



IRASCIBLE MUSIC



DUB INC (FR)

So What

Label: Diversité

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Web: www.dub-inc.com

EPK: irascible.ch/de/releases/dub-inc-1/so-what

They have been touring all over the world for many years, regularly playing in front of tens of thousands of spectators, setting the stage ablaze in the largest European and French festivals, thrilling South American and Indian audiences alike. Their videos get hundreds of thousands of views in a few days, and they are followed on social networks by more than four hundred thousand fans, notwithstanding the mainstream media who hardly ever talk about them. Saint-Etienne based Dub inc have never sought a particularly mainstream exposure; they went their own way, building their discography with passion, talent, and focus.

The group won no less than three Victoires du Reggae. In 2016, they are back with a sixth LP, «So What». Completely self-produced, as is their habit and will, this fourteen-track record is the result of a long process of composing and writing songs inspired by the dark events that have been going on in France in the last few months. Featuring a mix of dancehall, hip-hop, and electronica influences, «So What» is a pure reggae album upholding the values of this rebellious, spiritual, and universal music genre.

The album uninhibitedly addresses complex themes such as identitarian closure, the anxiety of countries who only speak out of fear and rejection of the other, or conspiracy theories that have no other purposes than to confuse people. However, it does include a large dose of optimism too, as well as calls for love and respect for your neighbours, whoever they are. As sons of immigrants who built their lives in France and transmitted them the values of integrity, respect and solidarity, the members of Dub Inc are the epitome of the fact that we can accomplish beautiful things only together and united.

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