



LION STORY: SPREADING LOVE, CULTURE, AND TRUTH THROUGH MUSIC.

BY RICHARD NININHAZWE

In a recent interview with the reggae sensation, Lion Story, we delved into the heart of their music, their influences, and their journey through the music industry. With a blend of traditional East African sounds, spiritual inspiration, and a passion for truth, Lion Story's music transcends boundaries and unites hearts.

Lion Story shared that their latest album and single are deeply rooted in themes of love, divinity, togetherness, purity, and culture. Their aim is to bring people together through the power of music, fostering a sense of oneness and teamwork.

Over the years, their musical style has evolved significantly, drawing inspiration from their indigenous East African sound. Their cultural heritage is a constant source of influence that shapes their unique reggae sound.



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Regarding their songwriting process, Lion Story explained that their songs often begin as inspirations and revelations. They don't sit down with a pen immediately; they let the music flow organically, giving it direction later if needed.

Influenced by reggae legends like Bob Marley, Peter Tosh, Culture, Tiken Jah Fakoly, and Alpha Blondy, Lion Story considers these artists their elders, recognizing their significant impact on their own music.

When asked about the most memorable moment in their career, Lion Story pointed to the powerful sight of over 200,000 people dancing to their reggae rhythms at festivals like the Amani Festival in Goma, DRC. It's moments like these that remind them of the profound influence of music.



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In their live performances, Lion Story's approach remains rooted in culture, discipline, and a direct connection to JAH. They emphasize that the spiritual aspect of their music is more than just ritual; it's a powerful connection.

Their music conveys a message of "One Love," which has been a part of reggae music for a long time. Lion Story aims to bring something new and beneficial to their audience, reminding people of the timeless message of love and unity.

Their background and cultural heritage play a significant role in shaping their music, with reggae music coming from the heart of Nayabhing, the heart of the people's heartbeat and their way of life.



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Excitingly, Lion Story is preparing to release a new album, "Ital Love," in November, recorded during the challenging times of the COVID-19 pandemic. In the industry, they've faced challenges due to the truth in their music. Reggae's powerful message sometimes clashes with the preferences of event organizers and venue owners. To overcome this, they've learned to organize their events and maintain their commitment to truth.

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Beyond music, Lion Story engages in various activities such as training, painting, printing, woodwork, research, and youth empowerment to combat unemployment.

Balancing their personal lives with their music career is crucial, as they have families to care for alongside their artistic endeavors.

They have fans from all over the world, and their commitment to spreading their message of love and truth resonates with their global audience. Looking at the music industry's current state, Lion Story acknowledges its growth and evolution but emphasizes the importance of choosing sounds and lyrics carefully, as music has a significant impact on society.



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When facing writer's block, they draw inspiration from their connection to the Most High, remaining true to themselves and their mission. As for their favorite instrument, Lion Story members all play various instruments but have their own on-stage specialties.

Their music is set to evolve like a mighty tree, reaching righteous people in the years to come.

Lion Story's music serves as a platform to support charitable causes and social issues, particularly focusing on refugees, street children, and building schools and foundations for young people in need.

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To aspiring musicians, they advise honing instrument-playing skills, improving vocal abilities, and writing meaningful lyrics. Their parting words emphasize creating music that transcends generational gaps and can be enjoyed by people of all ages.

CONCLUSION

Lion Story stands as a beacon of truth and love in the reggae world, drawing on their culture and spirituality to spread their message to the masses. With an exciting new album on the horizon, their journey continues to inspire and unite.