

Press Kit

ILA ~ I LOVE ASSOCIATION ~



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ILA ~ I LOVE ASSOCIATION ~

ILA ~I Love Association~ defend universal human and artistic values. We support the causes, the personal development and the voices of women artists from all over the world and men artists, contributing to their promotion within the reggae musical culture; by transmitting this one, and those of all musical styles that is inspired by it. We save the techniques of musical diffusion which happen to be in the pure Jamaican tradition and we work daily to continue its transmission.

Some of our actions also serve humanitarian causes, the aim being to fight against exclusion and for peace; to foster social ties, access for all to culture, artistic expressions and to participate in social animation-cultural of places.

ILA is also the Love of music, of its sharing and of its diffusion. It is the Love and support of artists by bringing them together to sing with us. And it's also Universal Love For All making people vibrate and dance with Love.

Born of the ~ I Love Sound ~, ILA is founded by ~ Selecta Kty ~, a professional artist from several bands. The association is governed by the law of 1 July 1901 and the decree of 16 August 1901 and was created in 2019. His team, involved members constitute a dynamic and committed team.

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In this Press Kit, **ILA ~ I Love Association ~** presents in detail, its activities and artistic performances can be proposed to all types of structures organizing musical events.

ILA ~ I Love Association ~ is:

- An **International Web Radio Station ~ I Love Sound Radio Show ~** broadcasting a quality music program every day.
- A **Media Partner**, offering media coverage to music and festival events.
- **Un Sound System**, hosting evenings, parties and/or festivals.
- A concept of the Sound System ~ **Original Women Foundation ~**, created to represent the voice of the world's women in the roots, reggae movement, among others.
- A music production label ~ **I Love Sound Production ~** producing artists of all nationalities and women.
- And **Humanitarian Causes**.



BIOGRAPHY



Selecta Kty is an activist in the reggae music movement. Passionate about reggae, roots, ska, rocksteady, rub a dub, digital, dub, soul, jazz, hip hop, funk, afrobeat and world music sounds; she begins by collecting vinyl and organizing parties. Kty has been representing the Women's Reggae with commitment for more than 15 years and is the founder and director of the **ILA ~ I Love Association** ~ created in 2019.

In 2001 Kty founded the **Sound System ~ I Love Sound** ~, composed exclusively of women. At turntables it is itself that we find like Selecta Kty. It mixes mainly in vinyl, in the pure tradition of the Jamaican sound system, on artisanal sono in the pure English roots reggae dub spirit thus safeguarding the memory of the roots foundations as well as in the mood of reggae music. Kty also adapts by also mixing in Controller during artists' shows or private evenings.

The beginnings of Selecta Kty went well. She tells us: ‘ At the creation of the Sound System ~ I Love Sound ~ almost 20 years ago, there were, in most sound systems, only men. An environment rather closed to women and sometimes aggressive a few years ago.

Not being the style to have to struggle or fight to play, Kty opted for the creation of his movement to feminine in order to be able, among other things, to exercise his passion-craft, in all serenity and integrity. Finding it essential that the voice of women be represented, this is also why the feminine concept of its sound system the ~ **Original Women Foundation** ~ was also founded in 2001 to represent and promote the voice of women from around the world. Indeed, in his early days Kty met many women of all backgrounds and backgrounds, who regularly came to sing at his organized evenings. This gradually consolidated the group, which allowed the concept to be created, to evolve its missions, which beyond the musical love that Kty carries them, is a real commitment.

Subsequently, this consolidation contributed to the discovery of several feminine talents and today Kty broadcasts, represents and produces also men artists.

When the sound system ~ **I Love Sound** ~ moves, Selecta Kty is on a mission. It animates and mixes by spreading real messages of peace, love and hope and also making demands to awaken consciences. These positive and conscious messages are shared in good vibrations With and For an audience of all backgrounds, backgrounds and ages. From its turntables Kty transmits and sustains all the musical cultures of the world, their positive and sunny energies, bringing people together and making them dance and vibrate with Love.

Because it has proven its worth in this field, Kty is recognized and respected, and its sound system has been running for nearly 20 years. Today she continues to perform on stage during festive events, in evenings, parties or in showcase, in France, in Europe and in Africa, with various francophone artists, European or international.



BIOGRAPHY



In 2010, Kty began a radio experiment by producing musical programs and interviews with artists for various media. From this rich experience, in 2018 she founded her own international web radio station ~ **I Love Sound Radio Show** ~ engaging a partnership with Godjo Tv. Kty herself is the facilitator and programmer. Diffuse its sound system. Radio broadcasts universal powerful messages of reggae music culture and all other musical styles inspired by it. It broadcasts international artists, produces weekly theme shows or specials, interviews with live artists, and rebroadcasts sound system lives or concerts as well as special sessions with which it can continue to share with its listeners, its good musical vibrations.

