

ALX KAWAKAMI

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HAWAII MUSICIAN, ALX, RELEASES HIS DEBUT SOLO ALBUM - "RISE & SHINE"

AUGUST 9TH, 2016 (HONOLULU, HAWAII) -- Alx's new album "Rise and Shine" is a call to action. Get up, face your challenges and create your own opportunities.

While living in LA, Alx set a clear goal - to record this, his first solo album. He met and ultimately collaborated with some of the most talented in the industry. In each one of the 10 original songs on this album there are stories about life, love and fun - often recalling the struggles, stumbles and victories encountered along the way.

Alx sounds like a mix between James Taylor and Jason Mraz and adds in his own style from his Hawaiian island roots. With this album, Alx hopes to spread his wings as a solo artist and share his music with as many people as possible.

ABOUT ALX:

Born and raised on the island of O'ahu in Hawai'i, Alx has enjoyed a successful career as a singer-songwriter and producer for more than 15 years. He currently tours Japan, Hawai'i, and the US mainland as a solo artist as well as with his family band, MānoaDNA, and has released 7 total albums with over 50 original compositions.

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About Alx Kawakami:

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Major Accomplishments:

- 4 US albums, 1 Japanese major label album under JVC with the group MānoaDNA.
- Composed song for NHK's wildly popular "Minna No Uta" TV show.
- Arranged and performed music for a national Suntory Premium Malts Beer commercial
- 4 years representing Hawaii as an ambassador through Hawaii Tourism Authority in Japan. Composed 3 campaign songs used for all marketing purposes in Japan.
- Original song, "If I Ever" reached #1 on TokyoFM radio show
- Produced song that made it into the Billboard top 40 in the summer of 2014
- Original song, "Say I Do" was the most played song on Studio RIM in 2015 in Sapporo, Japan.
- Alx's solo original "Fireknife" reaches #35 on Billboard AC chart in 2015

What Alx Kawakami Sounds Like:

A modern day James Taylor that keeps up with the current trends in the music industry.

Reviews:

Fireknife - Single (2015)

#35 Billboard AC Top 40

Doobie's Picks - 6/24/15

<http://www.radioinfo.com/2015/06/24/doobies-picks-of-the-week-62415/>

Kawakami refers to this song as being a party on the beach. Who better to know what parties on the beach sound like than a native Hawaiian? Kawakami, born and raised in Oahu, now living in Los Angeles said, "The roots of this track are set by my KoAloha 'Ukulele, and the island sound turns funky and frenzied as the bass and rhythms are set in place. Vocals tell the story and that is when you will want to dance ~ so let beach party begin."

Kawakami has produced and written songs for the Hawaii Tourism Authority, Suntory Beer Japan, McDonalds Hawaii, and last year Kawakami co-produced a top 40 charting album. If you have a minute to check out his YouTube page, there are quite a few interesting pop and rock covers worthy of note including "Smooth" originally done by **Santana** and **Rob Thomas**, and "Thinking of You" by **Ed Sheeran**.

Doobie says, "Kawakami could be the next beach boy genius in terms of the new Hawaiian beach party sound. Think all of the party of **Pitbull**... but laid back in the sandy beaches of Hawaii. Get your listeners to strap the boards to their Woody, grab their partners, and make their way to the beach."

John Berger, Star-Advertiser Honolulu - 6/16/15

<http://www.honolulupulse.com/2015/06/island-mele-fireknife-alx-kawakami/>

Alx Kawakami – founding member of ManoaDNA, now based in Los Angeles – pays homage to a hula dancer with "Fireknife," his first release as a solo artist.

Hula dancers have been inspiring songwriters for more than a century. Kawakami's song is a catchy and contemporary hapa haole mash-up of Hawaiian ukulele and acoustic guitar with a rocking pop rhythm section and assorted electronic effects.

The opening bars focus on Kawakami the ukulele player. From there arrangement spotlights his voice, the rhythm section, and his version of a classic island fantasy: A man watching a hula dancer likes what he sees and wants to see more – "Shaking in your grass skirt, show a little under, so much more I wanna see."

"(I'm) Sweating like a mai tai, melting on your shave ice, hit me with a hurricane," Kawakami sings passionately. Sounds like serious physical attraction!

As a footnote: The title of the song refers to the fact that the hula dancer is spinning like a Samoan fire-knife dancer.