

Лубојна

Luboyna

The Superbrands organization has for the past 22 years been paying tribute to the strongest and the best brands in 92 countries. The categorisation of the awards was changed in 2009. The Superbrands organizers believed that it was high time to not only award product brands and companies on the world market, but also to award public figures that truly deserve it.

In the process of choosing laureates, the emphasis is put on products and companies that operate at the national and the international level. When choosing actual persons, the organizations targets exclusively those persons who have become “super brands” through their personal achievements, and are, as such, of great importance in their homeland as well as on the international market.

Sport and music are two categories with the highest number of distinguished representatives, i.e. Macedonian’s super ambassadors to the world. In the final election for the year 2015/2016, for the first time, we are awarding with a Superbrand status a group from the Macedonian music scene, the unique Luboyna. It is unique because it caused a turnabout of the scene in Macedonia, it transformed Macedonian music completely and it introduced a new kind of Macedonian pop music on the scene. The band’s popularity has increased tremendously in the last few years when it received the moniker Brass Fantasy and it turned into a real musical journey.

Luboyna or “love” and “battle,” is one of the most distinguished and most representative bands in the region that is transmitting, in the most authentic ways, the pulse of the Macedonian musical beat not only into what is called urban but also into a worldly open sound. Luboyna is not only a popular brand. It is an idea that has created a super sound from a forgotten music and has become a core around which many musicians are gravitating and from which younger audiences are drawing their inspiration. The group is creating music with all of its passion, enthusiasm, and fierceness which are expressed through the music like a universal mother tongue. As a result the music has revealed a cosmopolitan code that the band is carrying within itself. Luboyna is playing this music very passionately. It is played with an energy of a rock band in all its forms: roots, classical, popular and experimental form. The music is expressed through Vera Miloshevska’s vocals (among the music critics she is also known as “Vera the Nightingale”) that together with Oliver Josifovski (bassist, composer and Luboyna’s producer) for the last 15 years are recognized as the band’s brand and is synonymous for Luboyna. By experimenting and researching, Luboyna is constantly refreshing the music, again and again, thus keeping its sound modern, powerful, elegant and energetic.

From 2011 it adds the term Brass Fantasy to its name and the band becomes a bigger sensation that is literally shaking and filling in concert halls and amphitheatres with capacities of well over 50.000 people. The band is making its audiences sing in one voice. It has touched the hearts of many people and has built a bridge between them, joining people from different generations and with different musical tastes. The music of Luboyna is a synthesis of all expressive and elegiac emotions and sounds of joy, sorrow, euphoria, intensity, chill-out, pop, passion, funk, soul, folk, oriental, belly dance, jazz... Luboyna Brass Fantasy or LBF are not a Balkan beat. It is a super energetic musical twisting of the globe and journeying around the world where various musical styles have joined together the most distant geographical locations. What is making this journey powerful and authentic is that it is nesting within the musical concentrate in the very heart of the Balkans, in a Mediterranean manner, thus making it “sunny” and “aromatic.”

Since 2001, Luboyna have composed music for various theater, ballet and dance performances and film projects.



It has performed live all around the world: Toronto, New York, Moscow, Istanbul, Venice, Rome, Ljubljana, Sarajevo, Marseille, Belgrade, Thessaloniki, Paris, Sofia, Beijing, etc. Several times it was awarded as the best group.

History

Luboyna is supporting on two pillars and is an ideal combination of an inspiring vocal (Vera Miloshevska) and a curious composer (Oliver Josifovski). Both of them are in love with the music and have different backgrounds and have traversed different roads to arrive at this point.

Vera Miloshevska was born on 10.12.1977 in Skopje and by her own admission, she says that she sings ever since she was a little child. Starting from when she was 8, she began singing in a children choir, and then in an all-female choir that was led by maestro Zapro Zapro, renowned for his discipline and singing techniques, and from whom she received her classical singing education. By listening to her grandmothers as they sing traditional Macedonian songs, later on, a different kind of impulse was awoken and another dimension in music

was revealed. She felt it like discovering Beethoven for the first time and all of the music’s essence. This feeling engrossed her and has followed her until the moment when she met several young people who were at the time instigating reformations and changes into the Macedonian music thoughts and ideas. Those were the people that were part of the “Pece Atanasovski Orchestra” (students of the greatest bagpipes virtuoso in Macedonia, Pece Atanasovski) who have invited singers to join the orchestra and with whom she will work until 1999 when the group recorded its first record.

