



HEYA HIFI

RESPONSE & REVIEWS

SUMO FEATURING CLARISSE MUVEMBA – *LOVEBEAT*

A1. ORIGINAL

A2. DUB

B1. INNOCENT SORCERERS OFF BEAT

B2. KARIZMA'S K2 DARQ DUB

HEYA1209

RELEASE DATE: DECEMBER 2006

RESPONSE:

Audiowhores: *"The SUMO dub is wicked! Definitely my favorite mix on the package. Will be getting big plays from us indeed, 9/10"*

Ralf Gum: *"Surely a floor filler. Like the deep filtered chords and baseline."*

Copyright: *"Loving the Lovebeat dub!"*

Spiritual South: *"I am loving your dub version the most, will be playing that from Tokyo to Southport."*

Edground: *"I really love the dub mix. I'm feeling it. In my bag."*

Lars Behrenroth: *"The original was already my fave track from the album. Both dubs rock my world. Innocent sorcerers will get play at a new monthly residency and I'll let you know how it went :) So far.. Both dubs are on the tables!"*

Dimitri From Paris: *"I do like this one, paritcularly the jazz mix"*

Sabo: *"DOPE!!!! Really feelin this release man, especially your DUB version of the original with the synth breakdowns, and dusted-out sounding horns. Can't wait to play this one on a BIG"*

soundsystem to really hear the details. The original has a nice vibe as well, reminds me of some Anane tracks, with a little more pumpin beat. The Karizma DUB is cool, but too dark for my sets right now. But then the Innocent Sorcerer mix is really fresh. Probably too broken for a NY crowd to appreciate, but i definately enjoy it."

Tigerstripes: *"Very nice package. Both SUMO's and Karizma's mix will fit nicely into my sets."*

Nacho Valesco: *"I like dub, mainly the harmonies. Innocent sorceres rmx it's a good production, but nothing new. Karizma rmx works good."*

Faze Action: *"So the next installment on Heya Hifi. Lovebeat featuring the sweet vocals of Clarisse Muvemba, has some meaty percussion in it and it retains a slight jazzy flavor. Not much of this style of music is being made at the moment much to my chagrin. However, this should rebalance the situation. Also, in this package are mixes by Innocent Sorcerers giving a very live and in your face feel with good musical break downs. On the opposite end of the spectrum is the Karizma Dub mix which will work for the more stripped down and minimal type Dj's. Yet, another great release from Heya Hifi."*

Rainer Trüby: *"I am a huge fan of this track. Still love the original and the SUMO Dub the most, heavy..."*

Huggy Anton: *"Really like the original, the vocal is amazing what a goldsinger! And also the remix of Karizma is on fire, it's going to give some sun for this cold winter..."*

Greg Brogan: *"Thanks for this track, played over the weekend to a good reaction!! Liking the deep, haunting feel to the keys and strings not to mention the electro feel coming through on bass and synths. In keeping with the vibe of the moment!! Builds to a nice breakdown then really gets going with the vocal 'Shrik' ;) Would love to hear a bigger sound system as i reckon it will do damage! Keep up the good work guys!"*

Mike Stukes: *"Not bad at all. Definitely rocking the spot."*

Kiko Navarro: *"Really like all the mixes, My fav for the club is the SUMO Dub, but also I really like the Original and the Innocent Sorceres for my radioshow which starts in nov on Ibiza Global Radio. The Karizma dub is good for those who prefer the US Raw sound. Great Package Im sure the dub will be dangerous at the club with that mad synth 7/10!"*

Nik Weston: *"Love the dub mix....and Innocent Sorcerers mix."*

Umberto Giannini: *"A really nice song complemented by Clarisse Muvemba's great vocal. Karizma's dub sound great when it's really loud. What we now need is a Karizma Vocal."*

Claude Monnet: *"Love that song, original mix and dub are very cool, my favourite is definitely the Innocent Sorcerers mix. Brilliant!"*

Time White: *"Loving it...both mixes.. K2 Darq Dub plus Innocent Sorcerers Off Beat"*

Mix..dropping them in my sets and have the play listed on our Beats Radio Net Radio... ”

Ralf Gum: *“All mixes are nice. My fav for the club is definately Karizma’s mix, but also the original will be in my sets. Another very nice and well thought release. 8/10”*

Craig Woodrow: *“All you need is.....Lovebeat!!! Fantastic, Will be supporting, especially the Dub!!!!”*

