

Brad Treeby & the Simplists



A sound, a structure, an ideology. An unmistakable syndicate of beats and melody. Forged from the combination of acoustic guitar, vocals, bass, and human beat-box, the music of Brad Treeby & the Simplists is accessible yet truly unique. Drawing on influences from **roots, folk, and jazz**, the results are both organic and refreshingly honest. Originally formed in Perth, Western Australia in January 2008, Brad Treeby & the Simplists are currently based in **London, England**.

The debut record for the Simplists, **Wake Your Soul**, features four of Brad Treeby's vibrant tracks, including Wake Your Soul, a commentary on the inability of policy makers to reconsider or take responsibility for deficient agendas, and **Paper Junkie**, a censure on the current prodigal use of the world's resources. Similar themes appear recurrently throughout the Simplists music, but the lyrics remain cognisant rather than pretentious, observant rather than prescriptive.

The concept for the arrangements for the project was spawned almost a year before its realisation. "I wanted to create something **raw and organic**," muses Treeby; a requisite that initiated a search for beat makers ending in

Petrie. The connection was immediate; Petrie's unique style and **beat boxing** ability completing the trio formed with long time collaborator Rohan Irvin on bass guitar.

The disk was recorded during the first half of 2008 in a purpose built studio in suburban Perth, with the engineering duties shared between Treeby and Irvin. "It was a journey of discovery, refinement, and construction." Mixing and mastering was left to the capable hands of Shaun O'Callaghan from Studio Couch (John Butler Trio/Gyroscope). The disk is an independent release through the small indie label **Canopy Records**, and is distributed in Australia by Green Media Distribution.

Prior to the Simplists, Brad Treeby spent several years as guitarist and front-man for Australian acoustic roots band, **Dusk**. The band played regularly around Perth and spent much time touring Australia's south west. In 2006 the band released their debut and only release, The Fragile Escape / Butterflies EP. The title track, The Fragile Escape, featured regularly on **Triple J's Roots n All**, a program on which the band were also a guest during a 2006 tour to Melbourne.

Growing up near the small town of Albany in South Western Australia, Brad Treeby's musical journey began out of a desire to creatively express his perspective and sentiment. Almost ten years later, he has grown to be a gracious songwriter and **an adept performer**. His latest project consolidates these ideals, revealing a new level of purpose, musicianship, and maturity.

Contact: mail@bradtreeby.com for all media and booking enquiries.