The meeting with renowned singer Vanja Lazarova during her time with the orchestra was crucial for Miloshevska’s career from that moment on. Following Lazarova’s example, she managed to create an authentic soft and recognizable voice that became a leading brand in the contemporary Macedonian singing that caused a turnabout on the Macedonian scene in general. She was inspired by her and has interwoven the most basic and most important characteristics of her singing into her own where

“the interpretation reflects the condition of the soul.”



Her career continues with the French dance company, managed by choreographer Jean-Francois Douroure, with which she has worked and toured with across Western Europe for the next two years. During one of those performances she met Oliver Josifovski who at the time was a student at the music conservatorium in Sofia and with whom she will later start a joint musical adventure.

Oliver Josifovski was born on 13.12.1973 in Bitola, in a family of drummers with a long and illustrious history that goes several decades into the past. He has been playing drums since he was five and has participated in the music celebrations that have been happening at the famous Bair Maalo neighborhood where he grew up. The energy and the music's natural environment of the location where he has been growing up will become his creative well from which he will draw his inspiration from.

In 1997, he will start his musical studies in Sofia, Bulgaria, at the department of pop and jazz music where he will graduate on the double bass as his main instrument. Very soon he will join several bands and will start making his first compositions there.

With Vera, he will share the same hunger for music and the same inspiration for a new creative musical thought. With similar and strong impressions and ideas, in 2001 they are forming the band Luboyna, and in 2005 they are recording their debut album titled "Parite se Otepuvacka." ("Money is Murder"). From that moment on, Luboyna is turning into a true musical laboratory that is inspired by Macedonian music but it will devote itself to expanding and enriching it.

Discography

- "P.S.O." (2005)
- "Macedonia Fresh" (2008)
- "Song About My Song" (2009)
- "Luboyna in Live" (2010)
- "Luboyna Brass Fantasy" (2012)
- "Wedding songs", (Turkish release)
- "Unextinguished Hearths" (2013)
- "Sherbet Luboyna" (2015)
- "Radio Luboyna" (2016)



COMPILATIONS

- "Jump in three/eights," a compilation from concerts performed at Radio 103 studio, published by Radio 103.
- "If I'm Going to Bitola"
- „Buddha Luxury vol.1" (2016)

Awards and honors

- Award for Best Music Theatre Festival "Vojdan Chernodrinski" (2002)
- Special Gratitude "Festival for Slavic Music" (2011)
- Band of the Year: "Bitola Newspaper" (2013)
- "Backstage Magazine" (2014)
- "Golden Ladybug of Popularity" (2015)
- "Golden Ladybug of Popularity" (2016),
- Music Video of the Year: "Golden Ladybug of Popularity" (2016),
- Major Contribution to the Macedonian Alternative Scene "MAN" (2016)

MUSIC For BALLET

- 30.08.2016 "R.E.M." –Risima Risimkin
- 06.06.2007 "The Great Mother" – Jagoda Slaneva
- 16.12.2005 "Diary About Us" – Risima Risimkin

MUSIC For THEATRE

- 25.06.2016 „,Mister Noble" – Dejana Nikolovska
- 12.04.2014 "A Suspect" Besford Idrizi
- 25.09.2013 "Hamlet in a Piqantue Sause" – Aleksandra Kardalevska
- 06.06.2013 "Resus" Pavlos Danelatos
- 21.09.2011 "The Sound of Breaking Bones" – Biljana Radinoska
- 16.09.2010 "Red" – Martin Kochoski
- 01.07.2010 "Spinoza" Zoja Buzalkova
- 03.08.2009 "Hard Life" – Vlado Cvetanovski
- 14.05.2009 "Jane Zadrogaz" – Kole Angelovski
- 03.03.2009 "There Where I Haven't Been There Yet" – Zoja Buzalkova
- 12.02.2009 "Fire Face" – Dean Damjanovski
- 17.10.2008 "Giant – The Teacher" Dean Damjanovski
- 10.05.2008 "All of the Faces of Petre M. Andreevski" – Vlado Cvetanovski
- 14.12.2007 "At the Bottom" – Dean Damjanovski
- 17.11.2007 "The Lighthouse" – Vlado Cvetanovski
- 10.05.2005 "The Spirit of Freedom" – Martin Kochovski, Dejan Projkovski, Dean Damjanovski
- 17.11.2004 "Living Person" – Dean Damjanovski
- 26.09.2003 "Lilith's Children" – Gjorgji Jolevski
- 17.07.2003 "Antigona" Nikota Milivojevic
- 10.03.2002 "Money is Murder" – Ljupco Gjorgjievski