Michael Reinboth: *“Really like the Karizma K2 dub very much, also Innocent Sorcerers mix , but Karizma is my fave here. Yo me play dat !!”*

Basic Soul Unit: *“Nice beat, vocals on the original, soulful vibe. Only thing I feel missing is maybe some pads or strings to tie it together throughout. The other two mix are cool too. I like a straight up funky and soulful feel of the Innocent Sorcerers mix. Karizima's as usual has a funky beat but I like the other mixes better. Being the dark minimal bastard I am sometimes, my favourite is the original dub!”*

Julius Papp: *“As always, top notch production! I like the vocal mix but really love the dub.”*

Juke Joint: *“I am absolutely LOVING both Dub Mixes of "Lovebeat"... SUMO & Karizma strike gold on this once again!”*

Andrius Videnski: *“Great tune guys, will definitely play the original & Karizma`s version! You groove!”*

Dj Pippi: *“I love it!!! All the mixes!! RESPECT!”*

Boz: *“Close your eyes and imagine your on a beach chillin out with a cocktail in your hand. The sun's burning down on you, the beach is full of gorgeous girls and the waves splashing about.What’s missing from this scene? Music. What would be the track to got with this scene? I think SUMO have just made it. The music is perfect and Clarisse's voice is like being kissed all over,perfect. I think that says it all. SUMO keep it going. 9/10”*

Señor Lobo: *“Mindblowing 12" this will be!!”*

Michael Rütten: *“Lovin the Lovebeat, what more can I say? The original can't be beaten by the high class remixes.”*

Volcov: *”Digging the Karizma mix a lot.”*

Huggy: *“Another great release and an amazing mix by Innocent Sorcerers.”*

Paul Gamblin: *“Mr Gamblin likes this one, oh yes he does! The Innocent Sorcerers remix is the icing on the cake. Broken style and those keys just float nicely over the arrangement. 10/10”*

Jojo Flores: *“I played Lovebeat Dub in St Louis, and I played both the dub and Karizma dub in San Francisco. The crowd went nuts. Excellent track from Sumo, and I'm gonna be bagning this*

for a while.”

Roberto De Carlo: *“I feel the Karizma Mix, sexy groove.”*

Jimmy Savard: *“A heavy ep from SUMO, the problem is choosing one - they are all good.”*

Vinny Da Vinci: *“I like it so much. Played it over the weekend and the response was wicked. I think it's a winner, especially the Karizma mix.”*

Mad Mats: *“Really fat release, maybe your best so far. All mixes are great, but the winner is the SUMO Dub.... Wow!!! Karizma's mix will get played and Innocent Sorcerers' mix will work at the more jazzier gigs. 10/10”*

Dave Storm: *“I've been using your dub..played it out on the radio as well...good tool!”*

Alan Brown: *“The awesome Lovebeat gets rubbed up the right way, excellent Karizma dub and those mad Poles come good yet again, 9/10.”*

Danny Krivit: *“I like it”*

Simon Grey: *“I really like the vocal, nice and dry.Bbeats as fat as usual. All over I'm feeling it”*

Richard Earnshaw: *“Original mix for me all the way. Featured on our last SugarSoul Show on SSRadio”*

Knee Deep: *“The original is my favorite... thanks for this, will support!!”*

Neil Aline: *“I like all mixes very much. Been playing Karizma's and the orginal.”*

Fish Go Deep: *“Like the vocal mixes but it's SUMO's dub and the Karizma mix that are really doing it for me. Both working well on the dancefloor. Ruff!”*

Martin Solveig: *“Like the Lovebeat! It's in my chart that was sent today. I will include it in my radio show and online mix. Respect”*

Wei-Shen Mak: *“I love it. Jazz fuelled percussive house which is just sexy as f#uck. Tune!!”*

Osun Lade: *“Beautiful song. The remixes are quality, however the original rocks! I'll chart this one”*

Marc De Breynne: *“All of the mixes are good, but it's still the original that does the trick. I play it regularly, because it's so lively and catchy. Lovebeat's a top notch song, from an outstanding album. SUMO are one of the best!”*

Simbad: *“I prefer da Karizma mix of all of them & da original dub version (nice chord*

progression on that 1!)”

