



동양표클습향사

EASTERN STANDARD SOUNDS

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KakaoTalk dorham



Scan for website

Artist Roster

01

Asian Spice House

아시안 스파이스 하우스

Psychedelic Rock / Electronic



A Seoul-based band that explores musical elements from across Asia, blending electronic music with genre-crossing, original sound. Their 2023 debut album 《Nabulhaenghaeng》 reimagined the traditional Korean folk song Gakseori-taryeong through psychedelic rock and electronic textures. Invited to Japan's Soul Beat Asia festival in 2025, and recognized with the Gwangju World Busking Competition's Bronze Mask Award and a Seoul Foundation for Arts and Culture emerging-artist grant, Asian Spice House is an artist to watch in Asia's roots-fusion scene.



02

The Reseters

리셋터즈

Boss Reggae



Korea's one and only boss reggae band, formed in 2018, reinterpreting the classic 1969 boss reggae sound through a modern pop lens. Their releases include 'My Love Is On The Front Line,' 'Give Me A Bluebeat,' and the single 'Cat,' with their debut full-length distributed worldwide through Eastern Standard Sounds and Chicago's JumpUp Records. A Japan tour alongside legendary musician Gaz Mayall added to their reputation as one of Seoul's genuine underground reggae acts.



03

Tehiun

태히언

Folk Roots Reggae



An acoustic singer-songwriter moving fluidly between reggae, folk, blues, and Korean taryeong. Deeply immersed in Jamaican roots reggae, he channels its analog sound and message of peace, weaving in stories from his travels and the deep feeling of Korea's own musical roots. His signature blend of nylon guitar, stomp box, Indian bells, and mouth trumpet shifts with each song, carrying a bluesy, powerful, and delicate voice.



04

TAAL

달

Qawwali / World Music



An experimental world music group bridging the mystical world of Pakistani Qawwali with Korean folk song. Rooted in Sufi devotional music, TAAL reimagines Korean folk melodies within Qawwali's spiritual intensity, fusing two technically and culturally distinct traditions into something both unfamiliar and instantly recognizable.



05

KUNA

쿠나

Reggae / Dub



A Korean reggae musician, producer, and drummer who has spent years shaping his own musical language within the local reggae scene. Formerly the vocalist and drummer of Hotter Than July, he released the solo EP 《Mystic Lova》 in 2022, centered on a warm, unhurried Lovers Rock groove, and collaborated with Argentine reggae producer Somos Animales of Humanidub. His 2024 release 《Dub In Mystic》 reimagined earlier tracks through dub, deepening their sense of space while capturing everyday life, gentle humor, and warmth.



06

Omar and the Eastern Power

오마르와 동방전력

Afro-Asian Spiritual Dance



An afro-asian spiritual dance music band weaving together Morocco, Egypt, and Korea. Combining Sahelian and Afrobeat influences with Korean elements, the group draws on African and Korean rhythms, traditional strings, and sweeping melody. Since forming in 2016 they've released Walking Miles (2018) and Sunshine/Htalen (2021), and toured North Africa including Morocco's Visa for Music festival, channeling the melancholy of Saharan nomads and the boundless trance of Gnawa music through Korean spirit.



07

Windy City

원디시티

Korean Reggae



Formed in 2005 as the successor to soul-funk band Asoto Union. After Latin boogaloo and funky reggae on their debut Love Record (2006), the band turned to reggae rooted in Korean identity from their second album Countryman's Vibration (2007) onward, becoming a defining voice in Korean reggae. Their 2012 mini-album Mosimnida marked a major milestone, followed by continued experiments in dub and Afrobeat. Under the theme of a journey back to roots and culture, leader Kim Banjang has recently regrouped the band for a new chapter.



08

DALUM

달음

Gayageum & Geomungo Duo



A duo formed in 2018 by Ha Su-yeon (gayageum) and Hwang Hye-young (geomungo), drawing out the distinct character of two similar-looking instruments in delicate, absorbing music that reinterprets tradition for today. Their 2021 debut album 《Similar & Different》, released worldwide on Germany's Glitterbeat Records, was featured in The Guardian and Songlines and nominated at the 2022 Songlines Music Awards. Since debuting at London's Southbank Centre and playing SXSW, they've toured 51 cities across Europe.



