

## Mp3 Moka - Time Is Now



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"The New Generation of Original Philly Soul" 14 MP3 Songs URBAN/R&B: Soul, URBAN/R&B: Philly Soul Show all album songs: Time Is Now Songs Details: VITAL AND COMPELLING -- Carol Denker, The Spirit /// MOKA's "Time Is Now" (4Your Records) represents a new generation of original Philly Soul sound, but borrows heavy influences from hip-hop and jazz. -- Deesha Dyer, Philadelphia City Paper /// The definition of "motivated" is being re-written by Pauline Houston and Robb McCall. MOKA is a 3-year-old project they began together. "I think he is the best guitarist... he can really make a guitar sing," Houston boasts. They create a funky and psychedelic take on the classic Philly Soul sound. The songs take on a political edge, tackling subjects ranging from the injustices in the aftermath of Hurricane Katrina to inner-city violence. Their songs begin as politically laced soul and slowly transcend into psychedelic riffs where the political message is reduced to a single phrase, repeated rhythmically in tandem with the guitar and percussion. The effect is powerful and provocative on more than one level, engaging the thinking mind as well as a raw appreciation of musical beauty. -- Brian Rademaekers, North Star With a socially conscious edge, urban soul juggernaut MOKA produces cool grooves and fluid sounds with strong songwriting at its central core. Sultry vocal powerhouse Pauline Houston presents a style that many attempt but few achieve -- bringing a new plateau for the new Soul movement. This is the real thing, taking you from smoky smooth ballads to edgy incantations of sistergirl soul. Guitarist Robb McCall lays out the luscious web of velvet sounds that beckons you with funky, fiery vibrations of rhythm and melody. McCall plays rhythm and lead guitar with a fluid versatility and a uniquely emotional style. MOKA's recordings feature McCall's innovative and exploratory production. Recorded and mixed at his Charging Bull Studio in Philadelphia, his arrangements set the songs in alternate atmospheres which reveal their true beauty and honesty. MOKA's live show is a spectacle to behold and a genuine

adventure. Lay back and enjoy the ride that grooves you and feeds you, saying Drink me! Smoke me!

The MOKA sound is influenced by The Classic Philly Soul sound, the Motown Sound, Marvin Gaye, Mahalia Jackson, Curtis Mayfield, Gladys Knight, Acid Jazz, Hip-Hop, and on and on. MOKA is coming up from the roots... brewing and blending a new sound for new times. MOKA SMOKES!

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