

KOCKY

STADIUM STATUS

LA VIDA LOCASH/PLAYGROUND MUSIC

RELEASE 30TH APRIL

Rapclash is dead. Let it rest in peace.

Last year, Swedish artist Kocky released his highly praised debut album "Kingdom Came". It featured major artists like Timbuktu, Jens Lekman, Lazee, Mapei, Rosanna as well as international stars like Play Paul and Hey Willpower backing Kocky's musical vision up.

On "Kingdom Came" Kocky invented a mix of hip hop-beats, dance music sounds and r'n'b that became the blueprint for many Swedish artists. Kocky called his unique mix Rapclash - the name of a genre that would define a whole generation of new Swedish artists to come.

As Kocky himself once said, "It is important to always be first with something, but it is more important to always be the first to move away from it and start something new." Kocky created the ideas of rapclash but they were also misinterpreted and quickly turned into the standard. That is why the new album "Stadium Status" focuses on the musical talent, the great song-writing and the unique production that personifies the artist Kocky.

For his sophomore offering "Stadium Status", Kocky has retired the Rapclash label. This time the music needs no description. It is just epic danceable pop music exactly so logical it should sound in the spring of 2008. On the album, labels and genres are becoming more and more unimportant. The boundaries between popular - and experimental music slowly fade away into Kocky's "Stadium Status".

The biggest artists do not want to choose between studio perfectionism or pop stardom, and Kocky is always both. In the same way that classic albums such as "Born To Run", the "White Album" or "Graceland" had their masterplans and great minds behind them, "Stadium Status" tries to be everywhere and everything in the same way. Kocky's second album is the perfect dreamworld from a Swedish artist with sky high ambitions and too big intentions, but at least compare and judge it with that in mind.

The first single "4-Ever Juvenile" stands as melancholic monument of the youth with its Akon-guitars, soft house beats and with vocals from Daniel Dermes and young UK-rapper Tinchy Stryder. Tracks such as "Oh!", "U never See Me" and "Promise 2 Call" show Kocky's experimental and avantgardistic side - yet at the same time he is always aiming for the dancefloor and the pop charts. Also taken from Great Britain is the smooth r'n'b lover Jocelyn Mathieu, on "Face The Facts" Jocelyn shows us why. Introducing Noonie Bao - the first lady of La Vida Locash - the song "Prison Break" makes you wanna believe in summer again.

Stadium Status may be a sequel, but it is more than just a new chapter in the Kocky saga. It is a whole new book.

