

Event Announcement

Japan's revered LOUDNESS band live at The Bee KL this November

Kuala Lumpur, 3 October 2019 - One of Japan's most revered metal bands **LOUDNESS**, founded by guitar legend Akira Takasaki will rock the stage at The Bee Publika in Kuala Lumpur on 10 November 2019 from 7pm, confirms concert promoter Lampuneon.

Official Venue The Bee in Publika spokesperson, Rahul Kukreja expressed that this will be a first-of-its-kind concert in the capital city by Loudness in an intimate setting, giving music fans a chance to get up close to the legendary 35-year old metal band's live performance. Akira is known for his amazing fingerwork on the lead guitar, and it will be a chance in a lifetime to enjoy the band in this setting.



From left: Masayoshi Yamashita, Minoru Niihara, Akira Takasaki, Masayuki Suzuki

LOUDNESS' Rise to Glory Tour hits KL right after their Hong Kong show next month.

Founded in 1981, **LOUDNESS** toured North America and Europe in 1983 and made history the following year as the first Japanese band to sign with an international record label, Atlantic Records. They were also the first Japanese act to play at the prestigious Madison Square Garden and opened for a Motley Crue concert. Their first international release **Thunder In The East** (1985) and the single "Crazy Nights" peaked at #4 in Japan and #74 on the US Billboard charts for 19 weeks!



LOUDNESS lost its original drummer Munetaka Higuchi at the age of 49 in 2008, so to keep his spirit alive, the band recruited new drummer Masayuki Suzuki. Today, **LOUDNESS** is Akira Takasaki (Guitar), Minoru Niihara (Vocals), Masayoshi Yamashita (Bass) and Masayuki Suzuki (Drums).

Concert promoter Lampuneon is no stranger to the music scene, with a list of successes having brought Swedish neo-classical metal guitarist Yngwie malmsteen for his only Asian show to Kuala Lumpur in 2018, with upcoming shows in December 2019 by Halestorm, an American rock band from Pennsylvania (Atlantic Records) and Anthrax in April 2020.

Tickets can be purchased online at www.galactix.asia/loudnessKL and start from RM178.00 (early bird), RM208.00 (advance), RM288.00 (VIP) and RM238.00 at the door. All ticket prices exclude extra ticketing fees. VIP tickets include: 2 Drink Coupons (Claimable at VIP bar for Soft Drinks, Coffee, Beer, Wine) and Priority VIP Entry and Access to the VIP Area.

Official venue The Bee in Publika KL is a 800-capacity bar, kitchen and live hall venue located in Publika Mont Kiara (Get here via MRT feeder bus from MRT Manulife-Semantan station).

Ends.

Media inquiries:

PRNews@gointernationalgroup.com



ARTIST WRITE UP & EVENT DETAILS

ARTIST: **LOUDNESS**

EVENT NAME: LOUDNESS - RISE TO GLORY TOUR : MALAYSIA 2019

VENUE NAME: THE BEE, PUBLIKA.

CONCERT AGENT: LIVE NATION

PROMOTER: LAMPUNEON

TICKETING AGENT: GALACTIX

VENUE PARTNER: THE BEE

GOOGLE DRIVE LINK TO PRESS MATERIAL:

<https://drive.google.com/folderview?id=1OzgcHZFF5mLqvFLPtm-BmNgB2KPvaT5A>

BAND MEMBERS:

AKIRA TAKASAKI - GUITAR

MINORU NIIHARA - VOCAL

MASAYOSHI YAMASHITA - BASS

MASAYUKI SUZUKI - DRUM

ARTIST OFFICIAL WEBSITE:

<http://loudnessjp.com>

Formed in 1981 by guitar legend Akira Takasaki and drummer Munetaka Higuchi, LOUDNESS was first introduced to the world outside of Japan through their North American and European tour in 1983. LOUDNESS went on to make history in 1984, becoming the first Japanese band to sign with an international record label, Atlantic Records. Together with their producer Max Norman, their first international release Thunder In The East (1985) and the single "Crazy Nights" were met with global



success, peaking at #4 in Japan and #74 on the US Billboard charts, where it charted for 19 weeks. Touring as opening act for Motley Crue in 1985, LOUDNESS made yet another historical milestone, becoming the first ever Japanese act to play at the prestigious Madison Square Garden.

LOUDNESS reached even greater heights of international success, with the album *Lightning Strikes* (1986) debuting at #64 on the US Billboard charts and their successful North American headline tour supported by Poison and Cinderella. LOUDNESS' ongoing success is proved by the release of *Hurricane Eyes* (1987) and the overwhelming reaction to their album *Spiritual Canoe* (2001) proved that the brand of heavy metal unique to LOUDNESS was just as valid in the 21st century.

In 2008 LOUDNESS' original drummer Munetaka Higuchi passed at the age of 49. To keep his spirit alive, the band recruited a new drummer Masayuki Suzuki.

To this day, LOUDNESS still remains a world-class heavy metal act even after over 35 years of rocking stages worldwide, with a successful European festival run in 2016 that saw LOUDNESS tearing up the stages at Wacken Open Air, Hellfest, Graspop Metal Meeting and Rock Fest Barcelona, as well as a 2017 European tour to celebrate the 30th anniversary of the release of "*Lightning Strikes*".

