

# The Draytones



## Press Pack 2010

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# The Draytones

## Press Release

**The anglo-argentine band, The Draytones, closed in London “A Friendship Tour”, which took them to Falkland Islands in South America with a message of union and peace**



*The Draytones journey, A Friendship Tour, reached the Falklands Island Town Hall, with a performance in aid of the Stanley Primary School, being the first band formed by British and Argentine musicians that went to the battlefield with a message of union and peace. The gigs turned into a cultural integration party in which didn't matter if we were locals, Argentineans, British, Chileans, Brazilians or Spaniards neither civilians nor soldiers. They closed today in London, with a show in Merc's Auditorium on Carnaby Street and live broadcasting on the internet.*

It was a long tour full of mixed emotions and new experiences for The Draytones. All the scheduled gigs at the Falklands were almost cancelled because of the general belief that the Tour had political intentions moved by the Argentina Government. For that reason, all concerts were re-scheduled with new places. Gradually, the doors were reopened for The Draytones in private parties and in Stanley Arms Pub with an increasing number of local as a lively audience. Finally, all the initial prejudice disappeared and the Tour was accepted as a real cultural expression with a brotherhood message for the people at odds because of Foreign Affairs and commercial interests.

The Falklands Island Radio Station (FIRS) invited The Draytones for two interviews and an unplugged performance that is still being played at the radio; and the Penguin News, the local weekly newspaper, changed the skeptical point of view of The Draytones message, to a more opened idea of it.

Prior to begin “A Friendship Tour” The Draytones stayed at Sawmills, Cornwall Studio Residency, recording their 3rd album with Stan Kybert. Sawmills Residential Recordings was the home of the most valuable recordings of Robert Plant, Supergrass, Stone Roses, The Verve, Oasis and Muse among others).

### **Closing at the Stanley Town Hall**

The most important moment of the Tour, was when the Town Hall hosted The Draytones for the Closing performance, which was in aid of the Stanley Primary School. The audience for the show was made up of people from 10 years old wearing A Friendship Tour long-sleeved t-shirt (longer than their little arms) to more than 60 years old, all of them dancing and enjoying the Draytones Rock and Roll music. The Result: a fraternal embrace regardless of flags or ideologies.

Arlette Betts, a local that was a godmother to the band since their first day in the Island, said full of proud: it’s clear that this event has nothing to do with politics intentions”.

### **The Arrival to Falklands Island**

The Draytones landed at Mount Pleasant Military Base on November 14<sup>th</sup>. 2009

They began with the tour in Stanley rehearsing outdoors, with an unusual sunny day. The rehearsal was just in the front deck of WaterFront Hotel main entrance, and they finished the day with the first gig in Stanley: **at the Stanley Arms Pub.**

The band played a 50 minute-session mixing songs from their previous cd's, some others from the one that they are going to release, and some covers from The Kinks and The Beatles with which they captivated the audience made by local people and tourists.

Kevin Thomas, Glynis King and Arlette Betts, who were in charge of the **Stanley Arms**, enjoyed the concert, The Draytones cool rock, and the musician's charisma. That night, the pub became into the first place in the island that accepted an anglo-argentine band and their friendship message, in the post war history.

The idea of playing on the islands started as a dream which sooner or later would have been the natural consequence of the cosmopolitan formation and essential characteristic of The Draytones' four members.

An Argentine war veteran, Gabriel Sagastume, wrote an emotion packed e-mail to the band in 2007, when he saw The Draytones drumhead design showing both flags in sign of fraternity (logo que identifica a la banda desde que fuera descubierta por James Endeacott en 2006). In so doing, he became their mentor without even realizing it at the time. In his moving e-mail, Sagastume not only revealed sincere gratitude for the icon's "message of peace and union", but also proved to be prophetic when he closed with "...maybe one day you could play on the islands and help out in the process of peace and integration".

### **Live at FIRS**

Falkland Islands Radio Service is one of the couple radio station in the islands. The band was interviewed by the radio main host, Stacey Bragger, and invited to play a 5 songs unplugged session. Even though some doors were closed for the band, that invitation was a proof that music and good intentions can overcome, sooner or later, all kind cultural differences and prejudices

As a result of that invitation, and also because the locals started knowing the hole staff by enjoying and sharing the Draytones song, all fears disappeared and the doors were opened again.

