

ORIGIN OF LUV

- 14TH APRIL 2023 -

In a period where identities are fading, the **Swiss-Congolese composer-producer LUVANGA** invites us to rediscover ourselves from what is most essential and sacred: **love**. After several **amapiano** singles and three EPs (Luv, Jungle & Jungle Vol. 2) with multiple influences (house, jazz, funk, afrobeats, hip hop...) he is about to unveil **Origin of Luv**, on **April 14th**.

On the paths of amapiano and **afrobeats**, LUVANGA expresses himself in rhythms and melodies made on the keyboard or computer. And to come back to himself, he draws on the **heritage of Congolese, Nigerian and South African music**, combining it with **Afro-American** music. Through seven tracks that take on an almost **esoteric dimension**, the producer-composer reconnects us to ourselves, from letting go to anchoring ourselves with one guideline: love.

Symbolising the seventh chakra which overhangs the head, the crown, **Licolo** ("Above" in Lingala) opens the album on an amapiano topped by the singing flow of the Swiss liberio **Sekzy. Ultra-organic**, this track concludes with rumbesque guitar, enchanting keyboards and adlibs that invite us to exult. Or how to abandon oneself in order to better accept oneself and shine.

Licolo lays the first stone on the path of anchoring, and all the tracks progressively connect us to the first chakra: the root. Uniting spirit and matter, it is represented by the last track of Origin Of Luv: **Bosana Nga Te** ("Don't forget me" in Lingala). Like a reminder to oneself and one's deepest **heritage**, this languorous afrobeat also reflects LUVANGA's polymorphous universe: silky **balafons** rub shoulders with a **talkbox** that gives a deliciously **funky** accent to the chorus. The whole thing is carried by a dreamy guitar line with a **rumba** accent, played by the Angolan artist Emmanuel Tumo. And whose delicious organic touch can be found on most of the album.

Composing by **instinct**, whether alone or accompanied, LUVANGA manages to link his work together with his **vision** as a producer. Merging genres, he develops rich and airy compositions that invite you to sway and relax.

From the purely instrumental amapiano **Punk Luv**, both dark and **groovy**, which invites you to embrace life's dissonances instead of fighting them; to self-acceptance with the sunny afrobeats **Ain't Nobody**; to the **Afrosoul Black Rose**, carried by a haunting voice that calls on African women to speak up to free themselves from the weight that crushes their hearts, Origin Of Luv has a **cathartic dimension**.

At a time when society is so fast-paced that we can forget ourselves as well as our origins, Luvanga shows us the way to reconnect with our inner selves. Or how to listen to oneself in order to better accomplish oneself. **On a path strewn with luvs, he reminds us that to grow and flourish, a tree always relies on its roots.**

Remi Benchebra - Pan African Music



LISTEN TO ORIGIN OF LUV

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SINGLES

ORIGIN OF LUV

PUNK LUV - 24TH FEBRUARY 2023

This first purely instrumental single sets the tone for the Origin of Luv project.

While this Amapiano track sounds dark, its groove allows it to evolve into a powerful and poignant track.

While it may symbolise toxic love, it also represents a more positive view of everyday struggles. As LUVANGA says of the track, "Punk Luv represents the acceptance of life's dissonances.

As the keyboard takes up this quasi-dissonant loop, this track forces us to reflect on the difficulties of life and suggests that, rather than fighting them, we should handle them in our own way and learn to deal with them.

The unfolding of the track leads us to a finale reminding us that an originally negative element can in fact become positive, like in life there is always a solution...

17TH MARCH 2023 - AMEN

If in the order of the album Amen is found towards the end, it is not without a reason.

This track perfectly carries its title by inviting us above all to meditation. Highly spiritual, this track uses this powerful and meaningful word to take the listener into a world of elevation.

With airy sounds, LUVANGA plunges the listener into a personal awareness.

Tinged with Afrohouse sounds, enhanced by high-pitched guitar riffs, this track will transport you to a gentle but intense introspection, ending on spacey notes to complete this levitating journey...

LICOLLO - 31ST MARCH 2023

The opening track of the album, Licolo ("above" in Lingala) is above all a hymn to joy!

If this track will undoubtedly make you want to dance, Sekzy's voice will put a smile on your face as you sing the chorus of this very catchy single.

From the beginning to the end of the song, LUVANGA and Sekzy invite us to simply let go, step back and enjoy what life has to offer...

21ST APRIL 2023 - NA LELI YO

MUSIC VIDEO

If this song was chosen to be the subject of a video clip shot in Senegal, it is not by chance.

It is a love song, more precisely about a couple... Indeed, this Amapiano track with its pop accents depicts the story of a couple in crisis.

But rather than confronting the difficulties head on, we see a duo who decide to fight to consolidate their love. It is with wisdom and reflection that the couple moves forward to get through the trials.

LUVANGA offers us here a piece that takes us from light to serious moods, passing through aerial moments of relief as if it were the resolution of a conflict.

Because in the end, as in music, emotions guide decisions, and no matter the outcome, this track reminds us that there is nothing more beautiful than crying for the efforts that love leads us to make.

LUVANGA

Born in Geneva, the producer-composer **LUVANGA** ("he who does what he wants" in Kikongo) grew up in the Lignon district. Developing an **Afrofuturism** rooted in the heritage of the past, the **Swiss-Congolese** conquered hearts with an emancipating music.

During his childhood, music was a daily occurrence: his parents listened to the great names of **rumba** (Papa Wemba, Madilu, OK Jazz...), while his sisters introduced him to **reggae** and **hip hop**. At the age of ten, he already had the soul of a composer when he had fun playing songs with his nephew's toy, a keyboard that reproduced animal sounds. Two years later, he composed on Logic Pro with a MIDI keyboard: soul, jazz, pop, funk, electronic music... LUVANGA explored **Afro-American** music and, in high school, he played piano with an **African gospel group**.

Continuing to hone his craft, he managed to win the beatmaking prize at the **2019 Music Producer Challenge**. The following year, he won a remix competition for **Les Amazones d'Afrique**. His ability to condense his influences appealed to the jury, the **label Real World**, and at the same time LUVANGA reconnected with his roots. First through Congolese rumba, which has never left her, then by taking an interest in the rest of the continent through **afrobeats** inspired by Fela Kuti, the **amapiano** that makes South Africa vibrate or even **gnawa**. The result is three EPs where house, jazz, hip hop, funk and afrobeats are intermingled: *Luv*, *Jungle* and *Jungle Vol.2*. Then a series of amapiano singles that sound like hits, such as **Where Is My Money** or **Jogodo** featuring Sekzy & Scor Novy.

Exhuming his **cultural heritage** to mix it with the one he has built up over the years, LUVANGA needed to go **back to basics**. Not to simplify his music, but to enrich it by marrying talkbox to balafons, afrobeats to soul or rumba to pop. **Groove is at the heart of his approach** and the melodies play an almost cathartic role, in search of a **return to the self**. As evidenced by his new project, **Origin of Luv**, LUVANGA continually explores the past and the present, and takes only one direction: the future. A future where the tribal wears perfecto, the ancestral wears trainers and the traditional is played on keyboards and pads. **Many still dream of inventing the time machine, LUVANGA has composed it.**