During his special programs, Kty regularly invites french and international artists like Queen Omega on his last European tour. On the Radio, we met local artists such as Fefe Typical, Neg Lyrical, Rara Fonpanie, Strarika D, Professor Liv High, Dan Bawakaz, Daddy Clean, Difanga, The Tuff Lions, as well as Jamaican artists such as King Kong, Trevor Junior Culture, Ras Daniel Ray, Ganja Tree, the English DJ Mix Master G, and DJ Iceberg of sound Stone Love or Llements, the artists of Jah Defender, Mark Cupidore of Trinidad and many others. With Kty, we never get bored; freestyle, good understanding, good mood, peace, sharing, joy and respect are always at the meeting of his interviews.

As the experience of Kty has evolved, it has expanded its radio activity with its partners and provides media coverage as a Media Partner for musical events and festivals.

Selecta Kty is also Producer and its association ILA is composed of a music production label, the ~ **I Love Sound Production** ~ which has produced, among others, a compilation series of “Old Timer Riddim” featuring 12 reggae ambassadors including legendary Judy Mowatt, Queen Omega, and Tamika. Then “Revolution Riddim”, where more than 14 female voices are gathered, including that of Della Grant, as well as “Riddim Rub2dub”, where we find different artists from the national and international reggae scene.

2020 is a special year in which Kty wishes to deepen one of these projects, currently under way, which is to work against exclusion and for peace; to foster social ties, access for all to culture, to the artistic expressions and to participate in the socio-cultural animation of places in Africa. More specifically in Lagos, Nigeria, where she would like to build a home school structure for children and reception center with learning workshops for disadvantaged youth. Being able to give them the chance to learn with basic education and psycho-social support is a feasible dream that Kty, her associates, ILA ~I Love Association~ and its member members wish to make possible.



RADIO ~ I LOVE SOUND RADIO SHOW ~



Enriched by her past radio experiences, Kty is the founder, host and programmer of the Station Web Radio International ~ I Love Sound Radio Show ~ Live & Direct, which she created in 2018.

~ I Love Sound Radio Show ~ broadcasts Reggae music such as Roots/Ska, Rocksteady, Rub a Dub, Digital, Soul, Jazz, Hip Hop, Funk, Afrobeat, African and world music.

The Radio produces mainly musical programs with a cultural and social tendency or theme with weekly programs determined and enriched by the invitation and regular interview of local or international artists and, rebroadcast lives of sound system or concerts in a state of open mind, discovery, sharing, unity and respect, where good understanding, good humor, peace, sharing, joy, and demands are always present.

It also acts as an independent radio station as Media Partner to cover music and festival events with our partners Godjo.tv and Alternatév as well as active and dynamic partners.

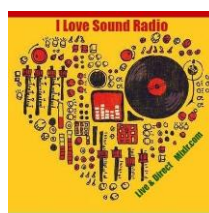
~ I Love Sound Radio Show ~

Every day from noon to midnight, without any advertisements with : Mixlr.com

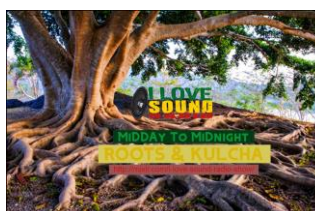
Link : <http://mixlr.com/i-love-sound-radio-show/>

Contact : ilovesoundradio@gmail.com

Profile : <https://www.facebook.com/I-Love-Sound->

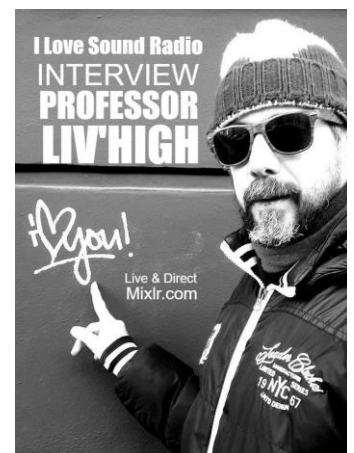
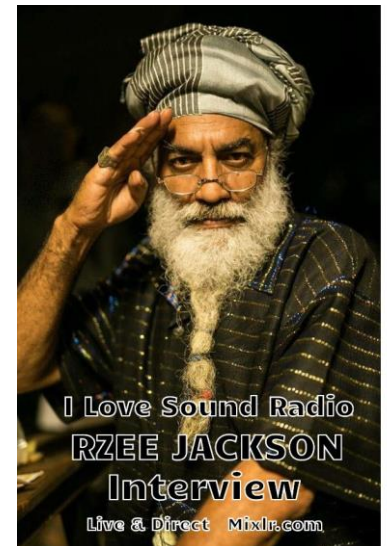


