

bon.ita applebum

Bonita Applebum debuts *Why Can't Love*: The sound of "today"

Many ask the question: With the rising tide of indie record releases and distinct musical genres which are replacing traditional pop music, what represents today's sound?

Just ask Nathan "the1shanti" Laskar and Shefali Kumar of Bonita Applebum how they created their first single *Why Can't Love*, and you'll see that today's sound is an output of the modern DIY creative process.

Un-alloyed passion, on-the-spot songwriting, remote recording, and international influence were all equal factors in creating the release, which is an organic blend of the duo's complimentary roots: Hip-hop and electronic dance music. Knighted by **Afrika Bambaataa**, the1shanti is poised to be one of the most influential producer/rappers of this generation. Shefali's releases on **Paul Oakenfold's Perfecto Records** and her latest remix work is quickly earning her respect as an up-and-coming singer, songwriter, and producer.

The release was written using the1shanti's unique songwriting approach - "Talk Therapy." Over the course of summer 2008, the two met for recording sessions, each beginning with discourses on the highs and lows of life and love. *Why Can't Love* is the result of one such exchange, written and produced by the1shanti, reflecting his eloquence and extensive experience in the creative process.

Inspired by the sights and sounds of New York's Meatpacking District, the two recorded vocal takes for the track in some of the city's most beloved establishments.

The single features the original track, along with two different interpretations (remixes) - *Shefali's Joy* and *Shanti's Lament*.

Bonita Applebum claims that love is all they needed to write, record, and produce the release and pose the question: If sex sells, why can't love?



Tracks:

01. Original Mix
02. Shefali's Joy
03. Shanti's Lament

Release Date: 10/10/2009

Format: Digital (lossless)

Price: \$5.99

Retailer:

<http://music.bonitaapplebum.com>

File Under: Hip-hop/Pop

Shefali's current release, *Eclipsing the Sun*, appears on Paul Oakenfold's *Perfecto Vegas*

the1shanti is currently in the studio with Afrika Bambaataa

Video for "Shanti's Lament" scheduled for production mid-October

Shefali and the1shanti appear in MTV's *The City*, and BRAVO's *Kell on Earth* - scheduled airdates January 2010

Currently booking appearances in over 20 markets nationwide

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