on our continent, sure to satisfy any and all musical sensibilities.

CRSSD

San Diego, March 5th + 6th

The San Diego music festival in Waterfront Park, which debuted last spring, boasts a stacked lineup of DJs and electronic-leaning live acts, steering clear of the usual EDM suspects instead selecting a solid slate of genre-defying artists.

Hot Headliners: ODESZA, Chet Faker, Loco Dice, Tale Of Us, Gesaffelstein, Jamie Jones, Gorgon City, Claude VonStroke, Green Velvet, Tycho, Hot Since 82, Jeremy Orlander

NEW ORLEANS JAZZ & HERITAGE FESTIVAL

April 22nd-May 1st

Jazz Fest, as it's more commonly known, is an annual celebration of the music and culture of New Orleans and Louisiana. Classic rock artists are mixed in with a vibrant and local jazz scene, bringing jazz to music lovers who might be as familiar with the genre.

Hot Headliners: Stevie Wonder, Pearl Jam, Red Hot Chili Peppers, Neil Young + Promise of the Real, Snoop Dogg, Paul Simon, Van Morrison, Beck, Bonnie Raitt, Maxwell, Lauryn Hill, The Isley Brothers

LIGHTNING IN A BOTTLE

Bradley, CA, May 25th-30th

Lightning In A Bottle Music Festival is a truly immersive experience, combining installation and interactive art, camping, yoga, and incredible musical artists. The festival is produced by Do LaB, the mad geniuses behind some of the amazing art and stages at Coachella every year.

Hot Headliners: Chet Faker, Jamie XX, Grimes, Moderat (!), Four Tet, Cashmere Cat, Big Gigantic, TOKiMONSTA, The Polish Ambassador

GOVERNOR'S BALL

New York City, June 3rd-5th

While not expressly a hip-hop-leaning event, Governors Ball has chosen big-name rappers to headline for two years running. The festival aims to appeal to the diverse metropolis of New York.

Hot Headliners: Kanye West, The Strokes, The Killers, Eagles of Death Metal, Beck, Robyn, M83, Haim, Chvrches, Father John Misty, Jamie xx

BONNAROO

Manchester, Tennessee

June 13th-16th

Bonnaroo, which is a Creole slang word meaning "a really good time," has been ranked one of the top festivals in the world. It's cool to camp here, and artists often play until the sun comes up, which isn't often permitted at concerts.

Hot Headliners: Pearl Jam, LCD Soundsystem, Dead & Co ft John Mayer, J. Cole, Ellie Goulding, Macklemore & Ryan Lewis, Tame Impala, M83, HAIM, Death Cab For Cutie, Halsey, Ween, Jason Isbell, CHVRCHES,

PANORAMA

New York City at Randall's Island Park July 22nd-24th

This will be the first year of Panorama Music Festival, brought to you by Coachella producer AEG/Goldenvoice. Governor's Ball organizers are not thrilled about the perceived competitor and petitioned the mayor of New York to prevent Panorama from taking place in Queens. The mayor ruled not to block the festival but to keep it on Randall's Island, where Governor's Ball is held.

Hot Headliners: LCD is the only confirmed headliner, since Panorama was part of the aforementioned AEG deal. The rest of the headliners are TBA.

LOLLAPALOOZA

Chicago, July 28th-31st

Lollapalooza, conceived by Perry Farrell and producer Dave Jerden, originated as farewell tour for the band Jane's Addiction in 1991. The festival toured the U.S. but has established itself as a single event spanning one weekend over the summer in Grand Park. Lolla in particular tends to appeal to younger crowds and boasts a range of popular and lesser-known alternative rock, heavy metal, punk rock, hip hop, and EDM bands and artists. Lollapalooza has also expanded to host in Chile, Brazil, Argentina, and Israel.

Hot Headliner: Radiohead (The rest of the lineup is TBA.)

