Jakob The Liar

With "Heartbeat," the leadoff single from Jakob The Liar's upcoming album *The Great Awakening*, Jakob starts us on the path toward a collective global epiphany in the unlikeliest of places: the backseat of a car. Set during that recent period where so many of us felt trapped inside our homes and trapped within ourselves, two people catalyze a vital life change in one another in a moment of fleeting passion. The relationship, alas, is doomed to fall away, but you'd never know it from the infectious sense of freedom the song conveys. For Jakob, it was important for the first taste of the album to come in the form of a pop banger.

Danish-born, London-based singer/songwriter Jakob The Liar AKA Jakob Kupferberg knows what it's like to come by jubilation the hard way. Deriving his stage alter ego from the titular character of Jurek Becker's book *Jacob The Liar* — later made into a film starring Robin Williams — Kupferberg's music encompasses the extremes of the human experience. The film, after all, takes place in a concentration camp, the furthest setting imaginable from what "Heartbeat" brings to mind. Not incidentally, there was a real-life person also named Jakob Kupferberg who died in a WWII concentration camp who may possibly have been a relative of Jakob's.

For Jakob, the imprisonment of this elder namesake about whom little is known became the perfect creative vehicle to traverse between the personal and the universal. He spent 8 years of his adolescence battling a life-threatening mental health crisis triggered by an adverse reaction to a skin medication. Now, several years on the other side of that ordeal, Jakob has gained a profound understanding for the idea that "waking up" often comes at the hands of a painful jolt you weren't ready for. By the same token, he harbors a deep appreciation for how great life can feel—a *joie de vivre* that suffuses "Heartbeat" from start to finish.

Likewise, Jakob also empathizes with what appears to be a worldwide descent into madness unfolding all around us.

Don't worry, Jakob's music seems to say, *all the turmoil is actually getting us to where we need to go*. On his upcoming full-length *The Great Awakening*, Jakob paints vivid pictures of the stable, more humane world that just might be waiting for us on the other side of our struggles. Yes, the term "wakeup call" has always suggested a certain ruthlessness—the axiom that when you don't hear what the universe is trying to tell you, the message will only get louder to the point where you can't ignore it and you get knocked on your ass. Jakob, however, has crafted his blend of folk, pop and rock with a different purpose.

"I've always strived to channel both Jeff Buckley and Zack de la Rocha," he explains. "At first, I saw myself more as this rockin' guy, but there was something about the first time I picked up an acoustic... You can be more bare with it. For me, being able to hold back a little while you've got all these other elements working in a song—that's *power*. And so I developed my sound with the acoustic. And now I'm embracing poppier elements."

"The album," says Jakob, "is about going through something horrific and getting through it — barely — and then standing at the other side with this vision that there's some kind of hope of a future, then working toward it gradually. The gradual part is the key. Growth simply cannot be undertaken all at once. You just won't survive it. Indeed, *The Great Awakening* is Jakob The Liar's invitation for us to let our wakeup call happen—whether you get knocked on your ass or not.

"My situation," he offers, "was really extreme and I made it through, but even now I know to take it slow. For all the heavy things I'm addressing on the album, I made it to be *enjoyed*."

Link to 'H E A R T B E A T' single on Soundcloud
Link to Jakob The Liar's website
Link to Jakob The Liar's Spotify
Link to Jakob The Liar's Instagram
Link to Jakob The Liar's Facebook
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