

# THE VELVET SUPERNOVA



Photo Credit: Filips Šmits

**The Velvet Supernova is an alternative rock band based in Riga, Latvia. Driven by strong musicianship and a broad range of influences, the band plays a timely mixture of rock music and modern electronica, often reminiscent of that expressive and somewhat melancholy 90's alternative sound. While the band is keen on musical experimentation and might at times touch upon the heavier side of rock & roll just as well as some cryptic ambient soundscapes, their music stays framed in a classic rock aesthetic with plenty of sing-along, searing guitar leads and arena-ready choruses. What the band favors most and works purposely to preserve in the creative process is a listenable, rather traditional brand of songwriting, which, sequentially, has become one of the band's defining features.**

**Formed in 2010 and making its' public debut in 2011, The Velvet Supernova has since then performed regularly at some of the most prestigious clubs and festivals in the Baltic States. Along the way, the band has served as opening act for such bands as Funeral For A Friend or the legendary Slash feat. Myles Kennedy & The Conspirators, in which case the band played their first arena show to a crowd of 3,500 people. The band has released several radio singles, received a handful of music awards and nominations in Latvia, gained positive radio and media exposure, and established a notable fan base in Latvia and Lithuania. Several music journalists and critics have named The Velvet Supernova as one of the most promising live acts in the recent Baltic music scene. The band is currently recording for its' debut album due out in the first quarters of 2015.**

The Velvet Supernova is comprised of professionally trained musicians whose previous studio and live experience spans over more than 10 years. Prior to forming The Velvet Supernova, members of the band have recorded multiple albums with different projects, toured extensively around Latvia, Lithuania, Estonia, Finland, Sweden, Denmark, Poland, Russia, Ukraine, United Kingdom and even Afghanistan, and warmed up for such acts as Judas Priest, Slash feat. Myles Kennedy & The Conspirators, Zakk Wylde & Black Label Society, Funeral For A Friend, Bloodhound Gang, both Whitesnake line-ups, Suzi Quatro, Mustasch and many others.

The Velvet Supernova made its' public debut on August 31, 2011 with the radio single (*Vive La*) *Resistance*. The song met music critics' positive reviews and garnered interest in what the band would offer next. A month later, the band began crafting their live experience by performing regularly in clubs around Latvia. November 23, 2011 marks the release of the band's second single *The Distance*, which, accompanied by a music video, got the attention of Latvian press outlets, radio stations and booking agents, allowing the band to play bigger venues and present their music to larger audiences.

In early 2012, The Velvet Supernova won an Alternative.lv award in the "Fastest Growth" category, and was nominated for "Debut Of The Year" at the Latvian Music Awards. In the summer of 2012, after the releasing their third radio single *Sunshine*, the band went on a promotional five-show club tour of Latvia, played at Piladzis and LMT Summer Sound festivals in Latvia, and performed their first Lithuanian festival shows in Vilnius, Rokiškis and Kaišiadorys.

On November 30, 2012, The Velvet Supernova released *Shelter*, their most critically acclaimed radio single so far, which granted the band a whole new level of exposure. The song's release campaign on social media caused great hype among fans, critics and media, and the song was picked up almost instantly by every major radio station in Latvia and many stations in Lithuania, later to be played in main rotation all throughout 2013 and 2014. *Shelter* was highly praised by singer Brandon Flowers and his management upon his band's The Killers visit to Latvia the following year. On December 15, 2012, The Velvet Supernova played their first headlining show at Riga's prime rock venue Melna Piektdiena with over 500 tickets sold.

On February 14, 2013, The Velvet Supernova opened for legendary Guns n' Roses guitarist Slash with singer Myles Kennedy and their band The Conspirators at Žalgiris Arena, Kaunas. The band was picked personally by Slash's management from a competition of 36 Latvian bands. A month later, The Velvet Supernova was invited to open for Welsh hardcore pioneers Funeral For A Friend at Palladium Riga concert hall. The band played club shows extensively for the remainder of 2013, visiting Vilnius, Klaipeda and Rokiškis, and festivals in Latvia, namely Fontaine Festival and Cita Vide, returning only to work intensively on the material for their debut album at the band's headquarters in Sound Division Studios, Riga.

In early 2014, The Velvet Supernova joined on a four show mini-tour with Lithuanian act Andrew Flame, performing for the first time at the prestigious Tamsta Club in Vilnius, and also playing their first solo show in Kaunas since playing Žalgiris Arena warming up for Slash. In the summer of 2014, The Velvet Supernova made its' performance debut at Positivus Festival, played LMT Summer Sound and Werro Rock festivals in Liepaja, Latvia and Voru, Estonia, respectively. To promote the festival shows, the band released their most recent radio single, *Vaudeville*. Musically and sound-wise, the song serves to showcase the direction in which the band is headed for its' debut album, currently in the recording stages and due out in the first quarters of 2015.



The Velvet Supernova performing live at Positivus Festival 2014

### **The Velvet Supernova is:**

Jecis Zemzaris - lead vocals, guitars

Janis Lide - guitars

Kaspars Plavnieks - drums & percussions

Martins Leja - bass guitar

[www.thevelvetsupernova.com](http://www.thevelvetsupernova.com)

[www.soundcloud.com/thevelvetsupernova](https://www.soundcloud.com/thevelvetsupernova)

[www.youtube.com/user/thevelvetsupernova](https://www.youtube.com/user/thevelvetsupernova)

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