



# RAYNE

RAYNE IS A SOUTH AFRICAN SINGER, SONGWRITER, ACTOR AND DANCER. HE PRIDES HIMSELF ON HIS ART AND SEEKS TO CREATE A SAFE AND ACCEPTING WORLD THROUGH HIS MUSIC.

# Δ BIT OF HISTORY



BORN ON APRIL 23RD, 1998

From a very young age, R A Y N E displayed a great passion for music and theatre; he starred as 'Danny' in his pre-school's production of "Grease" where he first discovered his love for performing. Throughout both primary and high school he continued to participate in as many activities as he could, receiving accolades and praise for many of his achievements. At the age of 11 he joined the Tshwane Youth Theatre, where he starred in a few productions including the group's rendition of the classic "Wizard of Oz". While having a great passion for theatre and acting, R A Y N E's true love was music, and he began shifting his focus away from theatre and more towards musical activities.

At the age of 14, R A Y N E taught himself to play the piano, on a small Casio keyboard which his parents had gifted to him for his birthday after seeing his dedication and passion for music. He spent countless hours learning songs and compositions, and honing his musical skill whenever he could find the time.

At 15, he partook in the Barnyard Theatre's "Search for Talent" competition, and made it all the way to the Grand Finals, where he earned himself the awards for 'Best Performer' and 'Best New Talent'. He started performing at various venues and open mic nights shortly after.

In 2014, at the age of 16, R A Y N E was offered a contract with the Barnyard Theatre for an upcoming production, which would be performed over weekends. R A Y N E spent his days as an average teen in a public High School, his evenings at home writing songs, playing piano or performing whatever shows he could and his weekends at the Barnyard Theatre for the next 2 years.





On July 26, 2015, R A Y N E held his first independent solo show at the Parkview Barnyard Theatre's 'Musiekskuur' venue, which sold out. He put on a 2 hour live show, with a three-piece band and it came to a successful end. Numerous audience members requested details for future shows. In 2016, R A Y N E opened for the Parlotones, an esteemed and successful South African band. R A Y N E received positive remarks and praise from both the audience and the band.

He then went on to perform at Afrikaans singer, Dozi's events at his personal venue where he joined the likes of Kurt Darren, Chris Chameleon, Corlea Botha, Bok van Blerk and a multitude of other well-established South African artists onstage, once again holding his own and receiving praise for his artistic and musical prowess. Since then he has been offered multiple contracts with the Barnyard Theatre, and has been consistently performing at least 6 to 7 nights a week for the past 3 years. He has been extremely well received by the audiences at the Barnyard Theatre, and has built quite the reputation, building up a fan base who would regularly come to the Barnyard just to see him perform.

In 2019 R A Y N E went on to perform several shows abroad, including a tour to Mauritius in June and a tour to Zambia in November. He also performed at the Alberton Day Music Festival in October, on two of the three days on which the festival took place. In September 2019 R A Y N E decided to step off the stage at The Barnyard Theatre, planning to devote all of his time and resources to pursue his career as a solo artist. On 26 November 2020 he released his debut single "Laat Dit Reën" which went no. 1 on two charts, and was among the Top 10 of multiple others, including 'SFM Streek Radio' and 'Springbok IRC'.



# THE MUSIC

Drawing inspiration from artists like Lady Gaga, twenty one pilots, Imagine Dragons, AURORA, David Bowie and Billie Eilish, R A Y N E's eclectic music lies somewhere between Dark Pop and Electronic Dance-Pop music. His songs aim to be commercial yet still retain a dramatic and emotional undertone, paying homage to some of his greatest musical influences and heroes.

R A Y N E converted his bedroom into a small home studio, where he writes, produces and records all of his own material. He finds pride in being able to execute most of the different moving parts that come together to form a whole package and has designed and created his own website, merchandise, outfits, as well as show concepts.

*His biggest influences in both his performances and image, are Lady Gaga, Freddie Mercury, P!nk, Aurora, David Bowie and Prince.*





# WHAT'S NEXT?

R A Y N E has recently released his debut single “Laat Dit Reën”, which was inspired by the global COVID-19 pandemic and has since been busy promoting the song and getting as much media exposure as possible. He has also been back in the studio working on his next few songs, specifically his follow-up single.

With the global pandemic still at large, live performances remain an unfortunately elusive part of R A Y N E's promo campaign. He plans to film quite a few studio sessions to post on social media to try and fill the void left by the absence of live entertainment.




