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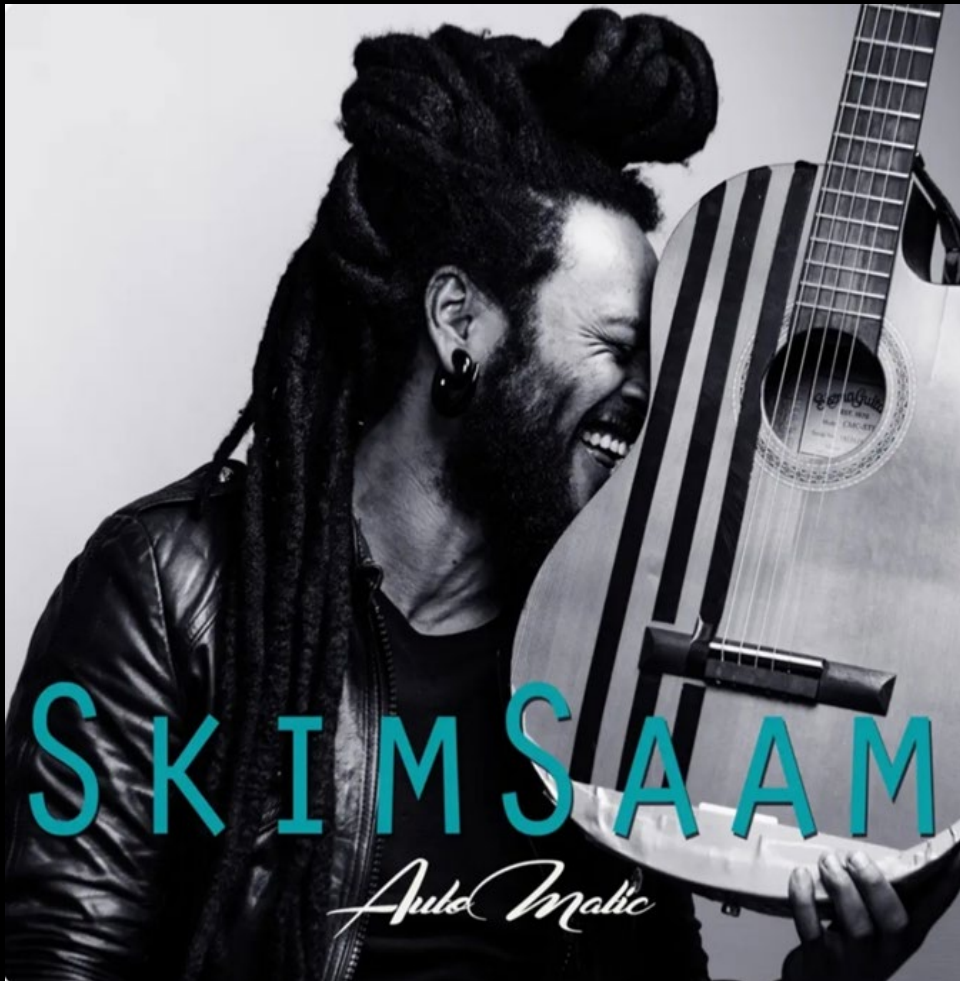
WHO IS Nathi Louw, aka Automatic

Musician and songwriter Nathi Louw now acclaimed by his stage name, Automatic is a Soweto born multi-talented artist who is paving the way for himself within the music industry of South Africa. Born and raised in Pimville, Soweto. The then young and still amateur singer was privileged at not only meeting, but closely being mentored by well-known lead vocalist and guitarist for the group Harare, Masike Funky Mohapi. The extraordinary and fulfilling life experience later led to Nathi gathering three of his close friends; who at the time had no expertise on playing any musical instruments. Together, they formed a band called Reeburth.

Reeburth was a predominantly rock band with a sound that seemed unusual for Black Soweto born individuals. The band initiated a way to engage the particular music with the township community; and by doing this they gained fans and popularity which soon led to Reeburth touring across the country and performing at some of SA's leading festivals such as, Oppikoppi, RAMFest and Synergy Live. As time went by career paths changed for each band member which then led to the group heading in different directions to pursue their own personal dreams and careers.

It was at this stage that Nathi's passion for music only grew considerably above all his many other talents, which include: art, photography, fashion design, acting, tattooing, specializing and scriptwriting. It is then that the birth of the solo recording artist emerged under the name: Automatic. The musician has worked vigorously on his first album which has given birth to the afro pop, Kwato meet rock titled "SkimSaam".

With SkimSaam the single, Automatic no doubt puts forth an authentic musician with a sound that is set to become widely popular in the music industry of South Africa and abroad.



SINGLE LAUNCH

SKIMSAAM THE SINGLE

The track single is a fresh township vibe about a guy who is crazy in love with a gal, a romantic story between two people.....

The style of music is township Kwaito meets Rock.

SkimSaam the single affirms Automatic journey as an accomplished artist and a musician hell bound on putt South African music on the local and global stage

What is SkimSaam the song?

It is an eclectic mix targeting young fans who want to rock with a township style that is fun and crazy.

The song is a fresh township vibe expanding and diversifying the musical boundaries and bent on curving its own niche in an otherwise local urban music scene crowded by Amapiano and Hip hop.

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Automatic on stage at SA Music Week

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BIT OF HISTORY

Automatic had a feature live performance splash at the inaugural South African Music Week in January 2021. There he met its founder Michael Moeti who expressed an interest in taking my music to the global stage. Within months, Okavango Delta Recordz, a streaming independent label was born.

