

# HÅRD:ON

## A BRAZILIAN HARD ROCK SMASH

“Getting out of the underground, we’re a loud pack from the South. We will make the sun go down, bring the weekend to your town”. These hook lines kicked off a successful beginning for HÅRD:ON, when the band released their self-titled debut album back in 2016.

Considered one of the best hard rock albums of the year in 2016 by Brazilian specialized rock media, “HÅRD:ON debuted in the Top League of Brazilian Hard Rock” according the Brazilian website A música continua a mesma (The song remains the same). “Passion clearly drives the band in everything they do, and when you start listening to their first tracks, you clearly see that Hard Rock is in their veins!”.

As stated by Whiplash, one of the most renowned rock websites in Brazil: “HÅRD:ON emerges in the market with great style, doing a great job on their first album and showing overwhelming love for the genre”.

Two videos marked their debut album. The sensual and artistic “Pole Dance”, featuring the jaw-dropping dancer Maruska which was released as lyric video. And the 3 yearlong footage for the song Here I am. From Japan to USA, Brazil to France, Mexico to the Middle East, the video is a globetrotting experience from start to end.

Being fans of the hard rock and heavy metal golden age of the 80s - but also attentive to the latest modern releases - these experienced musicians envisioned an unique band with top-notch songs and lyrics that would combine the cream of the crop influences from the likes of Scorpions, Twisted Sister, Ratt, Van Halen, Def Leppard, Alice Cooper, Winger, Metallica, Iron Maiden, Judas Priest, Queensrÿche, Mötley Crüe and KISS, among many others.

“It’s the kind of music that gets stuck in your head for the rest of the day”, reviewed RockBizz. With different musical backgrounds, the band blends the experience of a jazz rock drummer (Daniel Gohn), a hard rock guitarist (Alex Hoff), a thrash metal bassist player (Ricardo Bolão) and a metal/industrial lead singer (Chris Hoff) into a familiar, yet unique sound signature.

After a long time in the studio recording their second album, HÅRD:ON’s sound has been worked over with fine instrumental arrangement, tone, and powerful vocals that should get everyone excited from the get go. The band has recently released the album and official music video “Bad Habits Never Die” (2019), where they sound stronger, reaching new heights to become a hard rock icon from Brazil, and consolidate the band in the world scene.

Top rock magazine in Brazil, Roadie Crew, recommends: “Open the CD, push play, fill a glass and have a good time!”.

Rock on with HÅRD:ON!

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