~ I LOVE SOUND RADIO SHOW ~ WEEKLY PROGRAMS



~ I LOVE SOUND RADIO SHOW ~

INTERVIEWS OF ARTISTS & SPECIAL



~ I LOVE SOUND RADIO SHOW ~
REBROADCAST LIVES SOUND SYSTEM & CONCERTS





MEDIA PARTNER

Our ~ **ILA association** ~ offers music and festival events a collaboration of Media Partner for pre, during and post-event media coverage with our partners Godjo.tv and Alternateev as well as relevant, active and dynamic partners.

For this, **1 month in pre-event**, and in advance agreement with the organization concerned, the radio ~ I Love Sound Radio Show ~ communicates every day by broadcasting ads and news. Makes special shows including one - Game Contest - in order to win, for example, 1 Pass entry.

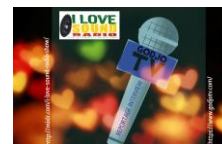
On our various social networks we regularly promote the event banner(s), the official announcements of the Line-up or any other media of the event concerned to promote it as much as possible in public sharing.

During the festival, our active team of 2 or 3 people minimum (photographer, assistant technician and radio host) performs theme shows by making reports with excerpts from concerts or sound system live, enriched by recordings of spontaneous interviews with the public and people from the stands or animating workshops, as well as artists, especially women and present on the line-up. And then, from the wise eye of the responsible photographer, we capture and immortalize the sometimes unusual moments of the event.

In post-festival, we continue to communicate with our field media feedback, by broadcasting on our social networks the best of our photographic photographs made, by sharing videos made or other types of recurring announcements from the event's Media service. We also program special radio broadcasts commenting on the event and containing recordings of concert excerpts, sound system and interviews made during the event and in agreement with the organization.

Through this partnership, we bring to the event or festival, an additional media opportunity to make its message heard and disseminated and to make it discover as much as possible to a French, European and international audience.

To name just a few, in 2019 we partnered with the Bagnols Reggae Festival, at the Béguefest in France, and in 2017, it was an incredible experience that we experienced by partnering with the European Reggae Festival the Rototom Sunsplash in Spain.





SOUND SYSTEM ~ I LOVE SOUND ~



~ **I Love Sound** ~ is a sound system based in France in Paris. It was founded in 2001 by Selecta Kty who mainly plays roots reggae dub sounds, as well as all other reggae styles such as ska, rocksteady, rub a dub, digital, and even soul, hip hop, funk, afrobeat and world music for special parties.

Selecta Kty mixes mainly in Vinyl in the pure tradition of the Jamaican sound system, on artisanal sono in the pure english spirit roots reggae dub as well as in Controller during showcase of artists or private evenings.

The Soul of **Sound System ~ I Love Sound** ~ supports and represents the voices of european and international french women and men artists that Selecta Kty co-produces by making them share her poster. We have an exhaustive list and on request, of about thirty artists who are accustomed to the stage and who work on our organized evenings.

In evenings, parties or festivals Selecta Kty is at its turntables dispersing universal messages of peace and love, shared in good vibrations With and For an audience of all backgrounds and of all ages, dispersing around her positive and sunny energies, making people dance and vibrate with Love.

Sound System ~ I Love Sound ~

~ Touring all year round, in evenings, or in show case, in France, in Europe and in Africa ~

~ Artists in co-production on an exhaustive list and on demand ~

Profile : <https://www.facebook.com/I-Love-Sound-68663620987/>

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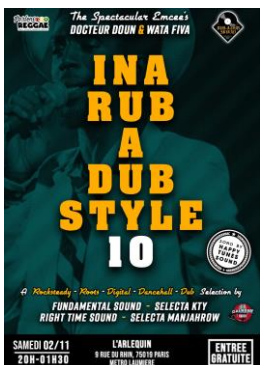
Selecta Kty

kty.soundsystem@gmail.com



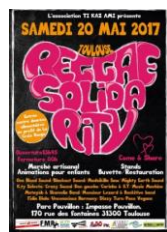
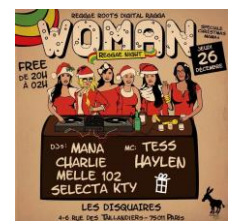
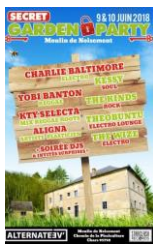