Automatic is now the flagship artist who will be launching his music via Okavango to reach domestic and global markets. Plans are afoot for a collaboration with a Canadian pop artist group as a prelude to touring and conquering Canada in June 2023.

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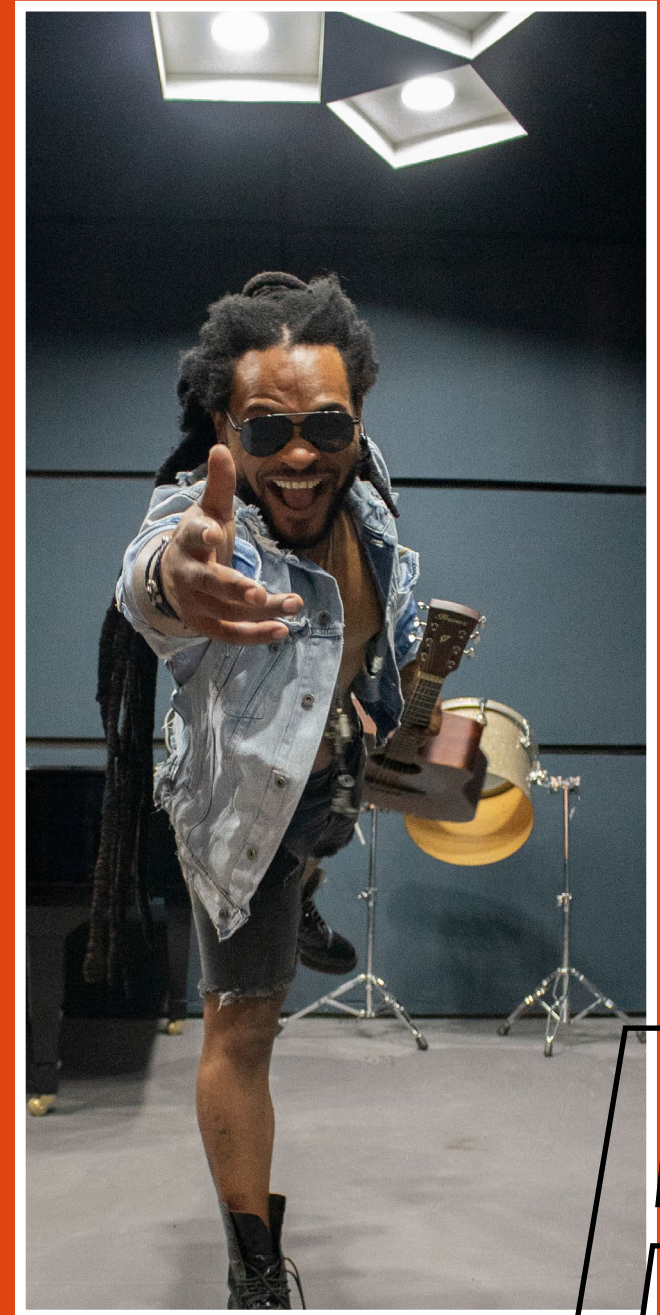


AUTOMATIC MISSION IN LIFE

As an artist my mission is to empower our youth and conquer the world....

With our world in a state of endless problems including the pollution around us, it's important to sent a strong message to young people about a green climate and each one committing to make a difference and speak about climate change. My music wants to be a bridge between inspiring youth while offering a message of peace and a health and sustainable world.....

My sound is a global sound fusing whats local and what is international.....



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AUTOMATIC MISSION & PASSION

Creating and recording music that will inspire generations.....

Automatic intent on conquering the world

Open new markets for my music, collaborate and draw inspiration from the likes of Lenny Kravitz, TKZee, Fink, Mdu Masilela, Harrare



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AUTOMATIC HISTORY AND JOURNEY

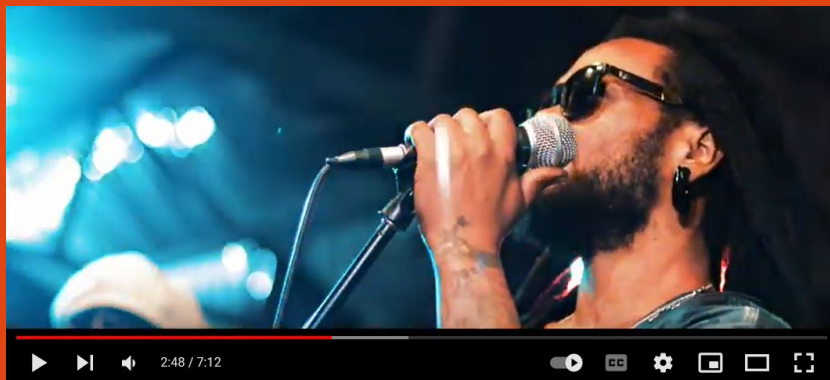
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ReeBurth Feature From Stocktown.com -
Jul 28, 2011



REE-BURTH 'SAVE ME' OFFICIAL MUSIC VIDEO -
Dec 30, 2012



AUTOMATIC LIVE (WAITING) - Feb 14, 2018



REEBURTH HERO -
Jun 16, 2013



ENCA Interview - Jul 9, 2013



VUZU.TV - Apr 7, 2010



#NewsISH - Jul 12, 2016



#NewsISH - Jul 5, 2016

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