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09

Kim Banjang & Saengki-Bokdeok

김반장과 생기복덕

Roots Rock



A rock band formed in 2022 by Kim Banjang, previously of Asoto Union and Windy City, joined by guitarist Kim Se-hyung and Park Beom-tae, heir to the East Coast Byeolsingut shamanic ritual tradition. Drawing on shoegaze, dub, psychedelia, and post-rock, the trio channels traditional Korean rhythms researched from Chungcheong exorcism drumming and Jeolla folk songs. Their 2022 mini-album 'SOUND OF LIGHT' was praised for capturing the aesthetics of Korean rhythm within a rock format.



생기복덕
氣福

10

Roots Vibe Band

Reggae

A Toronto-based reggae band led by Korean-Canadian vocalist Ty Kim. Since connecting with Korean reggae artist Kim Banjang over his 2009 track 'Culture Tree,' the four-piece has built an ongoing collaboration, including a sold-out 2013 show at Toronto's Lula Lounge with Kim Banjang and Windy City. With drummer/vocalist Colin Edwards, guitarist Lucas Edwards, and bassist John McKenzie, the band channels the spirit of 'One Love' through powerful drum-and-bass reggae, and is currently preparing a simultaneous Korea/Canada release of their Korean-language album 'Tiger Step.'



Roots
VIBE
BAND

11

Frente Cumbiero

프렌테 콤비어로

Cumbia / Dub



Led by Mario Galeano Toro (also of Ondatrópica and Los Pirañas), Bogotá-based Frente Cumbiero blends traditional cumbia rhythm with dub, electronic, and jazz sensibility, standing as one of the leading names in Colombia's new cumbia scene. They've performed at MoMA in New York, Roskilde, WOMAD, Sónar, and Fuji Rock, and collaborated with Mad Professor, Kronos Quartet, and Japan's Minyo Crusaders — a defining act of Latin America's roots scene, moving fluidly between tradition and experimentation.



FRENTE CUMBIERO

12

Shin Hantae & The Reggae Soul

신한태와 레게소울

Roots Reggae · Next Generation of Korea

Reggae



Led by Shin Hantae (vocals, guitar) with Lee Si-hwan (bass), Jeong Yun-hu (drums), Park Hyun-sik (keys), Jin Hyeong-cheol (guitar), and Tak Seon-yeong & Myeong Eun-ji (chorus), this rising band constantly explores new shades of roots reggae. Their 2018 track '38th Parallel' won gold and silver at the Ministry of Unification's Uni Music Race and the Bucheon University Song Festival, cementing their direction. Produced by Smiley Song with dub mix/mastering by director Park Jun and overall direction by Cheong Dahl, their debut album 《Ark of Ideals》 carries the full weight of the Eastern Standard Sounds crew's production.



신한태와
레게소울

13

RAFFINA

라피나

Electronic Pop



A singer-songwriter who paints her own world through emotive electronic sound and delicate storytelling. As part of the duo project 'Raffina & Cavy' she released the debut album 《Fog Flower》 and single 'Canvas Girl,' capturing the excitement and fear of unspoken love in dreamlike production. Her glamorous, sensual visuals and voice command striking presence on stage.



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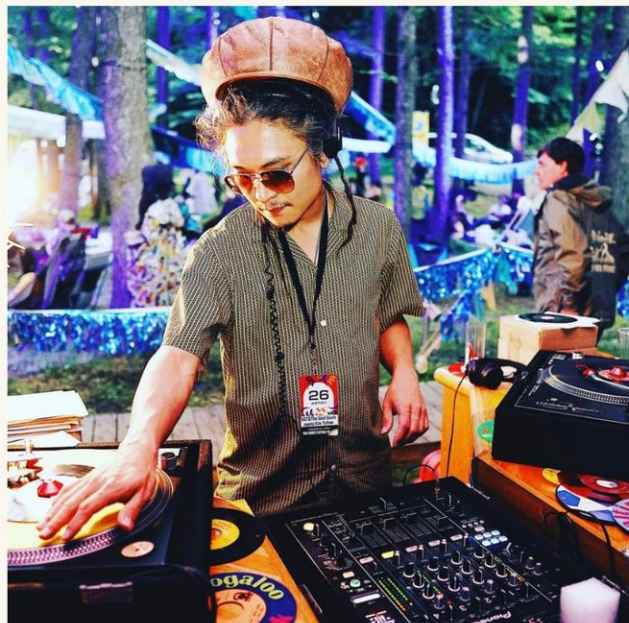
Cheong Dahl