OSHEAGA MUSIC FESTIVAL

Montreal, July 31-August 2nd

Osheaga is an indie-centric music festival that takes place in the scenic Parc Jean-Drapeau on five stages that all correspond with a sponsor. This festival is heavy on brand sponsorships. This year's sponsors include Virgin Mobile, Sirius XM, Coca Cola, Vans, Smirnoff, H&M, and Molson Canadian. Red Bull will have an air-conditioned tent filled with activities, as will H&M, which will offer fans clothes, makeup applications, and outlets to charge their dying devices over the course of the festival.

Hot Headliners: Red Hot Chili Peppers, Lana Del Rey, M83, HAIM, Disclosure, Grimes, The Last Shadow Puppets, Wolf Parade, Beirut, Daughter, Bloc Party, Foals, Flume, Vince Staples,

OUTSIDE LANDS

San Francisco, August 5th-7th

Outside Lands is held in Golden Gate Park every August and generally features a fun mix of a few legendary musicians along with top DJs, popular bands, and indie artists. Last year's lineup, for instance, included the likes of Elton John, Kendrick Lamar, Sam Smith, Axwell & Ingrosso, and James Bay. The draw to OSL is as much for the music as it is for the food and drinks: nearby Napa Valley provides Wine Lands, and San Francisco showcases its stellar food scene with seriously elevated festival fare.

Hot Headliner: Radiohead (The rest of the lineup is TBA.)

STORM TRACKER

The STORM rages on for our alumni artists. Here's what they were up to this month!



Ed Sheeran (STORM No. 1) went home with two Grammy Awards this year, winning Best Pop Solo Performance and Song Of The Year for his single, "Thinking Out Loud."

Coachella Sand Storm

There are 31 STORM alumni headlining Coachella this year. Artists include Ellie Goulding, Purity Ring, Lord Huron, Years & Years, Sam Feldt, Christine and the Queens, Nora En Pure, CHVRCHES, RL Grime, The Chainsmokers, Grimes, and James Bay



Ellie Goulding
(STORM No. 2)



Purity Ring
(STORM No. 5)



Lord Huron
(STORM No. 5)



Years & Years
(STORM No. 19)



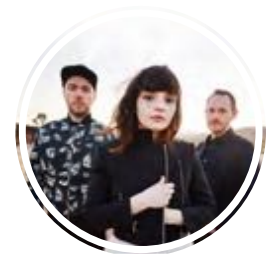
Sam Feldt
(STORM No. 35)



Christine and the Queens
(STORM No. 31)



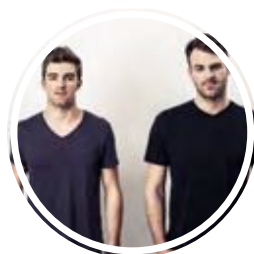
Nora En Pure
(STORM No. 35)



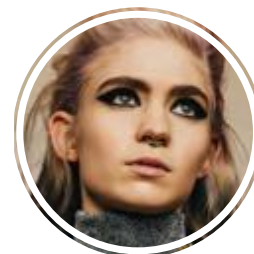
CHVRCHES
(STORM No. 7)



RL Grime
(STORM No. 7)



The Chainsmokers
(STORM No. 24)



Grimes
(STORM No. 21)



James Bay
(STORM No. 16)

Events and happenings during the month of February

THE ACADEMY AWARDS

Hosted by Chris Rock, the 88th Academy Awards ceremony takes place on February 28 at the Dolby Theatre in Hollywood at 5:30 p.m. (PST). The thrilling and unusual range of Best Picture nominees include: Room, Bridge of Spies, Mad Max: Fury Road, The Revenant, Spotlight, The Martian, The Big Short, and Brooklyn.

THE GRAMMYS

Hosted by LL Cool J, the 58th annual Grammy Awards are set for February 15th at 8 p.m. (ET). The show will air live on CBS. The show will feature live performances by Adele, Kendrick Lamar, Little Big Town, and the Weeknd, as well as trio of live duets by country superstars Carrie Underwood and Sam Hunt, best new artist nominees Tori Kelly and James Bay, and Ellie Goulding and R&B artist Andra Day.

