

The Graeme Watkins Project release new single

 By [Pasqua Heard](#)

29 Jun 2016

Graeme Watkins, lead singer of The Graeme Watkins Project, discusses the band's new single, its 'ADHD-inspired beat' and the changes it's made to its music to suit today's local music scene.

The four-man band, popular for songs like 'Bloodshot Eyes' and 'Music Affair', formed six months after Watkins left Idols in 2009 and released its first debut album, 'Corridors Of The Mind', in 2011. The band's highlights include performing for Seymour Stein and the management of Lady Gaga and Foster the People at MUSEXPO in 2012, recording with Jeff Blue, and performing at Joburg Day in 2014.



ADHD-inspired beat

"Growing up, I was diagnosed with ADHD and dyslexia," explains Watkins, "I had a lot of remedial problems, which resulted in me having a keenly developed ear. This led me to the performing arts. I think we're all a little ADHD in the band and, for this reason, our performance is quite haphazard. ADHD is just a fuel for a very creative fire."

Watkins explains that The Graeme Watkins Project differs from other bands in the way that it prioritises the visual along with their sound. "We offer an utterly dynamic live performance, as we believe music is as much a visual thing as a sonic thing. We aim to show the public the effort we put into our music."



Love wins

Five years after forming, a short sabbatical and some big life changes - such as marriage and fatherhood for some of the members - the band has released a new single: Love In Abundance. According to Watkins, the lyrics were inspired by the desire to embrace childlike freedom and to remind the world that love wins.

“We all know that feeling when responsibility stands there at the bottom of the bed with its arms folded saying you need to go to work now, pay bills, organise insurance, and so on. Kids, on the other hand, don’t have a worry in the world - they’re not tainted by the world. What the world needs right now is that freedom and abundant love.”

The Graeme Watkins Project fan base, which has grown with the band since it started, includes “roughly 50,000 Facebook users, mostly aged 25 to 30”. “We’ve changed our sound to take on a more modern-day indie/pop approach. We are aiming to grow our fan base to include the younger generation and will be producing more radio-friendly music. For instance, our next single is straight up, unapologetic pop.”

The band will be releasing single by single and also hopes to go on tour to Germany and the UK later this year.

Local really is lekker

Watkins comments on the changes in the local music scene since the band started. “It’s sad to see that so many venues have closed, because live bands have become unaffordable. However, I think the recent change in quota allowing for more South African music to be played on radio is fantastic and is currently generating noticeable foot traffic in venues. Hopefully now we’ll start seeing venues open their doors again. Also, thanks to the quota, I get to hear bands I would have never heard otherwise.



Watkins concludes with some food for thought: “I think people in South Africa should be proud of local bands. Having toured many countries, I have come to see that our music scene is really good - if not better! People need to appreciate this and take it seriously. ‘Local is lekker’ shouldn’t be pitied, but should rather be said proudly.”

Find out more about The Graeme Watkins Project:

- [Website](#)
- [Facebook](#)
- [Twitter](#)

Buy Love In Abundance on [iTunes](#)

ABOUT PASQUA HEARD

Communications Associate, DGMT

- Exploring *Form and Function Part Two* with Gangs of Ballet - 11 Nov 2016
- Richard Sturton releases 'Middle Ground' - 10 Oct 2016
- Journeying with Tresor - 13 Sep 2016
- Spend a weekend in Tulbagh - 7 Sep 2016
- Back to basics with Timo ODV - 2 Sep 2016

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>