

RIFFLANDIA FESTIVAL 2017 SEPTEMBER 22-25 • VICTORIA BC



KUBA OMS & THE VELVET REVOLUTION

As far as homegrown talent goes, Kuba Oms is as deeply rooted as they come. The Island-born singer, known internationally for his soulful, bohemian style, has experienced the full range of highs and lows that life can throw at you all within close range of the Georgia Strait. Moving from his initial musical venture Souled Out, in which he covered classics by Marvin Gaye and Stevie Wonder, to the hugely popular experimental disco/funk project Velvet, Oms has spent several years more or less rocking Victoria's world.

His debut solo release came in 2009 and despite (or perhaps because of) his regional devotion, the sound is world-class. *How Much Time* offers a powerful blend of sophisticated production and earthy, fervent vocals that have drawn justified comparisons with Jamiroquai and Ben Harper. The first track off the album, "Never Meant To Hurt You," won the National Songwriters Competition at Toronto's Canadian Music Week.

2011 has been shaping up well for Oms. He's made the best of a less than impressive West Coast summer, grooving with very approving audiences at Tall Tree Fest in Port Renfrew, Squamish's Serf Festival and Vancouver's SHOREfest. In June, he released a new single, "Electrolove," an effortlessly energetic, dance-leaning track that would lend itself well to a convertible and some California freeway. It quickly drew the attention of Billboard magazine and as of print time, was scaling the AC charts, sitting at a comfortable 39. We'd like to think his performance at this year's Rifflandia will be a tipping point that leads to many more big things for this local rockstar. Come by and watch the launch. -KK

Kuba Oms & The Velvet Revolution
R.A.P. Main Stage
Sunday Sept. 25
1:30 pm