청달

Selecta / Producer · AKA Bluebeat Masta



AKA Bluebeat Masta — selecta, producer, and organizer spinning everything from early-60s ska classics to rocksteady, reggae, and Caribbean music. Founder of Eastern Standard Sounds, he has also played in the 16-year-running ska band Kingston Rudieska and reggae band NST & The Soul Sauce. Credited with building global connections for the Korean scene through collaborations with Dr. Ring Ding, Brian Dixon, and Uchida Naoyuki, he organizes Korea's largest reggae festival 'Rise Again' and has selected at Hong Kong International Reggae-Ska Festival, Sierra Nevada World Music Festival, and Japan's Fuji Rock Festival for three consecutive years.



청달

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15

Jeijin

재진

Electronic Live Set



The electronic live set of Jeijin, of the band Tu Choppy. Fast techno beats over powerful drums carry a mix of innocence and purity, like an adult fairytale — dance that warms the heart is comfort.



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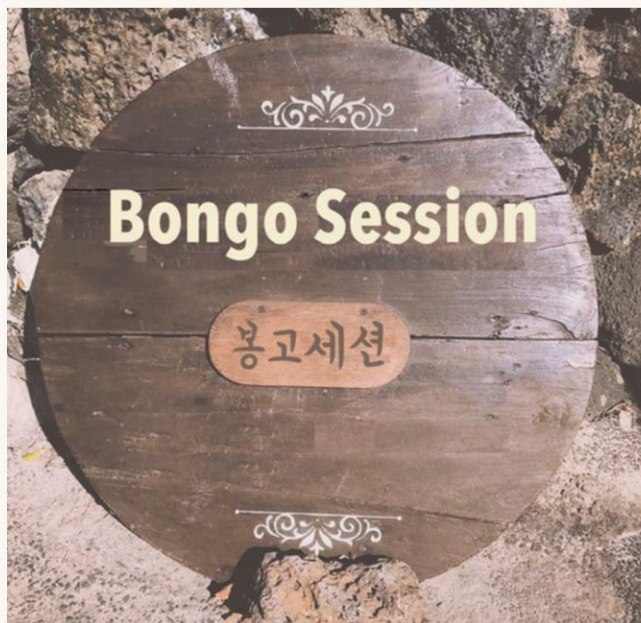
Bongo Session

봉고세션

Percussion Session



Bongo Session dreams of a Jamaican-style sound system where the whole neighborhood joins in — a selecta spinning vinyl on the turntable, wailing a siren, and an MC pouring rhyme-laden stories into the mic. Drawing on childhood memories of market vendors' comic chants and the endlessly looping calls of the fish truck's loudspeaker, they spent two years jamming out a three-beat riddim, then laid Korean Seodo-sori folk song 'Jajin-ari' over it to complete their 2022 single 'Seonghwaro-Guna.' Reworking the song's original humorous lyrics for today, it stands as Bongo Session's first fruit — roots reggae and Seodo-sori flowing naturally into one.



17

Seed Le Moor

시드 르 무어

Electro Afro Trance



Frontman of Omar and the Eastern Power, expressing himself through a new electronic-acoustic setup. Seed le Moor blends his ancestral roots with the modernity of quasi-futuristic cities, channeling his creativity into the realm of machines and producing a unique sound he calls 'Electro Afro Trance.'



18

Haedong Seoungguk

해동성국

Free / World Music · 1st Album [Dokkaebi Play]



A new project from Haedong, who has long studied the music of West African tribes across Senegal, Mali, and Guinea in search of raw, unrefined sound. Percussion (Haedong) and deep strings (Donghee) create a sound close to a human heartbeat, joined by scent (Idan) to conjure a new space unbound by existing narrative. Drawing on free/avant-garde jazz, free improvisation, and African music, Haedong calls this project 'Dokkaebi music' — the debut album 《DOKKAEBI PLAY》 forms its own ceremony, open to interpretation as a rain dance, a funeral, a hunt, or a tea rite, embodying the goblin-like identity of pleasantness, wretchedness, and the remarkable, all at once.