Mario Martellotta: *“The track "Lovebeat" is great. I played already last weekend! Good work”*

Joe Godden: *“The latest release from SUMO – Lovebeat is an absolute Bomb, from the Deep & Soulful Original through the dancefloor killing Karizma Dub, this track is hot, hot, hot! Deep House heads beware, this one’s gonna blow!”*

Gilles Peterson: *“I’m loving this”*

Rap Saunders: *“Like all the mixes, will be playing it loads.Keep up the good work.”*

Grant Nelson: *“It's lovely. Already in the bag and getting hits. Another quality release from the Heya Massive!”*

Pierre Ravan: *“Love the track...Played in Outdoor SUMO’s Vocal and this Week in the Main Room with Pippi SUMO’s DUB!!! Awesome... Liked the Karizma Mix but didn’t find the Right time to drop it.”*

Charles Webster: *“Really like the dub mix and the Karizma dub”*

Jamie Thinnnes: *“It has the sumo/seasons sound we fell in love with so much! All the mixes are dope! Love the original and k dub.”*

Danny Marquez: *“I like all the mixes of the pack, once more great job! For my style, the remix from Karizma is the one that fits better in my set. Full support!”*

Sandro Bianchi: *“Love your shit as usual, the vocal is really sexy & innocent sorcerers rmx have a strong energy on the dancefloor”*

Danny Lewis: *“Original is wicked but it's gotta be the Lovebeat Dub for me. Fantastic track, percussive deepness with twisted abstract textures and outta space chords. Very nice, will be dropping this in my upcoming gigs for sure.”*

DJ Mannix: *“WHAT A DUB!!!!!!!!!!!!!!!!!!!!!! One of the biggest ever! Love it!”*

Jask: *“Rockin track guys!”*

Domu: *“I love all of them, favourite mix is the Innocent Sorcerers, but original will be played too!”*

Myles Chalmers: *“What a package!! Really feeling every track, the original is the track I'll be playing closely followed by Karizma's mix - fiyah!! Will give it much support!”*

Wookie: *“I love most of the mixes. Really feelin Karizma's dub, And SUMO’s dub mix. The original nice too!!”*

DJ- Angola: *“Liked the Karizma mix. Will play it at APT -NYC this weekend. Should work well.”*

Mousse T: *“Great package, love the K! Dub”*

REVIEWS:

DJ-Mag: *“Sophisticates in possession of SUMO’s recent long player will already be familiar with Ms Muvemba’s afro-jazz tendencies. ‘Lovebeat’ continues her sterling work. Choose from SUMO’s Blaze-ish, jazzy vocal or rattling, rumbling dub, Innocent Sorcerers’ jerky Off Beat mix or Karizma’s K2 Darq Dub, a startlingly spartan electronic soundscape with bass and kick drums so low that you can forget any mp3 and quite possibly any ordinary home hifi system.”*
4/4 PC

M8 Magazine: *“As we know in Sweden it gets pretty dark and cold these days and I always wonder where Alf and Magnus from Sumo take their sunny inspiration from which is reflected in most of their productions. ‘Lovebeat’ in its main mix is no exception to the rule, it’s another sun drenched, heavy percussive groove that’s mixed up with a great female lead vocal that makes you think of next summer already. Perhaps it’s that what the Sumo boys want to teach us but there is more than just that. The ‘Dub Mix’ is my fave aiming strictly for peaktime bizz with its massive syhth line and incredible break in the middle of the track. The always on form Karizma delivers a darker remix to please those who wanna get the love beat 4 AM. Essential!”* 8/8 (Mannix)

Spirit Of House: *“‘Lovebeat’ is taken from SUMO’s brilliant album ‘The danceband’ and features a magnificent vocal performance by Clarisse Muvemba. The groove on the main version is nothing than just resistless, enriched with wonderful keys and a vocal performance that adds a touch of jazz to the song. Innocent Sorcerers rework the song into a soulful piano driven broken beat groover, while Karizma adds his trademark beats and some wicked keys to create a deep and moody dub. SUMO themselves deliver an outstanding dub that takes you back to the good old days of disco, being full of percussive elements and effects, with the keys adding the flavours of the new millenium. Not to be missed.”* (MF)

Mosoul: *“Sweden’s afro conscious Housers SUMO hit us off with another buoyant dancefloor assault. Ass shaking keys, supple percussion and uplifted synths do the work alongside Clarisse Muvemba’s lovely vocals. The pick of the mixes comes from Karizma, whose ‘K2 Darq Dub’ positions Clarisse’s vocal exclamations lively keys and tough broken house percussion.”* (JF)