





# BIO /

"Hatched in the whirlpool of New Wave 80's, who could forget these two standards: "Never come back" and "Pussy X" ? A full voice, singularly articulated and embroidering on a carpet of drum machines and synths. Suddenly, this duet pierced the gloomy landscape of French Rock. Major French Music critics; Rock & Folk, Best, Liberation multiplied dithyrambs. Everyone would have to deal now with this two-headed new-wave combo, called KaS Product".

---

He is called SPATSZ. This former psychiatric nurse born in Nancy (N.E. of France), devoted all his free time to synthesizers. January 80 – he has refined his skills as an instrumentalist – and decides to found KaS Product alongside his female accomplice and instigator.

Her name is MONA SOYOC. Born to Argentinean immigrants in Stamford, Connecticut, USA, she began her musical journey by interpreting Jazz Classics in clubs. Keyboard, guitar, she infuses a feline grace, a welcoming swing into the electro-cold world of KaS Product.

---

In April 1980, our duet releases their first EP called "Mind". Recorded on a two tracks tape machine, this self-produced vinyl sold over a thousand copies in two weeks... In September 1980, they renew the experience. A second EP "Take Me Tonight" establishes them firmly in the panorama of French media.

In March 1981, the famous band "MARQUIS DE SADE" invites KaS Product to tour with them in major cities: Paris, Bordeaux, Dijon, Lyon, Annecy, Marseille, Metz, Nancy, Strasbourg, Rennes... The French youth discovers with delight this binomial from the north-east of France.

February 1982, KaS Product auto-produces their first album: "TRY OUT" (recorded in Switzerland) and signs with RCA. The critics are unanimous! Quote: "This is the true music of the 80s". From here on, in the flood of Anglo-American productions, France is no longer ashamed of its craftsmen-musicians. Spatzs's unbridled sequences, the tense guitars and virtuoso inflections of Mona's voice suddenly fill the gap, this lack of creativity that seemed to condemn France to a fossilized silence.

The album's promotional tour is launched by a live concert broadcast on the National Radio "France Inter". Soon, the reputation of KaS Product crosses the Channel and England succumbs. Melody Maker, New Musical Express, Sounds, ZigZag are celebrating their British concerts. The appointments succeed abroad: Holland, Belgium, Germany, Austria, Switzerland, Italy, Spain, Denmark, Japan... KaS Product exports it's repetitive flavor; infectious and tight... the expression of a hypnotic and controlled electro-cold jolt.

"BYPASS", the second album, confirms the promises of our duet. Recorded in New York at Sorcerer Sound Studio, it is released in April 1983. The event will be followed by a European marathon tour which ends in Paris's theater "Le Bataclan" heated by white-hot crowd. KaS Product has also had the opportunity to perform on stage at the "Danceteria" in New York, in front of an audience deemed tough but soon conquered.

In 1985, KaS Product releases the Maxi Single "Shoo Shoo" on their own label PUSSYDISC distributed by Musidisc AZ.

In 1986, "EGO EYE", the third album, is recorded in Brussels at ICP Studio.

The kick off of their tour starts at the "Jazz Pulsations Festival" in Nancy, town of their debut in front of a frenzied crowd. Amongst other audio-visual appearances, in 1987, an exclusive documentary is made for the French TV "Les Enfants du Rock".

In 2005, KaS Product reforms for two concerts, honoring the invitation of Belfort's Festival "Eurockéennes" and Pigalle's theater in Paris "LA LOCOMOTIVE".

Over the years, several songs appeared on various CD compilations throughout the world, including a cover of "So Young but So Cold" by Charlie Winston in 2010 for "Nouvelle Vague".

September 2011 >>> KaS Product reunites for a concert at the Festival "Porte VI" in Nancy.

The reaction of the public inspires KaS Product to get back on the scene.

MONA SOYOC's and SPATSZ's KaS Product albums are re-issued today and remain an essential reference, visionaries in the vanguard of the NEW-WAVE movement.



# GIGs / KaS Product 2012-13-14-15

2012 >

28 September @ (FR) Ososphère Festival  
29 September @ (FR) MARSATAC Festival  
31 October @ Pize (IT) - Wardance Festival  
03 November @ Berlin (DE) - Dropdead Festival  
07 November @ Bordeaux (FR) - I-Boat  
09 November @ Bruxelles (BE) - Fantastique Night, Magasin 4  
10 November @ Bologne (IT) - Moonlight Festival (TBC)  
13 November @ Lille (FR) - L'Aéronef  
14 November @ Paris (FR) - La Machine du Moulin Rouge  
23 November @ Marseille (FR) - Poste à Galène  
24 November @ Annecy (FR) - Brise Glace  
28 November @ Nantes (FR) - Stereolux  
30 November @ Lyon (FR) - Transbordeur

