

Press Kit

LOREN

Biography

When asked to comment on Loren's music, renowned Australian musician John Butler had this to say, "Loren writes the kind of music that when you listen to it you somehow feel like you're getting a massage. A sweet, gentle voice accompanied by relaxed melodically plucked guitar written by a man with a heart of gold. I've watched Loren play a few times and am always inspired by how effortless the music is."

Down to earth and humble, Loren is a true hard-working troubadour revealing a musical flair that can't be ignored. Ever evolving and creating, Loren explores a myriad of feels and styles, and his eclecticism makes him hard to categorize. Any attempts at modern comparisons or pigeon holes don't quite work. What you experience is pure and raw original talent that appeals to a dreadlocked hippie, the local footy team, a fellow musician, a middle aged businessman, your kids and your grandma. The diverse demographic of people queuing up after a show at the merch table is direct evidence of this.

Loren was born in New Zealand, grew up in Western Australia and has since become a native of Northern NSW. He was raised in a musical family where he flourished creatively and picked up the guitar at a young age. Constant touring as a solo artist at the beginning of his career saw his fan base and reputation steadily build. He was then able to make the transition from pub gigs to ticketed shows at respected live music venues around the country. Courtesy of five releases and a huge live presence, Loren is a testament to what one can create within an independent music scene.

Loren has an impressive collection of festival appearances (often invited back many times), more than fifteen national tours of Australia, two of New Zealand and a recent tour of Canada and the US under his belt and has sold over ten thousand albums independently. He has received national airplay including Triple J, and has played with the likes of Lior, John Butler, Xavier Rudd, Ash Grunwald and Whitley to name a few.

The demand for Loren's music is evident in the number of fans that keep coming back for more, the support and respect he receives from street press, radio, fellow musicians, and the echoing of his name that resident bar flies around town can hear in passing conversations.

Loren gives an incredibly personal record through his music with an honesty and depth that shines. He possesses a rare energy onstage that demands attention, and has the natural gift of being able to tell a story in a song with skilful lyrical imagery, while delicately balancing self-expression and audience connection. With an extraordinary versatile and compelling voice, he absorbs inspiration from worldly destinations, life experiences, from deep within himself and from some of the great songwriters and musicians that walked before him, channeling it into something original, captivating, and dynamic.



80 K's An Hour
Independent 2008



Slow Burn
MGM/Green 2007



Community
MGM 2005

'What I love about music is that it truly is a universal language... it reaches us on so many different levels and it reminds us of what connects us all. It's awesome to be a part of it in a live sense and also to know that people are enjoying it on an individual level in their own space.' Loren

Early 2010 will see Loren nestle down to work on a collection of new songs and return to the studio to record his highly awaited next album. Stay tuned!



Major Tours & Album Launches

Canadian Tour (Aug 2009)
Grey Nomad Tour (Mar/Apr 2008)
Roots Roadshow Tour (Nov/Dec 2007) *Triple J Support*
Winter Acoustic Tour (Aug 2007)
Slow Burn Album Launch (May 2007)
Slow Burn Preview Tour (Mar 2007)
Roots Roadshow Tour (Nov / Dec 2007)
Acoustic Tour (Jul/Aug 2007)
Community Album Launch (Dec 2006)

Festivals

Utribe Festival (2009)
Festival of the Sea (2009)
Peace Festival (2009)
Port Fairy Folk Festival (2008)
Music by the Bay (2008)
Pyramid Rock Festival (2007)
Yungaburra Folk Festival (2007, 2006)
Caloundra Music Festival (2007)
Blues At Bridgetown (2007, 2006)
Fairbridge Festival (2007, 2006)
Apollo Bay Music Festival (2007)
Good Seed Festival (2007)
Queenscliff Music Festival (2008, 2006, 2005)
West Coast Blues & Roots (2006 with Carus)
Folk Rhythm & Life (2008, 2006, 2005)
Woodford Folk Festival (2004, 2002)



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Nick Boshier (Lior Management) - "It's not often you see a room as far as the eye can see, full of soft smiling faces, besotted by the sounds of one. Loren's energy effortlessly spills from stage to audience and without knowing it the audience are entranced even before he strikes the first tune. Such unique artistry and I'm so glad artists like Loren exist, they make the world a better place"

Andrew Orvis (Artist Bookings Queenscliff Music Festival) - "Loren is a festival favorite. Live, Loren truly shines. I've seen live shows where people are up and dancing, and shows where there is complete silence as the audience hangs on every word Loren sings. His music draws people in. An audience is captivated by the passion in his songwriting. Songs about his sense of community, world issues, love, and about getting stuck behind oldies driving their caravans around Australia at 80km an hour appeal to all. Loren's rhythm section compliments the music superbly. Beck Flatt is the best female drummer I have ever seen! The possibilities are endless for Loren."