



**PRESS KIT**

**SENBEÏ - TÖITSU  
OUT NOVEMBER 27TH**



# TÖITSU

**A SENBEÏ COLLABORATIVE PROJECT  
ALONGSIDE 500+ FANS  
CREATED DURING LOCKDOWN**



# TŌITSU

« The fans were also invited to propose titles for the album and graphic proposals ... TOITSU - unification in Japanese - were chosen by the members, to represent this work common »

While on lockdown, Senbei exchanged a lot with his fans on social networks, offering them a collaborative project.

From these discussions a dedicated Facebook group has been created on which his fans proposed ideas, arrangements and instrumental interpretations.

So many possible inspirations that allowed Senbei to then play the conductor, composing new titles based on these exchanges.

The fans were also invited to propose titles for the album and graphic proposals ... TOITSU - unification in Japanese - as well as the work of Adrien Waterlot (a fan) were chosen by the members, to represent this work common.

**DOWNLOAD PRESS KIT  
& GOODIES !**



*Follow the discussions on the Facebook group*



## SENBEÏ TALKS ABOUT IT :



« This project was launched during the 2020 lockdown. Like a lot of people, I found myself stuck at home, no more work, no more touring.

I wanted to take the opportunity to launch a collaborative project by appealing to my fans via social networks. At first, I just imagined doing a song, picking from their ideas, a sample here, a guitar take there.

I didn't think it would take on this magnitude. We quickly reached more than 500 people on a dedicated discussion group. And then it all got wrapped up.

4 months later, Toitsu was finished.

It wasn't just music, but also incredible general goodwill, good mood, lots of support, sharing, dedication and humor. All of that helped me orchestrate this happy mess in record time.

«TOITSU» means «Unification» ; Without those who participated, this album would not exist. »



JUNE 3RD : SENBEÏ PRESENTED THE CURRENT PROJECT

# SENBEÏ : BIOGRAPHY



**Senbeï is a prolific beatmaker and producer, a videographer and a film buff passionate about Japanese culture.**

For more than 10 years he has produced a unique Hip-Hop tinged with Asian sounds and electronic textures. **Half of the duos [Smokey Joe & The Kid](#), [Al'Tarba x Senbeï](#) and [Slumb](#), he has accumulated more than 80 millions streams on his various projects, hit the stages of the whole world, including some of the biggest European festivals (Sziget, Solidays, Boomtown , Garorock ...)** and still found the time to

make live arrangements for Deluxe and Chinese Man.

Trained at the classical guitar conservatory, Senbeï (Hugo Sanchez) discovered computer music in the early 2000s during the heyday of the NINJA TUNE label, while living in Montreal (Canada).

When he returned to France a few months later, he composed his 1st album TROUBLE TOYS which will be one of the 1st releases from the Banzai Lab label, in 2008. He will remain loyal to the Bordeaux label ever since.

Without abandoning his Senbeï project, he formed with Matthieu Perrein (founder of Banzai Lab), in 2010, the duo Smokey Joe & The Kid, whose success will go far beyond the borders of France.

**In 2018, he teamed up with beatmaker Al'Tarba for the Rogue Monsters project which will be released in 2019 on Banzai Lab.** At the same time, Senbeï created another duo, SLUMB, with pianist Julien Marchal, with whom he released during lockdown a 1st EP "Reset".

Extremely active, he succeeded between all these projects, to make arrangements for Chinese Man or Deluxe, to compose for a 90-minutes documentary on judoka Teddy Riner (prime time on french national TV) or for commercials (Apple, Engie, Ubisoft ...).

**Senbeï is a geek par excellence** : a gamer, he collects retro and, preferably, rare video games. He spent a few weeks in the world top 10 in Mario Kart and his fridge is a giant Game Boy. His library is crumbling under manga books and figurines from them.

His passion for Japan reached its peak when he moved to the Land of the Rising Sun in 2017 to record his album Ningyo. There he will notably record - consecration - a collaboration with the Japanese MC ShingO2 (who signed the soundtrack of the cult anime Samurai Champloo).

LISTEN & FOLLOW SENBEÏ :



# TRACKLIST



PRELUDE

ON LOCKDOWN

FEAT. MISCELLANEOUS

MAFUBA

ANIKI

STORMING IN THE CASTLE

FEAT. MISCELLANEOUS, YOUTHSTAR, ILLAMAN & DJ NETIK

NAONED

TŌITSU

FEAT. YOSHI DI ORIGINAL, BEZAH MIYAGI, SPECTA & DJ KENTARO

REMEMBER

LUNCHBREAK

WOLFPACK

FEAT. DJ NIXON, L.ATIPIK, DJ DINO, SALIGO & GROOVE SPARKZ

YOU'RE FINE

UR LOVE

ISSHO

# A PRE-ORDER THAT BLEW EVERYTHING



## «AKA» EDITION

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The AKA edition, with its marbled red vinyl, limited to 200 copies, was sold out in just two hours on the Banzaï Lab Bandcamp.

## «KURO» EDITION

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The KURO edition is still available in pre-order on the Banzaï Lab shop.



In an *ethical and economic* approach,  
Banzaï Lab now manufactures its vinyls in France,  
in the Breton factories of M 'Com' Musique.

TŌITSU is the first project that begins this new collaboration !



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RESEAU DES  
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