MUSIC FOR FILM

Feature

- 2016 „Broken" – Edmond Budina
- 2011 „Magdalena" – Anrej Cvetanovski

Animated

- 2015 "Mare's Round Travel" – Zarko Ivanov
- 2008 "Hansel and Gretel" Goce Cvetanovski
- 2013 "The Shadow's Round Travel" – Zharko Ivanov

Documentary

- 2013 "Before the rain" Biljana Garvanlieva
- 2009 „Tobacco girl", Biljana Garvanlieva

TV PROJECTS

- 2015 Concert - Tek Rumeli and TV Tera
- 2014 "Luboyna in TRT Gayda's musical caravan" – TRT Istanbul
- 2014 "Luboyna chalgja" - Tek Rumeli
- 2013 Concert with Husnu Senlendiridzi – TRT
- 2007 "Luboyna Unplugged" - MTV

VIDEO RECORDINGS

- 2016 "Rakija" (Radio Luboyna)
- 2016 "Razbole se mlado Makedonce" (Sherbet Luboyna)
- 2015 "Izlegu da se Rasheta" (Sherbet Luboyna)
- 2011 "Ti Rekov Mi rece" (Pesna za mojata Pesna)
- 2006 „Willows" (P.S.O.)

Recent Developments

The year 2016 is when the band is celebrating its 15th anniversary, a celebration which began at the grand pre-New Year's concert at the "Boris Trajkovski" arena in Skopje. It continued with a grand concert "15 Years Luboyna" in Bitola, which had a charity character and the funds were donated to flooded areas in Skopje. The same summer they participated at 'New Dance' festival in Beijing where they performed the music from the R.E.M. ballet. They are finishing the year with an exclusive promotional event for their latest release "Radio Luboyna" and a concert in New York.

Promotions

The band Luboyna is constantly active. The popularity and the joy it receives from the people has been returned with numerous charity concerts where the band is showing its humanitarian side and activism.

- "With heart for Japan" for the victims in the earthquake, it is one of the events in which Luboyna participate, then
- Luboyna took part in the following activities and concerts: "Alarm Fest" – Alarm for the Environment,



- "15 Years Luboyna" with a donation for flooded areas in Skopje,
- Several humanitarian concerts for individuals,
- Musical visit an aged care home "Elizabeth" in Skopje.

The band is promoting the music and its authenticity as a permanent ambassador of the Macedonian musical culture worldwide.

- Representing the country twice in Thessaloniki where it was awarded as "Country in Focus";
- At the Macedonian stand at the EMITT fair (a Tourism fair) in Istanbul;
- The Festival for Slavic Music in Moscow;
- Days of Macedonian Culture in Toronto;
- Days of Macedonian Culture in Paris;
- The opening of the Macedonian Cultural Center in New York.

In Macedonia, the band has given its support for events that serve for promoting the cultural legacy such as "Discover Krushevo," in cooperation with the Agency for Tourism in Macedonia, The Center for Development of the Pelagonia Region and USAID. Luboyna wrote the music for "Before the rain," a film that dealt with the subject of climate changes and was supported by USAID.

In 2012, Vera Miloshevska was selected among the 12 best vocals from the Balkans, that took part in the project „Les femmes des Balkans" by the Regional Cooperation Council.

Luboyna's music and the aesthetic it has created over the years, slowly and patiently have been taking over the pantheon of the Macedonian musical arts and culture, and have created a fresh wave and a new kind of expression of Macedonian popular music. Luboyna presents a vineyard for "production" of musicians around the band and has inspired and introduced many younger generations to the idea of music that has been continuously regenerating itself.

www.luboyna.com