ALBUM RELEASES

February 5th: Eric Prydz, Opus; Wiz Khalifa, Khalifa; Elton John, Wonderful Crazy Night. February 19th: Wild Nothing, Life of Pause February 26th: Macklemore & Ryan Lewis, This Unruly Mess I've Made; The 1975, I Like It When You Sleep, For You Are So Beautiful Yet So Unaware Of It

SXSW 2016

March 11 – 20, 2016

The music, film and interactive festival South by Southwest (known by most as SXSW) will kick off on March 11, 2016 in Austin, Texas with a wide range of artists descending on the city. Among the most buzzed about performances for SXSW Music Week are British singer and XL act Lapsley, Japanese arena-rock band [Alexandros], Sean Lennon/Fat White Family's collaborative project The Moondlandingz, British pop star Charli XCX, Houston-based Tri Angle Records producer Rabbit, Chicago rapper Mick Jenkins and Venezuelan hip-hop star Gabyloonia, plus perennial favorites such as punk icon Iggy Pop, Grammy Award-winning American music icon Loretta Lynn, veteran UK indie rockers Bloc Party, and alt-rockers Grizfolk.

MOVIE RELEASES

On February 5th, Jane Austen's classic tale of the tangled relationships between lovers from different social classes in 19th century England is faced with a new challenge: an army of undead zombies. Catch Lily James starring in Pride and Prejudice and Zombies. Watch Ben Stiller and Owen Wilson be really really ridiculously good-looking in Zoolander 2, opening President's Day Weekend. Speaking of good-looking, Ryan Reynolds stars Marvel's Deadpool, also out February 12th. And in the spirit of Valentine's Day, How to be Single premieres, with an all-star lady cast of Dakota Johnson, Alison Brie, Leslie Mann and Rebel Wilson.

OSCARS CONTROVERSY

This year, as with last, the nominees across all major acting categories at the Academy Awards are white. The hashtag #OscarsSoWhite began trending on Twitter following the nominations in early January, and many celebrities have spoken on the matter. President Obama himself weighed in on #OscarsSoWhite January 27th, saying the scandal is "just one part of an underlying societal issue."

STORM WARNING

CLICK HERE FOR









STORM has a new formula!

Artists are now ranked by the **number of Shazams** for their most recent track, divided by the number of days that track's been available online.





































Click on the **SoundCloud** and **YouTube** icons next to each artist on the chart for featured audio tracks and video performances.

Also, check out our comprehensive **Spotify & Apple Music** playlists by clicking on the buttons above.

SYMBOL KEY

-  Twitter
-  Facebook
-  YouTube
-  SoundCloud
-  Genre
-  Similar Artists

THE 20 ARTISTS ON OUR RADAR

| Rank | Artist | Audio/Video | Label | Target Demo | Score |
|------|-------------------|---|-----------------------------------|--|---------|
| 1 | LOST FREQUENCIES |   | Universal | College Kids, 20-Somethings, Young Professionals | 19856 |
| 2 | J. BALVIN |   | Capitol Latin | Youth, Teenagers, College Kids | 7027.8 |
| 3 | SAM FELDT |   | Island / Spinnin' Deep | Teenagers, College Kids, 20-Somethings | 3988.57 |
| 4 | MARCUS MARR |   | DFA | College Kids, 20-Somethings, Young Professionals | 3533.3 |
| 5 | THE ROYAL CONCEPT |   | Republic | Teenagers, College Kids, 20-Somethings | 3517.72 |
| 6 | GRYFFIN |   | Darkroom/Interscope | Teenagers, College Kids, 20-Somethings, | 1687.1 |
| 7 | NORA EN PURE |   | Spinnin' Deep | Teenagers, College Kids, 20-Somethings | 660 |
| 8 | ANNA OF THE NORTH |   | Honeymoon | Teenagers, College Kids, 20-Somethings | 481.33 |
| 9 | THE STRUMBELLAS |   | Six Shooter | Teenagers, College Kids, 20-Somethings, | 188.22 |
| 10 | RATIONALE |   | Best Laid Plans / Warner Brothers | College Kids, 20-Somethings, Young Professionals | 274.04 |
| 11 | PANG! |   | Sony | College Kids, 20-Somethings, Young Professionals | 188.22 |
| 12 | AUTOGRAF |   | Counter | Teenagers, College Kids, 20-Somethings, | 149.26 |
| 13 | ANDREW BAYER |   | Anjunabeats | 20-Somethings, Young Professionals | 54.08 |
| 14 | SORCHA RICHARDSON |   | Crosswalk | Teenagers, Young Professional Women, College Kids, | 27.81 |
| 15 | LUCAS NORD |   | Radikal | Teenagers, College Kids, 20-Somethings, | 20.12 |
| 16 | POMO |   | HW&W | College Kids, 20-Somethings, Young Professionals | 16.42 |
| 17 | ATLAS BOUND. |   | Next Wave | Young Professionals, Young Parents, Mature Adults | 10.77 |
| 18 | TREVOR HALL |   | Vanguard | College Kids, 20-Somethings, Young Professionals, | 10.31 |
| 19 | CRISTALLIN |   | The Brio Life | College Kids, 20-Somethings, Young Professionals, | 2.47 |
| 20 | KAJAK |   | Congo Bongo | Teenagers, College Kids, 20-Somethings | n/a |