## CONTACT



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# MEDIA



	VERLEDE WEEK	WEEK OF TOEGANG	HUIDSTE POSISIE	WEEK VAN TOEGANG
1 <b>Laat Dit Reën</b> Rayne	-	1	1	WEEK VAN TOEGANG
2 <b>Ek Wou Nog</b> Bottomless Coffee Band	-	1	2	WEEK VAN TOEGANG
3 <b>Sesde Sintuig</b> Gerdaan Kemp	7	14	1	WEEK VAN TOEGANG
4 <b>Vliegtuig</b> Herman Klunghang	3	3	3	WEEK VAN TOEGANG
5 <b>Dis Okay</b> Bloumoord	2	20	1	WEEK VAN TOEGANG
6 <b>Laat Aand Boogie</b> Yatvan Dando-kes	8	21	3	WEEK VAN TOEGANG
7 <b>Nog 'n Kans</b> Alida	4	7	2	WEEK VAN TOEGANG
8 <b>Verloor Jousef Op My</b> Botocoss (feat. Bjerne)	6	17	1	WEEK VAN TOEGANG
9 <b>Soldaat</b> Johan Anker	1	11	1	WEEK VAN TOEGANG
10 <b>Sewe Somers</b> Bottomless Coffee Band	10	3	9	WEEK VAN TOEGANG

R A Y N E's first single "Laat Dit Reën" debuted at nr. 1 on Reputasie's "Kraakvars Top 40" the week of January 22, 2021. As well as on Plectrum's Top 40 of the same week, which was also compiled by Reputasie. (<https://reputasie.co.za/>) (<https://www.plectrummusiek.co.za/>)

EPISODE 7

GUESTS

LET'S TALK SHOWBIZ



LEE COLE

RAYNE

R A Y N E appeared on the 7<sup>th</sup> episode of the first season of "Let's Talk Showbiz" on MindsetTV to talk about his debut single "Laat Dit Reën" as well as the creative process behind the song. The official music video for "Laat Dit Reën" also debuted on the episode which aired for the first time on the 15<sup>th</sup> of January 2021.



Rayne het in die ateljee kom kuier



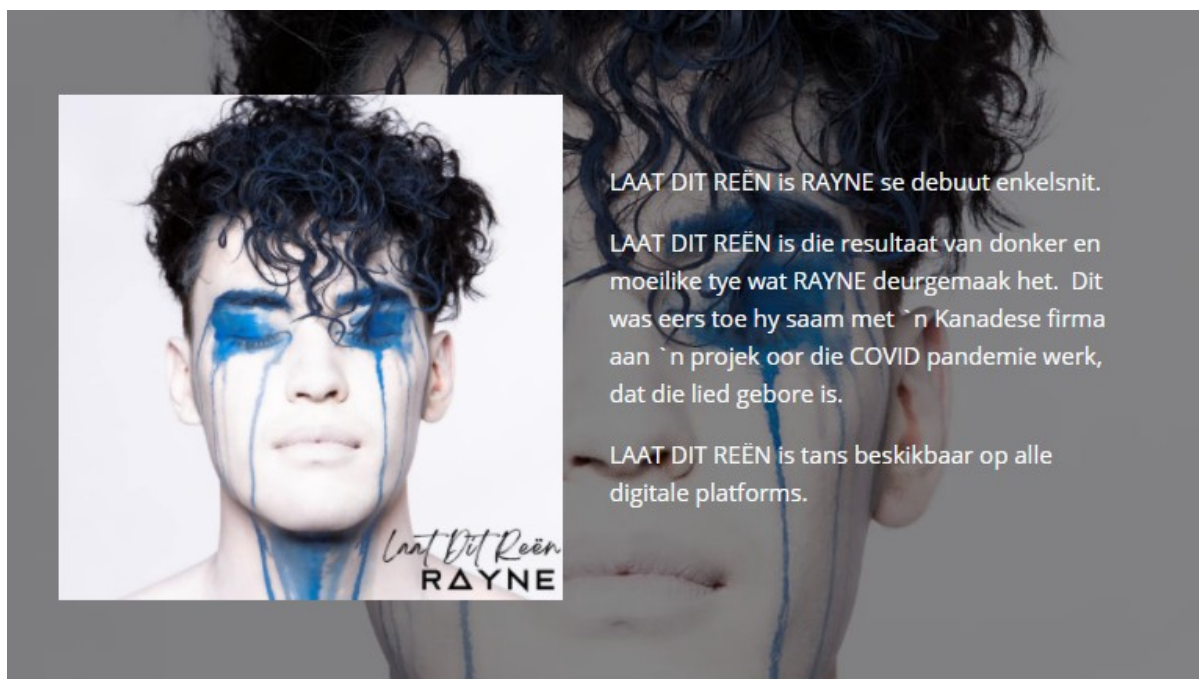
R A Y N E visited GrootFM for an in-studio interview about his debut single "Laat Dit Reën"

The song also had its radio debut on the station.



R A Y N E visited KosmosFM to chat about "Laat Dit Reën", his biggest inspirations in music, fashion, individuality, his mission in the Afrikaans Industry as well as his upcoming projects.





*An excerpt from an article Plectrum wrote about R A Y N E. (<https://www.plectrummusiek.co.za/>)*

R A Y N E (soos “rain” in Engels) se debuut enkelsnit LAAT DIT REËN spreek die seer in die wêreld aan. “Dis soos 'n tweesnydende swaard, die eerste helfte is sag en somber en die tweede helfte van die lied is belaaie met frustrasie en woede.”, verduidelik die sanger van Centurion.