FEW REALIZED DATES





FEW REALIZED DATES



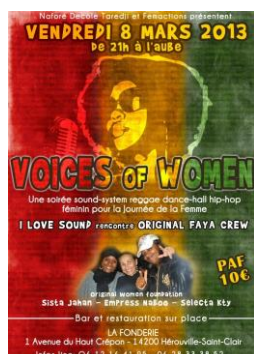


SOUND SYSTEM ~ I LOVE SOUND ~ ORIGINAL WOMEN FOUNDATION



Original Women Foundation is the feminine concept of the ~ Sound System I Love Sound ~, created to represent the voices of artists of all backgrounds in the reggae musical movement, jazz, roots, soul and many more. Selecta Kty and the many feminine artists from the Original Women Foundation movement she accompanies, always spread positive and conscious messages that occur on stage at events, in the evenings, parties, in the showcase, in France in Paris, in many cities, in Europe and internationally.

Created in 2001 and beyond the pleasure of sharing good musical vibrations it has contributed to the discovery of several feminine talents and, is a true commitment.





~ I LOVE SOUND PRODUCTION ~

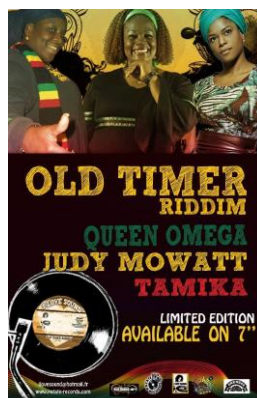
~ I Love Sound Production ~ is a music production label where Kty has produced, among others, compilation series such as “Old Timer Riddim” featuring 12 reggae ambassadors including legendary Judy Mowatt, Queen Omega, and Tamika. Then “Revolution Riddim”, where 14 international women & men voices are gathered, including that of Della Grant, and “Riddim Rub2dub”, where we find different artists from the national and international reggae scene. Other projects are currently under way.

Compilations series available on iTunes:

Old Timer Riddim : https://music.apple.com/am/album/old-timer- dth4pNbk_bDwK0ob0GCOOcLY-7dTM9FxFXd4PMYMWiXQXZBkAyKaE

Revolution Riddim : https://music.apple.com/fr/album/revolution-riddim/798710610?fbclid=IwAR3aRdqXK4fzbeblL8DciEkQBeKvsJHMnlvYPgp9b60ev0-2b-nhXGL_Ruo8

Rub2Dub : https://music.apple.com/fr/album/rub2dub-riddim/1046496086?fbclid=IwAR1r7SDgecfx2OIqec7D7LwcpKWcCgVw_5JLP60oq43isvoEiVLKxExou9k



PROJECTS WORLD TOUR 2020 - 2021

~ VOICES OF ARTISTS ~



ILA ~ I Love Association ~ wants to showcase the talents of women and men from all walks of life through the musical events or reports it hosts and creates.

For example, on the occasion of **International Women's Day**, celebrated on 8 March by all women of the world, ILA proposes a 100% women's musical event and a day of awareness, mobilization for women's rights, gathering around the world and the opportunity to take stock of their situation.

Also, a partnership for the **Africa 2020 Season** with the proposal of men artists from Nigeria, a **France-Nepal** sound system collaboration with **Everest Sound System & Tashi Cultivation**, the production of a report on Nepalese women and men who love or practice reggae, among others as well as a 2 days festive event in France for the 20th anniversary of ~ I Love Sound ~, are being realized for this year and 2021.

We also want to organize a festival to put women in the spotlight through music and other forms of artistic expression. A festival dedicated to the voice of women artists, with eclectic programming and quality cultural proposals for convivial and festive meetings to represent the art of women. We want to give women space to express themselves so that they can be heard, when they are usually very much a minority in festival programming and that will also be open to men artists.



~ CONTACT ~

ILA ~ I Love Association ~

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Profile : https://www.facebook.com/ILA.associatopn/?modal=admin_todo_tour

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Radio : Sur Mixlr.com Lien : <http://mixlr.com/i-love-sound-radio-show/>

Profile : <https://www.facebook.com/groups/555487251132986/>

Sound System ~ I Love Sound ~ & ~ Original Women Foundation ~

Contact: Selecta Kty

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Profile: **I Love Sound** : <https://www.facebook.com/I-Love-Sound-68663620987/>

Profile: **Original Women Foundation** : <https://www.facebook.com/groups/432872083402014/>

Videos: <https://www.facebook.com/groups/432872083402014/videos/>

I Love Sound ~ Production ~

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ILA ~ I Love Association ~ Humanitarian Cause ~

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