LOST FREQUENCIES

14K 298.8K 3K

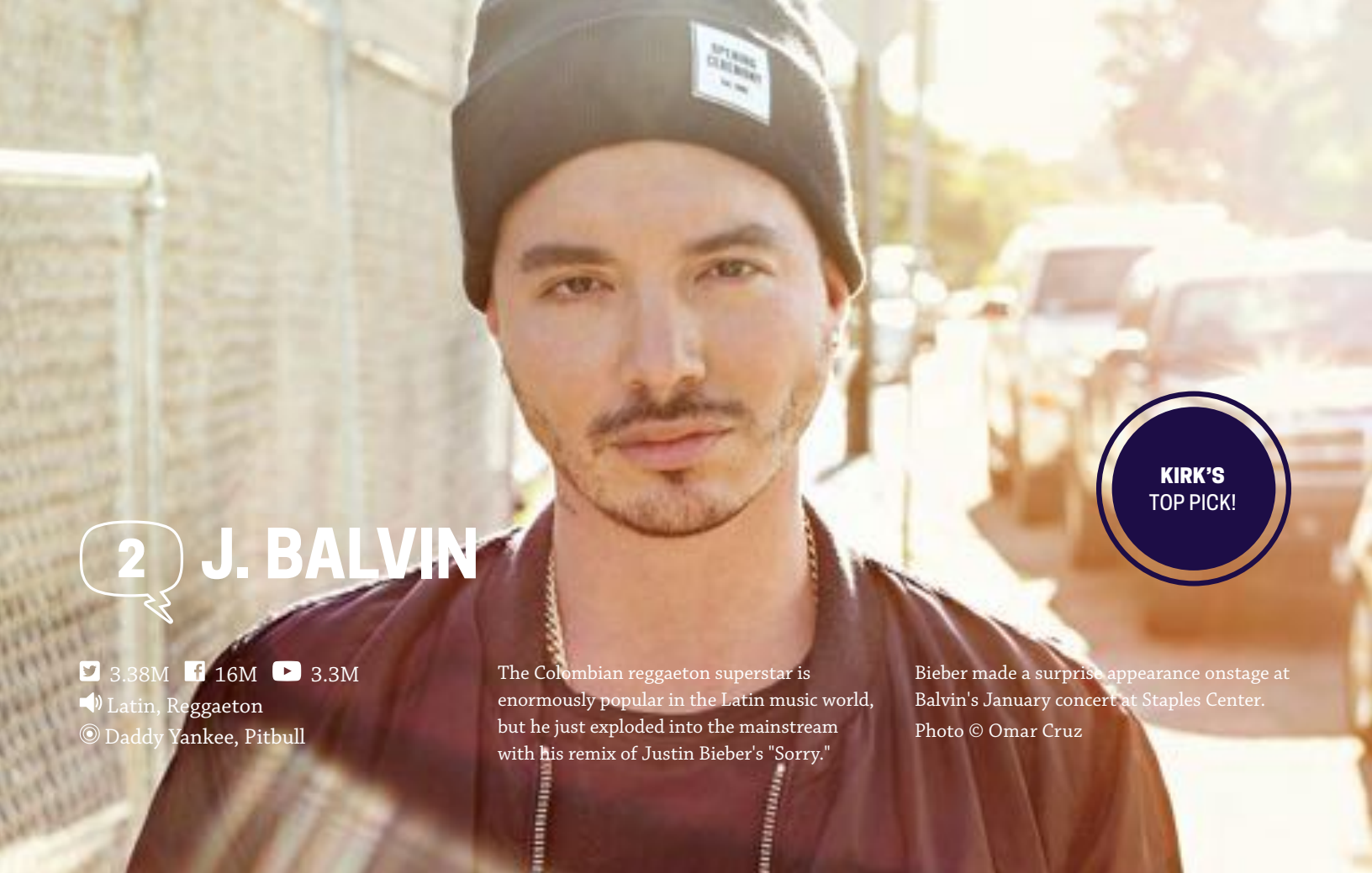
Melodic House

© Avicii, Hayden James

Felix De Laet, aka Lost Frequencies, is a young Belgian DJ whose productions are currently in the top 10 of every European dance list.