### **A Friendship Tour 2009**

**A Friendship Tour** started on october 30th with **The Draytones** opening the most important rock festival in Argentina, **Pepsi Music 2009, in the main Stage. Continued in Falkland Islands from November 14<sup>th</sup> to November 21<sup>st</sup>, then, back in Buenos Aires, at the well known hall La Trastienda Club on November 28<sup>th</sup>, closing back in London, last December 15<sup>th</sup> in Merc's Auditorium on Carnaby Street.**



## *A Friendship Tour*

### **About The Draytones**

- The band, a true representative of the Mod movement, and clearly influenced by The Beatles, The Who and The Kinks, is formed by an Argentine (Gabriel Boccazzi), and three Brits (Luke Richardson, Chris Le Good and Andy Pickering).

-After only two “live” shows in 2006, year in which the band was formed, it was discovered by James Endeacott, celebrated talent seeker in Europe (The Libertines, The Strokes and The View).

- In a year and a half, The Draytones edited three singles, an EP and their first vinyl LP, CDs and i-tunes through Endeacott’s recording company, “1965 Records”. The band later became part of the Sony UK / Columbia catalogue, as well as other recording companies around the world (Spain, France, Australia and Japan).

-The technical production of the Draytones' catalogue was done by Stan Kybert (also producer of Oasis, Paul Weller, Bjok, Massive Attack and New Order).

-The first single, "Keep loving me", was presented in the CD Cover of the prestigious magazines Mojo and NME, taking their music to thousands of listeners all over the world.

-During 2007, The Draytones were invited to play at Glastonbury Festival in England and at Summer Sonic in Japan. Gabriel Boccazzi (guitar and lyrics) became the first Argentine to lead a band in these concerts (two of the most emblematic concerts in the world).

-In 2008, after the LP "Up In My Head" was launched, they were selected by Paul Weller (the Mod father and part of the legendary band The Jam) as supporting band of his England Tour.



## THE DRAYTONES – A Friendship Tour Press CLIP



<http://www.youtube.com/watch?v=zDJw5kVW8oQ>



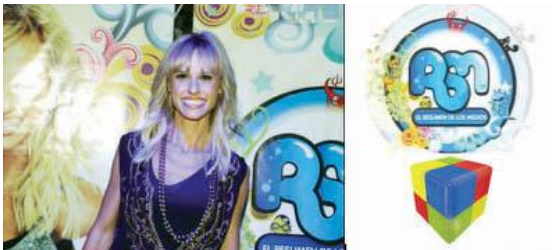
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<http://www.tn.com.ar/2009/11/19/espectaculos/02044374.html>

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[http://www.perfil.com/contenidos/2009/11/24/noticia\\_0045.html](http://www.perfil.com/contenidos/2009/11/24/noticia_0045.html)

The logo features the word "CRÍTICA" in a large, white, serif font on a red rectangular background. Below it, the words "DE LA ARGENTINA" are written in a smaller, white, sans-serif font.

<http://criticadigital.com/index.php?secc=nota&nid=33641>

<http://criticadigital.com/index.php?secc=nota&nid=30658>

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# Página12

<http://www.pagina12.com.ar/diario/suplementos/espectaculos/3-16147-2009-11-28.htm>

The logo consists of the words "LA RAZON" in a white, serif font, centered within a blue rectangular background.

<http://www.larazon.com.ar/notas/2009/11/19/02044258.html>

The logo features the words "diario popular" in a white, sans-serif font, set against a blue rectangular background.

<http://www.popularonline.com.ar/nota.php?Nota=421042>

The logo displays the words "Rolling Stone" in a red, stylized, cursive font with a white outline, set against a black rectangular background.

[http://www.rollingstone.com.ar/nota.asp?nota\\_id=1203723](http://www.rollingstone.com.ar/nota.asp?nota_id=1203723)



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**Sorrel Moseley-Williams**

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