

Looptroop Rockers

What makes a great band? A unique sound, a characteristic style and visual image, the strength to influence several generations, hits, a message, durability? To me Looptroop encompasses all the essential ingredients of a great band. Since their formation in 1992 through 16 uncompromising years of pioneering the global hip-hop movement, the freedom writers are back! With their fourth installment *Good Things*, Supreme, Embee and Promoe continue to prove the fact that they are one of the most international hip-hop bands on the map. World class production and rhymes, strong messages and a live experience only comparable to the likes of Public Enemy, Rage Against The Machine and the Saian Supa Crew. Fourth member CosM.I.C. has found a new love in web design and has decided to sit this one out to concentrate on the upkeep of www.looptrooprockers.com.

The first time I saw a Looptroop show was in 1997 in the small town of Lund in southern Sweden. At a time when hip-hop was not yet the global movement that it is today, most Swedish artists in the genre were nothing but bleek copies of American bands. Looptroop changed that. I was utterly blown away by the looks and sounds of these cats. Relentlessly spitting meaningful, revolutionary cadences over Embee's thick productions they won the hearts and minds of every one in the building.

I remember a sunny day back in 2000 when the Rockers had squatted a Stockholm subway car to record the video for Looptroop's anthemic hit 'The Long Arm Of The Law'. The beats, the rhymes, the melodies and THE MESSAGE had all the 150 kids in the train car in a total frenzy. That's what it's always been about for Looptroop, do it yourself and let the people KNOW!

Being pioneers of the budding independent movement, they started releasing their own records and tapes in 1996 on their aptly named David vs Goliath imprint. After years of grinding the European tour circuit the band released their 2000 debut *Modern Day City Symphony* shedding all doubt of who the new kings of the European underground were. Having toured with Xzibit, The International Noise Conspiracy and Atmosphere among others the Looptroop Rockers are masters of bringing their unique sound, look and attitude to whatever stage they're standing on. "Good Things" shows many sides in the evolution and maturity of Looptroop, the ever broadening musical explorations of Embee and the continuous message laden lyrical depth of Promoe and Supreme. From tracks like *The Building* showing a new direction for the band, to tracks like *Ginger* and *Lemon* displaying the Looptroop roots, *Good Things* has the makings of yet another classic. And yes my friends it's still all about the beats, the rhymes, the melodies and above all the message.

- Jason 'Timbuktu' Diakité

- Looptroop Rockers have previously released three albums (all on Burning Heart Records) and are by far the most successful Swedish hip-hop group of all time.
- All three of their previous records have made high entries in the Swedish sales charts and so have several of their singles.
- They have toured Europe extensively on several occasions, including appearances at some of the continent's biggest festivals, and have also managed visits to Asia, Australia and North America.



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