2013 >

02 February @ Saint-Etienne (FR) - Le Fil  
21 February @ Saint Jean de Vedas (FR) - Salle Victoire 2, Festival Montpellier à 100%  
22 February @ Nice (FR) - La Station  
23 February @ Châteauneuf de Gagne - Akwaba  
23 March @ Genève (CH) - Festival Electron  
05 April @ Laval (FR) - 6 par 4  
06 April @ Brest (FR) - Cabaret Vauban  
12 April @ Bourgoin-Jailleux (FR) - Festival Electrochoc  
20 Juillet @ Miramont de Guyenne (FR) - Fest. Abracada'sons  
21 September @ Paris (FR) - La Maroquinerie  
16 October @ Nancy (FR) - L'autre Canal, Festival Nancy Jazz Pulsations  
18 October @ Valence (FR) - Le Mistral Palace  
19 October @ Mulhouse (FR) - Le Noumatrouff  
25 October @ Bourges (FR) - Emmetrop  
06 November @ Paris (FR) - ARTCURIAL

2014 >

06 February @ Lorient (FR) - Le Manège  
07 February @ Rennes (FR) - L'UBU  
08 February @ Trévoux (FR) - Festival "Parenthèse"  
14 June @ Metz (FR) - Les Trinitaires  
03 July @ Paris (FR) - Le Point Ephémère (Agnès. B)  
05 July @ Cluses (FR) - Festival "Musiques en Stock"  
11 October @ Brussels (BE) - Magasin 4  
03 Décembre @ Paris (FR) - BATOFAR  
04 Décembre @ Rennes (FR) - TransMusicales  
05 Décembre @ Bordeaux (FR) - I-Boat

2015 >

12 February @ Marseille (FR) - Le Poste à Galène  
14 February @ Toulouse (FR) - LE METRONUM  
27 March @ Paris (FR) - Le Petit Bain (Disorder)  
23 April @ Hyères (FR) - Villa Noailles (Chanel Festival)  
09 May @ Lausanne (CH) - Les DOCKS (Dolce Vita)  
24 May @ Leipzig (DE) - WERK 2 (Gothic Festival)  
06 June @ Charleville (FR) - Le Forum  
12 June @ Liège (BE) - La Zone



# PRESS /

*KaS Product  
Try Out [Remastered]  
by Hunter Felt*

*If the post-punk revival has done anything positive, it has allowed for the reissue of forgotten new wave records from all over the world. Certainly French new wave pioneers KaS Product's Try Out is not as important and earth-shaking of a re-issue as Gang of Four's recently reissued Entertainment!, but it is a fascinating album that doesn't quite sound like anything else, a document of a sort of mutant strand of new wave that never really developed into anything popular (but, strangely enough, anticipates the lo-fi punk electronics of the now-forgotten electroclash movement).*

*Try Out has been out of print since 1982, so you're forgiven for never hearing about them (particularly since the album never had a domestic release in the United States). KaS Product was the result of a meeting between American jazz singer Mona Soyoc and French electronic musician Spatsz. The results of the meshing of these two styles is evident right from "One of a Kind", the lead-off track. Soyoc's breathy and convoluted cocktail jazz vocals contrast starkly with the bare-bones, out of control drum machines that Spatsz places behind her. At first, the two elements don't quite mesh, but Soyoc changes from breathy chanteuse to raging punk singer in the frantic chorus, shrieking "shake everybody, EVERYBODY SHAKE" as if it were a life-or-death order.*

*Spatsz's dedication to making his machines sound like machines provides the key for KaS Product's unique sound. Where other bands of the period were trying to get slick, catchy pop sounds out of synthesizers, Spatsz was interested in getting the most purely mechanical noises out of them. The drum machines are stark and high up in the mix, and the keyboards are regulated to making unsettling noises, never acting as piano substitutes. KaS Product also incorporates a lot of guitar into its songs, but they too act more as a rhythm instrument in a way that points the way to the creation of industrial music.*

*It is Soyoc's show, though, as her unique combination of jazz and punk vocal styles helps elevated KaS Product from experimental noise rock into strange, disturbing pop music. On "Countdown", a character study of a mental breakdown, her voice crackles with raw emotion that few other singers could manage to sing with while hitting every note perfectly. Even during the spoken word portion of the song, she cannot stop twisting every vocal for maximum musical impact: "She believes she was never meant to live in these times / Well one day they took her away, they said she was ILL." On the bizarre story-songs "Underground Movie" and "Pussy X" she takes on the voices of several characters, as Spatsz's mechanical beats highlight the action. "Pussy X" is particularly deranged, a Residents-inspired trip into weirdness that features Soyoc playing the role of a angry cat and her owner, who, at the end of the song, gets aroused by her cat's vicious clawing. Despite the fact that the song features Spatsz's most traditional use of the synthesizers on the album, it's difficult to describe "Pussy X" as an actual song.*

*Not that Try Out doesn't feature some great tracks. "So Young and So Cold" is the closest thing to a real pop song on the album, and "Never Come Back" is a vicious punk rock number that showcases Soyoc's wailing abilities. Mostly, though, the songs find the right balance between songwriting and experimentation. Their definitive song might be one of those bonus tracks compiled from the band's EPs. The addiction profile "In Need" is a combination of a lumbering Hardcore Devo-esque instrumentation featuring the same simple melody being played by a guitar and then repeated by a creepy bass-like synthesizer blare, and a dazzling performance by Soyoc, using her jazz background to turn each individual line into a song to itself. It's simple, yet it's complex, which is about how I would describe KaS Product itself. They were less ahead of their time than entirely disassociated from it, and it is well worth a listen from the sonically curious. Hopefully the Try Out won't remain out-of-print for another 20-some year*

**KaS-** PRODUCT