"*Rise To Glory*" is a declaration from the metal legends LOUDNESS to the metal world. The time has come; the metal monster from the East is ready and armed to shake the earth with all their powerful weapons from the past to the present, marching on their path to glory.

LOUDNESS is Akira Takasaki (Guitar), Minoru Niihara (Vocals), Masayoshi Yamashita (Bass) and Masayuki Suzuki (Drums).

Promoting their new album *Rise to Glory*, LOUDNESS will be back to meet their fans in Malaysia on 10th November 2019 at The Bee, Publika, Kuala Lumpur.

BUTIRAN ARTIS & ACARA



ARTIS: LOUDNESS

ACARA: LOUDNESS - RISE TO GLORY TOUR : MALAYSIA 2019

LOKASI: THE BEE, PUBLIKA.

EJEN KONSERT: LIVE NATION

PROMOTER: LAMPUNEON

PENJUAL TIKET RASMI: GALACTIX

PENGANJUR LOKASI: THE BEE

PAUTAN GOOGLE DRIVE BAGI RUJUKAN PIHAK MEDIA:

<https://drive.google.com/folderview?id=1OzgcHZFF5mLqvFLPtm-BmNgB2KPvaT5A>

AHLI KUMPULAN:

AKIRA TAKASAKI - PEMAIN GITAR

MINORU NIIHARA - VOKALIS

MASAYOSHI YAMASHITA – PEMAIN GITAR BASS

MASAYUKI SUZUKI – PEMAIN DRAM

LAMAN WEB RASMI ARTIS:

<http://loudnessjp.com>

Ditubuhkan pada tahun 1981 oleh pemain gitar legenda Akira Takasaki dan pemain dram Munetaka Higuchi, LOUDNESS mula diperkenalkan melalui Jelajah Amerika Utara dan Eropah pada 1983. LOUDNESS mula mengukir sejarah pada 1984, apabila muncul sebagai band Jepun pertama yang ditawarkan kontrak oleh syarikat rakaman antarabangsa, Atlantic Records. Album antarabangsa sulung mereka yang diterbitkan oleh Max Norman berjudul "Thunder in the East" (1985) dengan single "Crazy Night" mendapat sambutan yang hangat setelah melonjak ke tangga ke-4 di Jepun dan berada di tangga ke-74 dalam carta Billboard Amerika selama 19 minggu. Tampil sebagai artis pembuka bagi Motley Crue



pada 1985, LOUDNESS turut mencipta sejarah apabila menjadi artis Jepun pertama membuat persembahan di arena berprestij, Madison Square Garden.

LOUDNESS mencapai sebuah lagi kejayaan antarabangsa apabila album “Lightning Strike” (1986) menduduki tangga ke-64 dalam carta Billboard Amerika dan berjaya menamatkan Jelajah Amerika Utara mereka yang turut menampilkan Poison dan Cinderella sebagai artis undangan. Kejayaan LOUDNESS diteruskan dengan kemunculan album “Hurricane Eyes” (1987) dan seterusnya “Spiritual Canoe” (2001) yang turut mendapat sambutan menggalakkan, membuktikan bahawa keunikan heavy metal mereka bawa masih diterima ramai.

Pada 2008, peminat dikejutkan dengan kehilangan pemain dram kegemaran mereka, Munetaka Higuchi, pada usia 49 tahun. Untuk memastikan semangatnya terus kekal bersama mereka, pemain dram baru, Masayuki Suzuki telah mengambil tempat beliau.

Sehingga ke hari ini, LOUDNESS terus kekal sebagai artis heavy metal berkelas dunia meskipun telah mengamatkan pentas antarabangsa lebih daripada 35 tahun, dengan penampilan hebat di festival muzik sekitar Eropah pada 2016, menggegarkan pentas di Wacken Open Air, Hellfest, Graspop Metal Meeting dan Rock Fest Barcelona. Mereka turut melengkapkan Jelajah Eropah 2017 dengan jayanya sempena sambutan ulangtahun album “Lightning Strike” yang ke-30.

“Rise to Glory” adalah sebuah deklarasi daripada lagenda metal LOUDNESS kepada serata dunia metal. Masanya telah tiba; gergasi metal Timur ini telah lengkap bersedia untuk menggegarkan dunia dengan senjata mereka dari dulu hingga kini, berarak ke arah kegemilangan.

LOUDNESS terdiri daripada Akira Takasaki (Gitaris), Minoru Niihara (Vokalis), Masayoshi Yamashita (Gitaris Bass) dan Masayuki Suzuki (Pemain Dram).

Bagi mempromosikan album terbaru mereka, “Rise to Glory”, LOUDNESS akan kembali menemui peminat-peminat mereka di Malaysia pada 10 November 2019 di The Bee, Publika, Kuala Lumpur.



THE BEE

ROCK ON

RISE TO GLORY TOUR MALAYSIA

10 NOV 2019
THE BEE
PUBLIKA KL | 7PM

EARLY BIRD	RM178
ADVANCE	RM208
VIP	RM268

*ALL TICKET PRICES EXCLUDE TICKETING FEES

CONCERT AGENT **LIVE NATION**
 PROMOTER **LN LAMPUNEON**
 TICKETING AGENT **GALACTIX**
 VENUE PARTNER **THE BEE**