

# ROLAND ALBERTSON



Roland Albertson fuses laid-back grooves with sweeping melodic rock moments. The result is 'melodic acoustic rock' – a blend of surf, sun, rock and rhythm!

Performing mostly as a solo acoustic act in London since 2003, Joburg-born Roland moved back to South Africa in September 2010. His decision to bring his sound to home soil was re-affirmed by his top 10 success in SA's Global Moguls talent search at the end of 2010, and top music critic Therese Owen tipped him as 'an exciting discovery'!

In early 2011, he was blown away when he won 'Best Male Artist' in the 7th annual International Acoustic Music Awards. By October, his winning song *Broken* had been played across 85 radio stations in the US. Now recently spotted by Red Bull, he's been invited down to their state-of-the-art recording studio in Cape Town to help achieve his next goal - to spread the acoustic soul of his music on African shores!

## **The philosophy behind the music**

Already a capable pianist at 16, he then discovered and taught himself guitar. This is when it all changed for Roland. He started writing songs.

Lessons learned in life, mysteries of love, freeze-frames of emotion, errors of the misguided masses – each encapsulated in packages of melody and rhythm. It quickly became clear that he had something special to share with the world – a talent for communicating through song.

Since discovering surfing while at the University of Cape Town (UCT), Roland found his passion for the ocean effortlessly expressed in his song writing. From *No Place Like Home*, a tale of a homesick London dweller longing for sun-drenched vistas, to *White Wednesday*, a plea to imagine a world with scorched landscapes and lifeless seas, forever damaged by the effects of global warming.

## **The performer and his passion**

After completing a commerce IT degree at UCT (all the while surfing and rock climbing), Roland headed overseas. First stop, a ski resort in Colorado (where he performed on a stage for the first time)! Next up, London. It was there that he studied at The Guitar Institute and launched his music label – Just For The Music.

Roland started performing around London as a solo artist before establishing a band in 2009. His live shows with the band packed out prestigious underground London venues such as Barfly, Halfmoon and the Troubadour, and created immense energy and atmosphere for such seemingly chilled music!

### **The producer, his vision and The Roland Albertson Band!**

In 2010, Roland performed, recorded and produced his debut EP, *Legends of the Sun*. He played all the instruments, sang all the vocals and displayed his talent not only as a songwriter but an all-round musician and producer.

He continues to self-record and release tracks online as part of *Natural Selection*, his latest project. In mid 2012, he plans to professionally record the most popular of these tracks, as voted for by his interactive fan following!

Most recently, Roland has synergised the perfect selection of SA musos to bring the Roland Albertson songs to vibrant life in South Africa, aligned to the ethos and essence of the music. The Roland Albertson Band consists of bassist Mark 'Gypsy' Nathyn, drummer Stuart 'Boomslang' Jacobs and Stuart 'Rambo' Barke on electric guitar, while Roland fronts the band on acoustic guitar and vocals.



DESIGN: K & i

### **The film, TV, media and radio exposure**

Throughout 2011, Roland's music has been used in a variety of film and TV placements as well as videos for online media channels such as LW Mag and AfricOceans.



Roland's music has naturally gravitated towards surfing-oriented initiatives such as TheBombSurf, The Africa Project and the Mr Price Pro 2011 on SuperSport. Jason Hearn, the director of the soon-to-be-released SA surf film *The Africa Project*, approached Roland to use some of his songs after hearing his music on TheBombSurf website! For the Mr Price Pro they used *White Wednesday* in the opening sequence of the final day's footage and *Find Your Own* over one of the final heats.

*"I've always wanted to have my music in a surfing DVD. And now I've been featured on the Mr Price Pro, all in the same year! Too stoked for words!"*

In January 2011, Roland was approached to attend a private screening of a pilot TV programme for *Here's to Good Times*. They have used a wide selection of Roland's tunes in the series, playing in the background or as college music radio in many scenes. *"It's like Rol radio land in this TV series!"*

Roland has had great results and fan feedback from the US-based music discovery website TheSixtyOne.com, hitting top home page rankings for five of his songs this year alone! He has also been getting regular radio play on South African community and campus stations, and recently had his song *Broken* played on over 85 radio stations around the US and the world for winning at the International Acoustic Music Awards (IAMA) earlier this year. This is the first time a South African has won in this prestigious competition.

### **The birth of the Roland Albertson Tribe**

Roland has more than doubled his overall fan count in the last year. With over 5,000 fans by the end of 2011 - from the US to the UK, Australia, Germany, Portugal, Canada, Brazil and even Russia, he is one of those musicians who has a natural desire to connect with his fans, often getting to know the people who appreciate his music personally!



Eric, one of Roland's main followers from TheSixtyOne.com, asked if he could use Roland's music on many of his videos. Eric 'The Aviator', well known in the virtual world for his commentary on computer games, has become extremely popular this year alone growing from 2,000 to 35,000 fans on his YouTube channel. *"It was quite funny to hear my chilled music in the background while he commentates over these 1<sup>st</sup> person shooter games. It seems so ironic. I suppose there's a market for it out there! Eric has become such a good friend. I'll have to go to Florida (USA) to meet him one day!"*

One of Roland's biggest fans from Russia, Peter, has been amazing in spreading Roland's music in his hometown of Bryansk. *"I've been getting subs from Russia consistently throughout the year! I even spotted that he has set up a Russian facebook page for me!"*

It's now time for South Africa, and the rest of the world, to get to know the songs, meet The Roland Albertson Band and experience the *Legends of the Sun* tour. We'd love to invite YOU to join the tribe...

**To listen to the songs and see Roland's beautiful sun-soaked photographs, visit:**  
[www.justforthemusic.com/music.html](http://www.justforthemusic.com/music.html)

**Facebook:** [www.facebook.com/rolandalbertson](http://www.facebook.com/rolandalbertson)

**Twitter:** [twitter.com/rolthemuso](http://twitter.com/rolthemuso)

**YouTube:** [www.youtube.com/rolthemuso](http://www.youtube.com/rolthemuso)

**iPhone/Android App:** [www.reverbnation.com/mobile-app/1032/rolandalbertson](http://www.reverbnation.com/mobile-app/1032/rolandalbertson)

**ReverbNation:** [www.reverbnation.com/rolandalbertson](http://www.reverbnation.com/rolandalbertson)

**Spotify:** [open.spotify.com/album/0IFrYjrC3p1suB0mkJe2eG](https://open.spotify.com/album/0IFrYjrC3p1suB0mkJe2eG)

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