

Honeyboys

About the Band

"We would make such a funny subject for a documentary," Honeyboys drummer Matt Sato laughs as guitarist Reese Gardner adds, "you could title it, like, Making a Band in the Social Media Age."

For the new, four-person band, based in San Luis Obispo, California, their story is a uniquely Gen-Z one - starting with social media follows, DM conversations, and Zoom sessions. It all began when Reese joined a freshman orientation Facebook group just as he was starting at California Polytechnic State University, hoping to meet a few like-minded newcomers. "I felt like all anyone in that group wanted to do was talk about partying," he laments.

Reese had an entirely different intention for joining the group than most: he wanted to start a band. Growing up in a small suburb of Boston, the young guitarist saw college as his chance to start over and form his friendships around music. Soon, he found Matt, a drummer from San Carlos, California, through the Facebook group, Nick, a bassist from Seattle, and then Grady Gallagher, a keyboardist from Germany, through a campus jazz ensemble. "It was an instant connection for us. I just remember posting up at Taco Bell and talking about how we wanted to start a band," Reese remembers.

In his first quarter, Reese also joined a music production club on campus, where producers met regularly to share their latest creations and give feedback. At one of the club's showcases, he met the band's now-front man Ari Eisenberg, a second year student, singer, songwriter and producer. "When I heard Reese's stuff, I knew he was amazing," Ari says. "I got his Snapchat and invited him over for a jam session."

From there, the new quartet of musicians began to meet regularly in the self-made studio Ari built out of his bedroom near the university and started writing songs. Honeyboy's original music quickly became a collage of the influences each of the bandmates brought to the session, capturing the do-it-yourself



perfectionism of artists like Jacob Collier and Kevin Parker, the classically-trained (but edgy) crooning of Brendon Urie, and the beachy soulfulness of Brian Wilson all in a discography that feels avant garde enough to impress a music snob, but accessible enough to be enjoyed on a day trip down the PCH. For Honeyboys, their process for songwriting is truly egalitarian and that, in and of itself, is its magic. "We try not to put ourselves in a box. Not every song will sound the same and not every song is made the same way," notes Ari, but across everything they create, Honeyboys always maintain an innate sense of optimism in their writing. "We want to put people in a happy state of mind. We want people to have a good time, you know?"

By March, the band's work revolved around their self-made shows which Grady notes had become the "talk of the town," quickly breaking them into the upper echelons of the SLO music scene in a matter of months. Hosted out of Ari's house, Honeyboys became their own promoters

and producers, engineering their own lineups with some of the area's most sought-after acts and tailoring their music



directly for the stage, so when COVID-19 lockdowns halted their performances, Honeyboys struggled to adapt. "We were pretty depressed at first," Grady admits.

Although Honeyboys originally saw COVID-19 as a setback, it actually became a boon, allowing the group more time to focus on recording and producing their music. Always the optimists, Honeyboys used their time away from performing to make a collection of their strongest songs to date, including their quarantine-produced single "One Another," out March 5th. This marks their second release of 2021, and the final sneak peek into the Honeyboys debut EP, laying the groundwork for a collection of songs sharing the same ambition.

The band plans to return to performing as soon as possible, but they admit this time has been instrumental for defining their identity as a group. As the new year begins, Honeyboys is undoubtedly hopeful about the future. "Our goal is just to make a living doing what we love and make people happy when they listen to our stuff," Ari explains. "We're looking forward to all that's ahead."



Releaser



Honeyboys released their first single “I Just Wanna Know”, during the height of the pandemic. While the collective spirits of both the band and the rest of the world dropped, the single gained popularity due to its dreamy optimism and escape it offered to listeners. Although the thrill of live music was no longer accessible, the slower satisfaction of working towards a finished piece of recorded music soon took over.



“Grapevine”, Honeyboys longest and most complex song yet, took three months to record, arrange, mix, and master. The song has two parts. Grapevine Pt. I is a funk/hip-hop influenced danceable pop song with a psychedelic, Beatles-esque bridge. Grapevine Pt. II starts as a more emotional, adagio-like tune with “Say how you feel” and transitions to a rousing Flea-inspired slapping bass line joined by horns that has the warmth and vitality of a “California Dream.” Guitar and keyboard solos drive Pt. II towards its dramatic, chantable conclusion. Vocalist Ari Eisenberg said that “the emotions in Grapevine speak to the desire of wanting to win someone back and recover joy. Ultimately though, this is a song meant to get listeners movin’ and groovin’ and leaving their troubles behind, at least for a little while.” “On a surface level, the song is about the stage of a relationship where everything you’ve taken for granted is being put into question,” said Guitarist Reese Gardner. “It’s not a breakup song, but it’s about the last glimmer of hope before you do or don’t. There’s this inherent sense of optimism underneath the darker lyrics because often that’s all it takes to restore a broken relationship.”

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Upcoming

Emerging from the sprawling central coast of California, Honeyboys are a band who specialize in bringing together disparate sounds and genres in a fun and innovative way. Combining elements of jazz, RnB, indie rock and a variety of other styles, they are still able to maintain a cohesive and unique sound with each release despite their wide array of influences. They have been quickly growing a fanbase through playing shows multiple nights a week either at venues around the central coast or college house parties. They are confirmed to perform at Shabang 2022, their first festival, sharing the stage with bands like TV Girl, STRFKR, and Post Animal. The band met during their time as students at Cal Poly, SLO. They began releasing music in April 2020, and have kept releasing at a relentless pace ever since. Listeners on Spotify are able to take a glance at the sunny, idyllic college town in which all five members met and began making music. They are planning on releasing a 10 song album in April!

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Honeyboys are set to release their 10-song debut album in April. They have been working on the project for the last 3 year and can't wait to show the world what they have been working on!