



HEYA HIFI

FEEDBACK

SUMO FEATURING AARON PHIRI – *THE DANCEBAND/UNLOVE ME*

A1. THE DANCEBAND

B1. UNLOVE ME

HEYA1207

Raw Deal: *"The 'Unlove me' track is my favourite of the 2 tracks -Lovely dirty bass and swinging syncopated groove, I like all the mad sound fx, doors, sirens, crowd noises etc..... top singer too! A nice edge to his voice that helps cut through the track!"*

Umberto Giannini: *"This is an absolutely outstanding release. Big Up!!"*

Robin Lee (Faze Action): *"New on Heya Hifi is a nice slab of heavy mid tempo house in the name of Dance Band ft the vocals of Aaron Phiri. A poem about something rather dark but uplifting. The B line drops to reveal a heavy groove with a nod to the disco. Unlove me is a block party affair. It fits with A side very well as they are both sonically phat. Weird cowbells and electronic largeness keep this one moving along nicely. The soulful vocal has some very quirky bits in it. No doubt this will be rinsed through the summer."*

Richard Earnshaw: *"Unlove Me" is total dirt!!"*

Audiowhores: *"Very nice indeed! Suprised to hear such an electro/jackin flavor from SUMO, they definatly pulled it off though! dope!!"*

Copyright: *"We love the Danceband!!!! This one is way too heavy to carry. We need to go to the gym. Playing every set."*

Alan Brown: *"These guys are NUTS. I mean they turn dancefloors upside down inside out. The danceband is exactly what they are. A big 10/10 from me."*

Huggy: *"I really like The Danceband. It's style is perfect for the first part of my sets."*

Mike Stukes (Mystic Vibes): *"Groovin to 'unlove me' for sure."*

Joel Chapman: *"Once again, I love a SUMO production - 'The Danceband' is just ruff."*

Leo Guenca (Radio FG): *"I do Prefer 'Unlove me', I find it huge!!!! In the top 10 of my playlist."*

Marc de Breyne (Klublife): *"The Danceband is some wild old school House. It's a very solid party jam, and a surprising venture for SUMO - impressive!"*

Michael Rütten (Soulpatrol): *"Like the DANCE BAND tune ! nice oldschool flavour, block party and all that."*

Myles Chalmers (Naked Soul): *"Jesus, that's hot! Just when you think you can pigeon hole SUMO, out comes 'Danceband'. Fresh futuristic and uniquely soulful. I'm really feeling the vocals from Aaron Phiri on Danceband"*

Oli Lazarus (Papa Records): *"Love both joints guys. Really impressed by how you guys are rolling out great record after record. Big support from me."*

Rainer Trüby: *"'Danceband' is a real killer, right up my street. 'Unlove Me' is cool too."*

Wei-Shen Mak: *"Loving 'The Danceband'! Downright dirty hip-house at its finest. Rocking!!"*

Paul Johnston: *"I really like 'Unlove Me'"*

Mousse T: *"I LOVE both trax, very funky indeed!!!"*

Rocco: *"I like the Danceband which remind me early 90's production! Groovy, dancefloor track with Funky bass. 8/10"*

Roberto de Carlo: *"Like the 'Unlove me', good vibes for the floor, with a funky touch."*

Pepe Link: *"Unlove me is a very interesting and electronic groove. I like a lot the vocals and the production. It reminds me of some old track from the 90's but with a new raw vibe. The dance band is the sure hit for all house heads. I LOVE IT. A mixture of old schooll kerri chandler vibe, cool string and a great message , with your personal vision. AMAZING peak time track."*

Paul Gamblin: *"Liking this one!!"*

Nicolas Matar: *"The track that I like is Danceband. As always, Sumo is pushing the experimental boundaries. This track is full of unexpected twists and turns."*

Neil Aline: *"I like the danceband a lot."*

Matteo Esse: *"I'm feeling 'The Danceband'. Yet another quality release outta from SUMO."*

Lewis Dene: *"Like the back-in-the-day vibe to this one best. Reminds me of Roland Clark with the rolling monologue. A nice mixing tool and bar groove."*

Junior: *"The Danceband: Wicked, old school House vibe that will rock floors everywhere. The spoken word vocal works soooo well! Sumo hit the nail on the head once again! 9/10
Unlove Me: Definitely one to pop & shake to, but still with that o so soulful flavour and taste. 9/10"*

Feet: *"SUMO have produced two strong tracks for the dancefloor. They have this capacity to produce very different kind of musics and this is great , respect! They do it very well"*

Greg Brogan: *"Really feeling 'The Danceband' - Sexy, Bumpy & Driving!! Like the way it breaks down 1/4 of the way in and builds on those beats and bass...and top top vocal to boot. Will be playing this over the weekend and kicking my show off on the Radio next week with it for sure. Great to hear a slightly different style from you guys in the form of 'Unlove me'. Some really nice broken beats, smooth vocal, mad bass and synths and some hooornny cowbell...love it!!"*

Dj Pippi: *"I Like it very much! These tracks will rock the dance floor this warm up to summer!! Both songs are very good! Full support guys!!!!"*

Derek Martin: *"Love 'the danceband'"*

Danny Marquez: *"I'm enjoying and playing 'Unlove me'. Quality and vibe as always!"*

Knee Deep: *"I really like them. Wicked production as always, and the vocals are done great too. I think its the spoke tune for me but I really like em both!"*

Andrius Widenski: *"Both tracks sound great! I especially like the vocals of Unlove Me and the boogie bass of The Danceband"*

Reviews:

DJ Mag (Phil Cheesman): *"Sweden's SUMO aren't in the habit of disappointing and neither are they in the habit of being musically predictable. With 'The Danceband' they score comfortably on both points yet again. For those of us stuck hard on their trademark Latin sound this may be a little alien, but for the rest of us the hard groovin' and old school influenced jackin' sounds work just fine, dense beats providing a foundation for a filtered string part done up sample style and a monologue from Hearin' Aid's Aaron Phiri; think King Unique doing a record for Buzzin' Fly. From there further mixes of the same track get skipped, Alf Tumble instead exploring broken beats with 'Unlove Me', again with Phiri on the microphone though*

this time adding harmonies. Strict house heads may have a hard time with it, but as competition for Bugz In The Attic it doesn't do too badly at all. (4/5)"

Mosoul (Jon Freer): *"Stockholm's hefty SUMO twosome team up with Swedish MC Aaron Phiri for some straight-talking, posterior shaking House action. Determined beats, high reaching strings and dance praisin' vox meet on "The Danceband". "Unlove Me" is a thoroughly frustrated vocal number, with crazed keys and familiar cowbells."*

Spiritofhouse.com: *"This is the third release taken from the forthcoming SUMO album "The danceband". The album's titletrack "The danceband" features Aaron Phiri from the hip-hop duo Hearin' Aid who provides a spoken message over the old-school flavored jacking house groove that is enhanced with a freshly recorded disco sample and some wicked keys. "Unlove me" sees SUMO go for something a little different as this track has sort of a broken beat feeling thanks to the infectious drums (in fact they are door slams), with Aaron Phiri providing the vocals that are accompanied by electronic keys."*