

# SONIC BOOM

## PHILIPPINES

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Like an explosive sound causing strong shock waves, Sonic Boom Philippines has become one of the biggest premier rock music event group in the country.

Starting out six people sharing the same passion and vision for the music industry, Sonic Boom is a community that supported artists like Urbandub, Faspitch, Ambassadors, Hilera, Typecast and Dicta License.

The idea was born in Cebu- crossing seas and making its way to the National Capital Region was a risk. But with passion, dedication and hard work, Sonic Boom created a platform for bands to perform

and interact with their audience. They established a following that yearned for more. This prompted the growing team to venture into other media, like fashion and lifestyle with Built By Sonic and the Internet with Sonic Pill.

The Built By Sonic retail store in Eastwood, Quezon City imbibes the Sonic Boom lifestyle. The store offers merchandise from both local and foreign brands. It is also one of the best places for band merch! It is a place where you can show your love for music by wearing it loud and proud.

The store is also the inspiration for Sonic

Boom's weekly online audio livestream "that will rock you socks off" that is Sonic Pill. It features music from alternative, rock, punk to metal and from artists that you will find in the Built By Sonic shelves. Full of well-researched content, the show is hosted by former NU 107 DJ Jewel Angeles.

Sonic Boom has celebrated six years of existence last August 24 and 25 at Area 05 along Tomas Morato.

Kaloy Uypuanco and Alex "Phat Boy" Lim retell the group's history, inspiration, vision and how they plan to make all the good things to "Not To End".



**How do you introduce Sonic Boom?**

"Sonic Boom Philippines is the biggest premier rock music event group in the Philippines. We make and promote rock music locally, nationally and around Asia. Plus, we manage Urbandub."

Trust me, that works every time! Most (people) in our music community kind of compare us to the local version of Warped Tour. It's a dream for us to be part of that one day.

**What is the inspiration behind Sonic Boom Philippines?**

It was built by the foundation to promote a certain type of music (niche) and the DIY (Do It Yourself) concept bands that had the potential to go beyond what is expected by the usual music audience. It was cut above the rest and didn't follow the rules of what was the norm. A true underdog story, just like the band that carried the flag when it was started, Urbandub, was the influence of how we started the group: captivating music plus street credibility. As a group, we aim to have the same goals with a genuine passion to uplift the music scene. It was a music community that became a platform for independent artists.

We wanted to create a music community that, number one, is a music fan base community; that our production will or can interact with our followers; that we can cater to their needs and bring them music that we can share. Number two, to put a brand in bands out there that are

not heard of yet but really has a potential in the scene. We serve as a platform to some bands that share the same vision as ours.

**How did it start?**

We already built a small music community in Cebu in 2000 but when we decided to move to Manila with Urbandub in 2005, we felt the need to create a production so that we can push Urbandub more, as well as look for bands that was at the same par with what we strived for when we were starting out. With those, we were on the hunt for bands that we can have Urbandub play with. From then on, with passion, dedication, and hard work, six years down the road, we are now one of the most recognized groups in the region, as well as in the country.

**Who were the people involved?**

I started it with a handful of volunteers who were also passionate about making a dent in the music scene. They were doing their own music events and managing start-up bands so I invited them to join the team. There were six of us then: Gen, Aspen, Claude, Casas and Jay in Manila. I already had Ralf Gonzales working for me from Cebu.

**How do you "market" Sonic Boom?**

We basically do not "sell" Sonic Boom per se. We sell it through the bands we work with. With that said, we carefully choose the bands that we want to work with. It's like a partnership. We work

with big bands, as well. To sell, that is easy, because the band already has a following. We normally work or would like to work with smaller bands or start-up bands. Like I said, it's a partnership. So with our existing brand, and following and with their hard work, we can make things happen, marketing the event and the band will come easy. It's a trade secret, what work we put after.

**And how do you reach beyond your target market?**

If it's just outside our target market, we normally make them listen to the band roster that we have. That's the main reason, from time to time, (that) we make CD Samplers and distribute them for free during gigs or when you purchase something from our shop. We also include small acts with our big acts line-up in some of our shows so they (small acts) get heard. Or we let those bands play for other productions. We are not a "lock-out production" like other people think we are.

