



BOILER ROOM X BALLANTINE'S TRUE MUSIC: HYBRID SOUNDS BRINGS TOGETHER UNEXPECTED COLLABORATORS IN MULTI-CONTINENT TOUR



PIONEERING ELECTRONIC ACTS FROM ACROSS EUROPE PAIR UP WITH LOCAL ACOUSTIC MUSICIANS IN RUSSIA, LEBANON, BRAZIL, AND SPAIN TO DELIVER THE THIRD TRUE MUSIC EP

ALL BROADCAST LIVE ON <http://truemusic.boilerroom.tv/>

January 18th, 2018:

Today Boiler Room x Ballantine's announce True Music: Hybrid Sounds, a three-continent tour which will pair some of the electronic music scene's most original live acts with their more traditional, instrumental counterparts in four of the most musically and culturally diverse cities in the world.

Visiting Moscow, Sao Paulo, Beirut and Valencia, the tour will explore the exciting possibilities at the intersection of electronic and acoustic music, uncovering what happens when two distinct music genres collide.

Now in its third year, Boiler Room x Ballantine's True Music is all about supporting artists in realising their own creative ideas, to build something completely new and authentic. This latest project takes it one step further, encouraging artists to move outside their comfort zone. They're pairing not just with artists that they've never worked with before, but ones that they might never otherwise cross paths with - acoustic artists who operate in a completely different field and approach their productions from a completely different view point.

True Music: Hybrid Sounds will see four lead producers collaborate with local musicians in each of the cities on the international tour, to create exclusive new tracks that challenge the perception of modern day genres. A blend of synthetic and organic sounds, each track will feature on the True Music EP released on digital and vinyl later this year.

Taking the helm in each country:



- **Russia:** London-based brothers **Overmono**, performing under their joint moniker, with a distinct sound that encompasses techno, ambient and UK hardcore. Individually, the pair are better known under their respective solo names, Tessela and Truss.
- **Lebanon:** Dutch innovator **Dollkraut**, whose unique style of lo-fi house and electro-disco defies categorisation
- **Brazil:** French musician **rRoxymore**, known for her leftfield sound, use of synths and samplers and her ability to oscillate between classic house and psychedelia-tinged techno
- **Spain:** Renowned Bulgarian producer and DJ, **KiNK**, voted Resident Advisor's favourite live electronic artist in 2016, experiments with hardware in his DJ sets and production to create nuanced, unexpected house and techno

Kicking off in Russia on 15th February, Overmono will be joined on the show line up by:

- **Derrick May**
- **Or:la**
- **PTU**
- **Pavel Dodonov**

The story behind each collaboration will be brought to life through behind-the-scenes documentaries featuring intimate performances and 'making of' footage. These films will explore the creative approaches of the producers and put a spotlight on each city's local music scene.

The final city in the tour, Valencia, will play host to the third True Music Forum, details of which will be announced in the coming months.

Blaise Bellville, Boiler Room Founder & CEO said of the project: *"The third instalment of our True Music series with Ballantine's will see us take the project to the next level, challenging the artists that we work with to go even further in creating new and authentic music. Live electronic performance is bigger than it ever has been, with more and more artists bringing their kit out of the studio and into the club. This explosion of live electronic performance will be celebrated in our events series, but brought to life even more through our documentary series and the tracks themselves."*

Tom Elton, Ballantine's Head of Music added: *"We've visited Russia, Brazil and Spain a few times with True Music and each time it's a completely different experience. The scenes in each country change from city to city which means there's always something new to offer and create. But Beirut is a first for us, so we're extremely excited to get under the skin of this incredible city that's often overlooked as a music destination. The collaboration is all about continuously delivering new and exciting music for our fans, wherever they are in the world, and this project's combination of unexpected artists and locations will do just that and will make for one pretty special final EP."*

To check out more on True Music head to truemusic.boilerroom.tv

– ENDS –

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Notes to Editors



About Ballantine's:

Ballantine's is the No.1 Scotch whisky in Europe and the No. 2 Scotch whisky in the world with the range selling over 70 million bottles a year worldwide. Ballantine's has won more than 130 trophies and medals at international competitions in the past 10 years for its outstanding quality, as a result of its unique richness of character and perfect balance. The range, from Ballantine's Finest to the exclusive 40 Year Old, is the most extensive in the world of Scotch and is maintained by Master Blender Sandy Hyslop, continuing the brand's tradition of Master Blenders that dates back to 1827. In 2013, Ballantine's continued its innovative approach by launching Ballantine's Brasil, a spirit drink made from selectively cask steeping Scotch whisky with Brazilian lime peel.

About Ballantine's & Boiler Room:

Since first partnering in 2013, Ballantine's and Boiler Room have explored and celebrated the stories of 21 local music scenes from across three different continents. Together, they have collaborated with more than 150 artists, the sets of which have been enjoyed by 65 million music fans who have experienced the live-streamed events, documentaries and music content featuring the likes of **DJ Premier, Carl Craig, Nina Kraviz, Underground Resistance, Skream** and **Seth Troxler**. Now heading into the fourth year, this new phase has been born; True Music. A platform that will be adopted by markets all around the world in local campaigns, and in 2017 will inform a global brand campaign.

www.ballantines.com @Ballantines

About Pernod Ricard:

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of € 8,682 million in FY16. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin and Malibu, Mumm and Perrier- Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of 18,500 people and operates through a decentralised organisation, with 6 "Brand Companies" and 85 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.