Photo © Felix De Laet





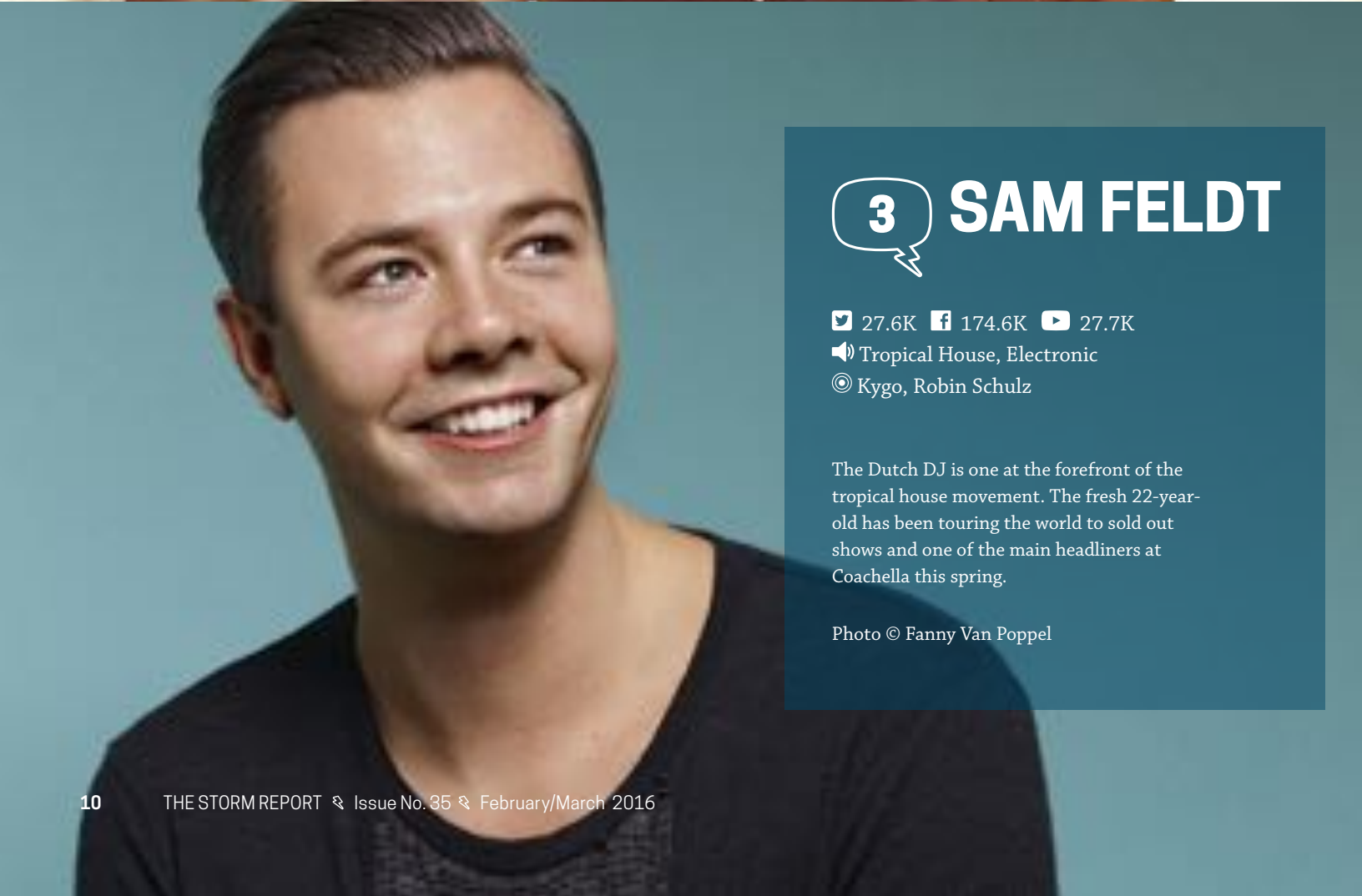
2

J. BALVIN

3.38M 16M 3.3M
Latin, Reggaeton
© Daddy Yankee, Pitbull

The Colombian reggaeton superstar is enormously popular in the Latin music world, but he just exploded into the mainstream with his remix of Justin Bieber's "Sorry."

Bieber made a surprise appearance onstage at Balvin's January concert at Staples Center.
Photo © Omar Cruz



3

SAM FELDT

27.6K 174.6K 27.7K
Tropical House, Electronic
© Kygo, Robin Schulz

The Dutch DJ is one at the forefront of the tropical house movement. The fresh 22-year-old has been touring the world to sold out shows and one of the main headliners at Coachella this spring.

Photo © Fanny Van Poppel



MARCUS MARR

1.5K 6.9K 226

Indie, Disco

© Mark Ronson, Jungle, Beck

Marcus Marr is an English DJ, multi-instrumentalist, artist, and music producer. His DJ sets range from disco to house to techno, peppered with new, unreleased grooves and personal edits of classic material. Photo © Willy Ward



THE ROYAL CONCEPT

15.5K 86.1K 7.4K

Electropop

© Walk the Moon, Imagine Dragons

The Swedish quartet makes uplifting, joyful jams, mixing the best of their country's immensely talented pop music with the sunny vibes of their new home in Los

