

Sahg press release (ENG)

Not every heavy rock band can expect to chart in the top 40 and have a double page spread in the biggest national newspaper for a debut album. Sahg can. With their gloomy chords, ten ton rhythms and a trace of the heavy rock pioneers of the seventies, the Bergen quartet had the audience and critics toss their hats in the air with excitement. *Sahg I* (2006) filled a void in the Norwegian metal fauna, and was an indisputable success in Norway, as well as abroad. The album got 10 out of 10 points in German Rock Hard Magazine, and 8 out of 10 in the UK edition of Metal Hammer. The success of the debut album brought the band on tour stateside, as opening act for extreme metal pioneers Celtic Frost, and made Sahg "the one to watch" at a string of metal festivals.

Two years later, Sahg confirmed their status as Norway's undisputable doom lords. Many considered *Sahg II* as a more refined album than the debut, and featuring spearhead tracks like *Ascent to Decadence* and *Pyromancer*, the album became another door-opener for the quartet. In the wake of the second album release, the band toured Europe as support act to legendary headliners Trouble, played arenas across India, and performed at prestigious festivals like Wacken, Inferno, and Metalcamp.

Fast forward to 2010. After a long, backbreaking hunt for a new permanent drummer, and years of hiring session musicians to handle the kit, Sahg eventually found their man. Front man Olav Iversen explains: *"One night Thomas Lönnheim (ex-Ralph Myerz & the Jack Herren Band) appears, out of a mist of electronic pop. Thomas was fed up with pretending to be a rock star as member of an electronica outfit, and had recently called it quits. Now he was looking for a band where make-believe could turn to reality. Timing was perfect, Jupiter aligned with Mars, and he walked straight into the arms of the band he was looking for – and which also was on the hunt for him."*

With the new drummer in place and buckets of regained energy, Sahg started to work on their third album. This time, the vision was to make things more direct and immediate, and let the riff be in center without drowning it in complex arrangements and excessive instrumentation. The result is a fistful of potential heavy rock classics, one moment heavily inspired by old-school thrash, the next, spiced with some modern prog rock seasoning, in the likes of Mastodon. *Sahg III* is the sound of a band which has taken some clever steps toward perfecting an already strong expression, and to keep the fans excited about the band and its music, magic, myth and mystique. Undoubtedly, Sahg's most paramount and dynamic album to date.

Sahg III was unleashed on August 30, 2010. After celebrating the new album with concerts in Oslo and Bergen, Sahg headed out on a European tour, along with none less than fellow Norwegians Dimmu Borgir and Enslaved. The tour kicked off in London, on September 21, and went on over 11 dates throughout Europe. The Norwegian crusade terminated in Oslo in front of a sold-out audience of 1,500 people, on October 18.

Album reviews, *Sahg III*:

Metal Hammer UK: 8/10

Terrorizer UK: 8.5/10

Powerplay UK: 9/9

Rocksound UK: 8/10

Metal Hammer GER: Soundcheck 7/7, 4. plass

Rock Hard GER: 7.5/10

Legacy GER: 13/15

Bergens Tidende: 5/6

Stavanger Aftenblad: 5/6

Sahg:

Olav Iversen, vocals & guitar
Thomas Tofthagen, guitar
Tom Cato Visnes, bass
Thomas Lønnheim, drums & percussion

Discography:

Sahg I (2006, Regain Records)
Sahg II (2008, Regain Records)
Sahg III (2010, Indie Recordings)

Websites:

www.sahg.no

www.myspace.com/sahg

www.youtube.com/sahgband

www.facebook.com/sahgband

www.twitter.com/sahgband

www.myspace.com/indierecordings

www.indierecordings.net