LAAT DIT REËN is die resultaat van donker en moeilike tye wat R A Y N E deurgemaak het. Dit was eers toe hy saam met 'n Kanadese firma aan 'n projek oor die COVID pandemie werk, dat die lied gebore is.

Dié lied is vervaardig deur Joshua Oosthuizen by ORIISON en die produksie ondersteun die tema van die lirieke deur elke klankkeuse.

Alhoewel R A Y N E fokus op popmusiek, neem sy lirieke 'n baie rou emosie aan. Die samesmelting van rock en pop is kenmerkend van R A Y N E se musiek en sy debuut-enkelsnit is die toonbeeld daarvan.

“Ek wil die wêreld 'n veiliger, vriendeliker en gelyke realiteit vir elkeen maak – almal het die reg om hulself 100% uit te leef.”

R A Y N E se musiekstyl word beïnvloed deur kunstenaars soos Lady Gaga, David Bowie, P!nk en Billie Eilish. Hy ag elkeen van hierdie kunstenaars hoog en beny hul vermoë om grense te verskuif. Dis juis hierdie eienskap wat hom geïnspireer het om op 'n jong ouderdom tot die besef te kom van, “ek wild it doen” – nie net sing nie, maar sosiale verandering teweegbring.

R A Y N E is 'n gebore kunstenaar en noem dat indien hy nie in musiek opgeëindig het nie, hy steeds iewers in die kunste betrokke sou wees as filmster of regisseur.

R A Y N E wat sy afdyd vul met boogskiet en joga-oefeninge noem dat hy graag ook tydens die grendelstaat meer tyd spandeer agter die klavier. Hier geniet hy dit om aan nuwe musiek te werk en so kan hy sy kreatiewe kant beitel.

Tans is dié kunstenaar besig om aan sy tweede enkelsnit te werk. “Ek wil nie te veel weggee nie, maar al wat ek kan sê is dat mense gereed moet maak om te dans.”

LAAT DIT REËN is tans beskikbaar op alle digitale platforms.





SPAM

January 19 at 6:15 PM · 🌐

...

Sy musiek sal soos reën oor jou neerval.. Rayne se woorde sal vas in jou binneste steek en jy sal smek vir meer van sy stem & sy storie..

Sy uniekheid sal jou onkant vang en jy sal dadelik besef dat daar nie baie van sy kaliber is nie ❤️



#EklisMalHieroor!

Die liedjie "Laat Dit Reën" is al 'n hele tydjie terug vrygestel en ek het hom nog die heeltid op REPEAT gehad 📺 Ek moes die liedjie net vir 'n klein rukkie vir myself hou!!! 😭😭😭

Stream "Laat Dit Reën" Op Jou Gunsteling Digitale Platform.. Volg net hierdie skakel 🙌

<https://distrokid.com/hyperfollow/rayne10/laat-dit-ren>

😭😭😭 Geniet ook nou die musiek 🎵 video hieronder wat sopas geland het!!!

Jy sien dit eerste! Hierdie video gaan grense oorskrei.. Daar is niks soos hierdie daarbuite nie!

🎤 #WeesGereedVirRAYNE

#WeesGereedSuidAfrika



R A Y N E

#LaatDitReën

#DebuutEnkelsnit #NatNuut #PunIntended 😊 #MusiekVideo #PasGeland

#TalentInOorvloed

#Nuweling

#Afrikaans

..#WasOnsVreseWeg..



Sipres Music



LCP Productions

January 27 at 10:25 PM · 🌐

...

"Laat dit reën oor die wêreld, dit was ons vrese weg." lui die liedjie. 🌧️🎵 Hier is ongelooflike talente wat skitter!!! 😭😭😭 Hierdie liedjie is een van die bestes nog en wag nog beter as met n inspireerende boodskap ook? Hierdie kunstenaar kom in met n bang en sing sy plek tot op nommer 1!! Wow!! 🤩🤩 Daar is nie woorde om te beskryf hoe ongelooflik mooi die liedjie is nie.

🌟 Die musiekvideo pas so in by die boodskap en is so awesome gedoen. 🎬❤️

Gaan kyk Rayne se enkelsnit Laat Dit Reën se musiekvideo vandag nog en maak seker hy is op jou speellys!! Well done Rayne!! Sien uit om te hoor wat jy vir ons volgende gaan oplewer. Beslis n kunstenaar om dop te hou. 😊 Hierdie gaan verseker een GROOT treffer wees. 🎵🔥❤️

#lcpproductions #marketing #afrikaans #rayne #LaatDitReën

<https://youtu.be/UNJRaV38xk>



YOUTUBE.COM

**RAYNE - Laat Dit Reën (Official Music Video)**

Luister hier na "Laat Dit Reën": <https://distrokid.com/hyperfollow/rayne10/laat-dit-ren>"Laat Di...

# LINKS



<https://www.raynemusic.co.za>



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<https://soundcloud.com/rayne-music98>



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