Angeles. Their new EP, Smile, was produced by Tony Hoffer [M83, Phoenix, Depeche Mode, The Kooks].

Photo © Slobodan Zivic

6 GRYFFIN

11.4K 55.2K 340

Dance, Electronic, Melodic House

© RAC, Oliver Nelson

Gryffin, whose remixes of Tove Lo's "Talking Body" and Years & Years' "Desire" went viral in 2015, layers his own guitar riffs and piano chords over his lush house soundscapes. Gryffin has opened for the likes of Kygo and Thomas Jack and is headlining CRSSD Music Festival in San Diego in March.

Photo © Koury Angelo



"The NYC-based producer is smashing it at the moment."

—Soundplate

7 NORA EN PURE

8.8K 65.6K 6.6K

Deep House/Indie Dance

© Felix Jaehn Klingande

The South African-born, Swiss-based powerhouse DJ has remixed and produced some of the most popular deep house tracks of the past year. Her take on house music sounds like running water would if it had a beat.

Photo © Management



8 ANNA OF THE NORTH

1.7K 10.2K 1.9K

Synth Pop

© Tove Lo, Robyn

Anna of the North is the dreamy collaboration between Scandinavian singer Anna Lotterud and New Zealand-born producer Brady Daniell-Smith.

Photo © Ida Fiskaa





THE STRUMBELLAS

5K 15.5K 1.6K

Alternative Pop

© The Lumineers, Imagine Dragons

The Strumbellas are a six-piece Canadian band whose music mixes flavors of indie rock and "folk popgrass".

