



**IRASCIBLE  
MUSIC**

**Sinkane** *Life & Livin' It*

**SINKANE (UK)**



*Life & Livin' It*

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EPK: [irascible.ch/de/releases/sinkane/life-livin-it](http://irascible.ch/de/releases/sinkane/life-livin-it)

Sinkane music - every note of it - comes straight out of a generosity of spirit. Never has that spirit been on more vivid display than on the uplifting new album «Life & Livin' It». This is feel-good music for trying times, celebrating what makes life good without ignoring what makes it hard.

As Ahmed got into the depths of writing for «Life & Livin' It», he had a clear goal; to conjure the ups and downs of a universal experience, and have fun while doing it. *«I would listen to my favorite records, like Funkadelic's «America Eats Its Young», and realize how great they made me feel. That carefree, light and fun feeling I was getting while writing this record is what I want everyone to feel when they listen to it.»*

Ahmed soon brought the band in to help with the material, testing the songs at a four-show residency of sold-out shows at Union Pool in Brooklyn where the audience's reception fed the creative process. They toured throughout the summer before setting up shop at Sonic Ranch Studios in El Paso, Texas. Once again produced by Ahmed with lyrics and help from longtime collaborator Greg Lofaro, the album draws from the best elements of Sinkane's previous records: the slinky funk and soul grooves are there, so are the sparkling melodies with roots in sub-Saharan Africa. With basic tracking played together live, the fun and immediacy of Sinkane's live show is a central feeling of the recordings. Each one of the four members of Sinkane contribute additional parts on the album

In making a record that feels like this, Ahmed's primary intention was to make music that is joyous, but also socially conscious when you scratch beneath the surface. True to its name, «Life & Livin' It» is an album about all kinds of experiences. When Ahmed Gallab sings, he sounds unafraid yet vulnerable. But while he once sang of feeling like he was on the planet Mars, Ahmed is now firmly grounded on Earth.

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