To the non-believers, I'm sorry to say this, but we do not waste our time with them. If they do not like the music that we share, we are cool with that. We never force (our music on) anyone. And we are not fond of wasting our time and anyone's time.

**How much does the foundation of Sonic Boom has to do with the state of the music industry?**

To be honest, we never really thought that we could create the same movement that we had in Cebu; that we can put an



influence in a place that we are strangers to. It was founded to have a back end support for UrbanDub and the first few bands like Faspitch, The Ambassadors, Hilera, Typecast and Dicta License that were with us. I guess we were placed in the right time, those bands share the same vision and passion that the need to uplift the music scene was apparent and our followers were also there with us and it just grew every bar gig that we went into. From then on, we just never stopped. Our foundation was actually built by our growing followers because we saw that there was a demand.

**What do you love about the music industry?**

This is a very hard question! It's a love and hate relationship. The music industry is shifting in more ways than

one. The new music followers are at times unpredictable and because of the Internet, music became global. In terms of bands, our competition is not only the local bands. We already consider foreign bands as competition. It is apparent. Take for example the influx of foreign concerts here. Fans save up and pay more for those concerts rather than for our own local gigs. What we love, though, is also what we hate: the Internet. Because of that, our market also became global. We can now market our bands beyond our shores. We now have a bigger audience. Doing a US Tour is now very possible. Joining music festivals in countries like Australia, Singapore, Indonesia, etc. is possible.

**How does Sonic Boom, as a movement, see the Filipino music industry?**

Let's just focus on bands or the independent rock scene. We see it that it's revolving constantly. Bands now understand where we are and what we are up against. Which is good, so that bands work harder now. They really don't rely too much on (the) management to work hard for them.

**Is it different from what you personally want to see?**

It is really not different, it's just more challenging. Challenge is good. We actually expected this when we saw where the Internet is going. It's good so that bands can really understand what "independent" means. Production and



bands can work hand in hand now to create marketing solutions for their music career and our community. All the tools are available. It's just up to the band to make it happen.

**Tell us about Sonic Pill.**

It started as an idea to promote our retail shop, Built By Sonic. We sell local and international brands and bands merch(andise) as well. Because of these foreign band merch, we decided to come up with a show to promote these bands that we are selling, because these bands are not being played on commercial radio. So we are putting it out there. It's not only that we are promoting the bands, merch and shop, we are also connecting to these bands, their productions and management, as well. We are actually building up a network that hopefully, we can use in the future. Band exchange, perhaps?

**Who came up with the idea?**

Alex "Phat Boy" Lim. He does nothing but come up with ideas and solutions for the music industry.

**Who are involved in the production?**

Alex "Phat Boy" Lim and Angela Prats do the research, music and info. Jewel Angeles is the host.

**How do you come up with material?**

We research, but mainly it's the taste in our music. From alternative, rock, punk to metal, as long as it is in our range of type. This includes also a research on their merchandise. Actually, music comes first, then merch for our store. Once we lock in on the band, we contact them.

**What are the biggest accomplishments of Sonic Boom so far?**

For still being here and alive for the last six years!!! It was never easy. That's probably the biggest accomplishment. Working with music is never easy. You must have the right love and passion in doing this because without those, you can only work as far as you can. We are on our sixth year now! We celebrated our sixth anniversary last August 24 and 25 at Area 05. All our gigs, small and large, are all accomplishments that we share with our production, the

bands, and more importantly, with our loyal fans.

**What more do you want to achieve?**

To not end what we are doing! Of course, we want to be bigger but for now, we just want to achieve "Not To End", you know, just to continue what we are doing.

**Your future plans?**

We plan to have a US Tour, like a Sonic Boom US Tour, since we already have band contacts already in the US. We have done South East Asia (tour) already.

**Which songs would be included if Sonic Boom has a playlist?**

URBANDUB "Gravity", THE AMBASSADORS "Chaotic World", FASPITCH "Escape", HILERA "Rhyme Without Reason", TYPECAST "Bright Eyes", TAKEN BY CARS "December 2 Chapter 7", DECEMBER AVENUE "City Lights", THE LINE DIVIDES "In Between", JEJAVIEW "Paperskin", DROP DECAY "I Wanna Touch You So Bad", SALAMIN "Naked".