Photo © Heather Pollock





10

RATIONALE

🐦 2.7K 📺 22.3K 📺 4.8K

🔊 Electronic, Alternative, Pop

© Future Islands, Empire of the Sun

Citing Drake and Morrissey as major influences, London-based singer/producer Rationale pairs his soulful vocals with lush electronic production to form a unique sound. He recently was featured in Apple Music's Best of the Week Playlist on January 19th, 2016, and is currently on his first tour.

Photo © Phil Lewis

"Rationale manage to pick us up with a soulful baritone over wonderfully crafted musical landscapes and for that we are entirely lucky." - Beer for the Ear

—Beer for the Ear



11 PANG!

🐦 478 📺 6.4K 📺 2.5K

🔊 Deep House/Electronic

© Avicii

The Stockholm-based DJ duo crafts intricate house jams perfect for a night on a hot, tropical dance floor.

Photo © Hugo Thambert

12 AUTOGRAF

8.6K 70K 1K

Melodic House, Electronic

© Odesza, Zimmer

Jake Carpenter, Louis Kha and Mikul Wing, aka Autograf, combine technology-based performance with live traditional instruments in a distinctly modern sound. The Chicago trio has had eight Hype Machine No. 1 releases by remixing the likes of Stevie Wonder, Lorde, Pharrell and ODESZA.

Photo © Kyle Buckland



13 ANDREW BAYER

52.5K 104K 2.3K

IDM/Progressive House

© Eric Prydz, Four Tet

The Washington DC native has been impressing electronic music fans with his unique brand of Intelligent Dance Music (IDM) and melodic tunes.

Photo © Sos Adame

IAN'S
TOP PICK!



“Her lovely and evocative voice lulls you as the spare electronic sound pulses underneath.”
 —*Tuneage*

14

SORCHA RICHARDSON

📺 1K 📺 4K 📺 386

🔊 Pop

© Sylvan Esso, London Grammar

The New York-based Irish singer/songwriter's atmospheric folk music has been poetically described as "bedroom songs sung from a big city window" (bitzlr.com). Expect big things on the horizon from the enormously talented songstress following her signing to indie Parisian label Crosswalk.

Photo © Ken Grand-Pierre



15 LUCAS NORD

📺 1K 📺 7.1K 📺 323

🔊 Pop, Electro Pop

© Years & Years, Disclosure

The Swedish singer, producer and composer is the grandson of famed jazz clarinetist Putte Wickman. In his burgeoning career, he has already collaborated with fellow successful Swedes John Dahlback and Tove Lo to great acclaim.

Photo © Adèle Askelöf



16 POMO

📺 7.9K 📺 52.1K 📺 26

🔊 Nu Disco

© Zimmer, Disclosure, Daft Punk

The Vancouver DJ and producer makes strong, disco beats and is currently touring with Disclosure. His debut EP, *The Other Day*, was nominated for a Juno Award, Canada's largest Music Award Show.

Photo © Olivier Drouin



17 ATLAS BOUND.

📺 527 📺 4.2K 📺 105

🔊 Soul/Electronica, R&B

© Chet Faker, Capital Cities

The Australian duo is made of one soulful singer/songwriter and one funky producer, and their music is making some serious waves Down Under.

Photo © Marcus Solomon

18 TREVOR HALL

📺 25.1K 📺 123.1K 📺 14.7K

🔊 Acoustic Rock, Reggae, Sanskrit Chanting

© Dispatch, G. Love, Michael Franti

Born in South Carolina and raised in California, Trevor Halls plays with a soulful, summery vibe. He merges reggae, hip hop, chanting, and thoughtful lyrics for an easy listening experience.

Photo © Marina Chavez



19 CRISTALLIN

📺 1.9K 📺 15

🔊 Electropop

© Milky Chance

The Swiss musician produces luscious, synth-driven sounds with introspective lyrics and rich accompanying visual art. M4 Music Festival in Switzerland declared his work the most prominent meeting point for pop music, the media, and the music industry and awarded him best pop song in Switzerland in 2014.



20 KAJAK

📺 663

🔊 Indie Pop/Synth Pop

© Years & Years, Bastille

KAJAK is a nordic electro/tribal band hailing from Reykjavik, Iceland.

Photo © Styrmir Kári



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