

BLVD

BLVD'S "MUSIC FOR PEOPLE" BRINGS ELECTRO HIP-HOP TO THE MASSES

San Francisco, CA – Tuesday October 7, 2008

BLVD fuses live instruments with electronic production techniques to bring their audiences a refined and progressive musical experience. Combing hip-hop, house and break-beat they continue to break down boundaries between dance club culture and the live music community.

BLVD was a three-piece instrumental ensemble until 2007 when they were joined on stage by the jet-setting MC Souleye. They had an immediate connection during an impromptu performance at the Tucson Gem and Jam and have been together ever since. BLVD's live interpretations of what are generally considered to be electronic musical forms blend naturally with Souleye's conscious and rhythmic approach to rapping. Souleye's partnership with BLVD is a natural convergence of two unique yet like-minded styles, and continues to earn these four talented artist great notoriety and devoted fans of many diverse musical tastes.

Drummer Dylan McIntosh and bassist Tripp Bains lock into deep, sub-woofing grooves while electric guitarist Curtis Sloane adds tight, rhythm based, melodic progressions and heavily effected looping patterns. Bridging gaps between hip-hop, drum & bass, electronica and funk, Souleye has emerged as one of the most sought-after MC's in the live music and dance club scenes. Together "they create an irresistible booty shaking combination of house, break-beats and rock...tailor made for the dance floor" the founder of the Joshua Tree Music Festival, Barnett English, raves.

BLVD's dynamic sound and broad appeal helped spark the fourth album "Music For People". Recorded live at Rodent Records to capture the group's energy and chemistry, "Music For People" is a genre and mind-bending exploration of electro and hip-hop. Produced by McIntosh and Sloane and mixed at One Union Studio in San Francisco, fans are sure to be blown away by the electronic musical blends with conscious, thought provoking lyrics.

BLVD has become an unstoppable force as they push forward with their musical expansion, pulling you out of your seat and on to the dance floor.



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BLVD

"MUSIC FOR PEOPLE" REVIEWS

[MuzikReviews.com](#)

By: Noah Small

"On this album BLVD has infused organic energy into an electronic world. That's no easy feat considering the frequently barren wasteland of disposable electronic music a listener can walk through on any given day. If you've never heard BLVD before, Music For People is a great place to start. At the same time, established fans of BLVD will be satisfied as the band has added a compelling element but remained true to what has made their music work in the past."

[OkayPlayer.com](#)

By: Jason Reynolds

"Music For People, the new album by BLVD, definitely shines in the way of seamless music merging. Songs like "108 Rose Petals," "Stamina," and "Music is a Medicine," all highlight the groups ability to blend a bass heavy, pulsing electronic sound with live, fuzz guitar riffs and crash cymbals, all complimented by MC Souleye's b-boy cadence."

[WildysWorld.Blogspot.com](#)

By: Wildy

"Recorded live in studio, Music For People captures the energy of a live show. You can't help moving to this music. Even the rhythm challenged will be moved by BLVD. Music For People is party music, or feel good music, or workout music, or whatever you want it to be."

[Midwest Record Recap](#)

[MidwestRecord.com](#)

"Genre bending electro hip hop for those who think young and have the energy to shake it all night long accordingly. Truth? The hot young accountant or lawyer that's bleary eyed at your morning meeting was out until 4 in the morning bopping to this, not looking at your file. Get her a Red Bull and an Urban Detox and make your move, with this as the soundtrack."

[Couer d'Azure](#)

[CouerdAzure.com](#)

"The album contains some really cool beats. ... Almost reminiscent of the last instrumental Beastie Boys show I saw but with more energy and more edge. I've gotten a couple records from live electronic groups lately and they seem to all have unique angles on the genre. BLVD's take comes from the hip hop world with MC Souleye lending his talents to the groups latest record. I don't listen to much hip hop but I really enjoyed Souleye's work on this record, it never overpowers the rest of the band and gives the album more of a "band" feel. These guys must put on one funky ass show. You can almost feel a crowd bouncing to the bombastic beats on this album."

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