

Jeremy Loops chats new tour, Sama wins and self-awareness

 By [Ruth Cooper](#)

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After extensive touring overseas, Jeremy Loops and his band bring their Golden Waves Tour to seven cities around the country this July. We got in touch with Loops to chat about the new album, upcoming tour and recent Sama award.

■ **Congrats on your recent Sama win! What was the thought process behind the concept and production of winning music video, “Gold”?**

Thank you. “Gold” is easy to misinterpret as just a love song. While at the surface level that’s what it is, when you dig deeper, it’s about finding that thing your heart yearns for and your heart seeks. So when Rob Smith and I put together the video’s concept, he did an incredible job of visualising how if you want it to just be a love story, you’ve got that, but if you dig deeper, and literally in the video our character is digging for something, there’s more to it.

“ Suited up for the 2019 South African Music Awards. Came back with this trophy for Best Music Video for ‘Gold’.

Insanely proud of that vid, so this one means a lot. 💎💎💎💎💎 [#sama25](#) [#dressedtothenines](#) [#tigerofsweden](#)
pic.twitter.com/MNdMZLIJ3F— Jeremy Loops (@JeremyLoops) [June 3, 2019](#) ”

■ **What can fans expect on the upcoming Golden Waves Tour?**

I pride myself in being able to tell our audiences that if you’ve been to a Jeremy Loops show, you know exactly what you’re in for, and if it’s the first time, you have no idea whatsoever. Sure, that’s a truism, but our live shows have always been high, delirious energy from start to finish, and I don’t think one fully grasps that just from listening to recordings.

The beauty for returning audiences is my catalogues doubled in the last 18 months, so the sheer volume of songs and hits and production variety we’re able to put together has really allowed us to make something extremely dynamic, even within the bounds of our manifesto of delivering delirious levels of energy in our shows.

■ **You describe your latest album, *Critical As Water*, as the most personal you have written, can you explain how so?**

When I made my debut album, *Trading Change*, I was just happy to be in the game, you know? Music brought me only joy and I, a veritable outsider, had broken my way in. But I think when that rush wained, I was left with the same existential questions we all must wrestle with 'til we pass. Am I who I'm meant to be? Am I fulfilling what I think my purpose is? Do those who love me know how much I love them? Is my contribution to the world matching of my potential? And I think the political climate at the time made it much harder to just write an album that was solely commentary. There was a degree of needing to look within.

■ **What advice would you give to young SA musicians wanting to make a name for themselves in the industry?**

You are the only person responsible for your career. Internalise that. Nobody is sitting at their desk waiting for your phone call or your email or your Facebook Message that reads 'give me a chance' and prepared to just do that. You have to take the responsibility of making songs yourself, amassing an audience yourself, and doing the dirty dog work yourself to earn your way in. The more you think of your career as being your responsibility and yours alone, the more the game-changing opportunities will come.



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■ **How would you describe your sound if it was an outfit?**

Casual cuffed pants with a fresh white vest and a beautiful pattern-based or floral shirt on top. Pair with the best shoes fitting the occasion, and you're good to go.

■ **What other local artists do you think deserve more recognition?**

There's a young band called Ben Dey and the Concrete Lions from my neck of the woods. I have lots of time for them. They're brilliant.

■ **What are your thoughts on Generation Z?**

I've never stratified people by their generations. The whole 'millennials are lazy' and the 'Generation X is this and that' is a boring way of trying to understand society and people. All I know is technologically, we have never lived in such an

empowered era, and that terrifies me as much as it excites me.

I just hope young people have the courage to chase their calling.

🔴 ***If you could travel back in time and give a message to your teenage self, what would it be?***
I wouldn't. Time travel changes everything.



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🔴 ***Your guilty pleasure?***
Pasta Pomodoro. Just a well made, straight up Italian style tomato pasta.

🔴 ***What's your hidden talent?***
I'm not sure if it's 'hidden' per se, but I'm licensed to captain a 200-tonne sailboat. ;)

🔴 ***Your favourite emoji?***
Fire flame emoji, come on!



Tour dates & venues:

Friday 5 July 2019 – Port Elizabeth – Bru Bar
 Saturday 6 July 2019 – East London – C-Club
 Thursday 11 July 2019 – White River – Casterbridge Barnyard
 Friday 12 July 2019 – Johannesburg – Barnyard Rivonia
 Saturday 13 July 2019 – Jeffrey's Bay – Jbay Corona
 Thursday 18 July 2019 – Johannesburg – GoodLuck Bar
 Friday 19 July 2019 – Pretoria – Platteland
 Saturday 20 July 2019 – Bloemfontein – Showgrounds Hall

Tickets available via jeremyloops.com.

ABOUT RUTH COOPER

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