

## THANH BUI

“Stylistically I guess its progressive blue-eyed soul – we’ll just need to find another name for it”.

Trying to put a musical label on what’s he doing isn’t that easy for Thanh Bui – but he’s got a pretty clear idea of where he’s going with his own special combo of soul, electronica and pop.

“I’d kinda like to be one of the few artists of Asian background to have international success.”



Disarmingly simple and in it’s way also wildly ambitious, this is Thanh Bui’s statement of intent... not that he hasn’t already been teetering on the brink of that kind of success for a little while now.

In the mid-nineties as a member of North, and barely out of his teens, Thanh experienced genuine teen hysteria throughout Asia over a two-album career, which delivered three number one hits in Thailand and Indonesia, and two chart-toppers in Malaysia, Singapore and Philippines.

Then there’s the song writing. As a writer he has arguably one of the strongest international track records of any contemporary Australian tunesmith (and with almost nobody realising it) with songs recorded by platinum-selling regional acts such as Kat-Tun (Japan), Tohoshinki (Japan & Korea), Monrose, Cherine Nouri & Jimi Blue (Germany) and Edurne (Spain). Closer to home, he co-wrote Paulini’s soul-bearing, heart-rending confession of domestic violence, “Scarless”

### SOUL MUSIC ENTERTAINMENT

214-216 Pasteur, P6, Q3 Ho Chi Minh City, Vietnam  
Tel: +84974974469  
Email: van.tran@soulcorp.com.vn

And then there was his stint on Australian Idol in late 2008 – an experience he describes as “like being a bubble”. But after some stand-out performances that saw him in the final eight, suddenly the “journey” ended abruptly.

“In retrospect, it was a bit of a dance with the devil,” he says. “Immediate fame - which unfortunately also meant immediately being written off by a lot of people. Unfair but that’s the way it is. In a strange way, you need to re-earn respect. Having said that, I’d do it again in a heartbeat”.

After an understandable split second of wondering “what the hell do I do now?”, Thanh gently moved himself away from I\*\*l and did what felt most natural – he flung himself back into his song-writing, determined to make himself the artist he always wanted to be by taking his own personal experiences with him as his lyrical template.

“Nobody has really told the story of the immigrant’s child and that was at least part of my intention. Lyrically I starting mining all those years of “not fitting in”, the alienation I felt, seeing my parent’s sacrifices, and recognizing the generational clashes.

“Then it occurred to me, that’s what most people experience growing up, no matter what their ethnic background – my being Vietnamese/Australian just brought that into much sharper relief.”

Youtube showings of Idol clips coupled with a one off Vietnamese TV show led to him being whole-heartedly embraced by ex-pat Vietnamese (and their children) throughout the world and he suddenly found himself playing gigs in the US and Canada - and his considerable song-writing pedigree coupled with these trips allowed him the luxury of being able to write with some of the finest songwriters on the planet.

His collaborations with experienced hit-makers like Charlie Midnight (James Brown’s Living In America, Christina Aguilera, Chaka Khan), Michael Jay (Eminem, Kylie Minogue, Celine Dion) while also writing with international and local hot and/or up-and-coming writers like (Saturday Night Live guitarist) Jared Scharff, Andy Stochansky (Shannon Noll, Hayley Warner, Cassette Kids), (ex-Stargate) Andre Lindal (Monica, etc), Lee Groves (Bertie Blackman), Pete Martin (Sugababes, etc) and many, many more have resulted in the songs intended for his debut album.

In 2010, Thanh released his first single in Vietnam, ‘Lang Tham Mot Tinh Yeu’, featuring superstar Ho Ngoc Ha, which became one of the year’s biggest hits. With a critically acclaimed debut Vietnamese album released the following year, Thanh cemented his place in the hearts of the Vietnamese people – 2012 marked the beginning of his solo English career which began with the first international collaboration between a Vietnamese artist and



#### **SOUL MUSIC ENTERTAINMENT**

214-216 Pasteur, P6, Q3 Ho Chi Minh City, Vietnam  
Tel: +84974974469  
Email: van.tran@soulcorp.com.vn

an international artist in Asia's Queen of Pop, Tata Young. Having signed with management group, 365 Agency, Thanh's focus this year will be breaking out of Asia and onto the world music scene.

## **Discography:**

### ***ALBUMS***

2012 Where do we go ft. Tata Young  
2011 Duong Ve Xa Xoi – Debut Vietnamese Record  
2006 Straight up (North)  
2004 North (North)

### ***COMPETITIONS***

2013 The Voice Kids *Judge*  
2012 The Voice Viet *Guest Coach*  
2010 Vietnam Idol *Guest Star*  
2008 Australian Idol *Top 8*

### ***SOUNDTRACKS***

2011 Every Day (Live Schreiber, Helen Hunt)

### ***INTERNATIONAL CREDITS (SONG-WRITER)***

#### **2010**

- Hit band **Monrose** (Germany) top 10 record with song 'Breathe you in'
- Spanish star **Edurne** uses song 'Culpable' for her latest release
- Number 1 Japanese record with supergroup **Kat-tun**, featuring B-Side single 'Hello'
- Platinum-selling Australian artist, **Paulini**, uses song 'Scarless' which becomes the theme song for 'White Ribbon Day'
- Hong-Kong star **William Chan** chooses song 'Love Evolution'
- HBO's show **Bad Girls Club** uses song 'Kiss and Tell' (USA)

#### **2009**

- MTV's show **The Real World** uses song 'Licence to thrill' (USA)
- 2007 Eurovision winner **Marija Serifovic** records 'Party Tonight'
- Australian show '**Dance Academy**' uses song 'You got me dancing'
- European artist **Cherine Nourine** records 'Gravity', 'Forbidden', 'I'm human', 'So Alive'

#### **2008**

- Gold Record awarded for **Jimi Blue** with songs 'Killer Queen' and 'Party in the city'
- German band **Room 2012** records song 'Take a minute'
- Number 1 record with Korean supergroup **Arashi** with song 'Picture of you'
- Japanese super-group **Arashi** records 'I won't hold back', which is on another Number 1 record

### **SOUL MUSIC ENTERTAINMENT**

214-216 Pasteur, P6, Q3 Ho Chi Minh City, Vietnam  
Tel: +84974974469  
Email: van.tran@soulcorp.com.vn

## **AMBASSADORSHIP**

Global Climate Change Campaign 350 2013  
Mercedes Benz 2012  
Earth Hour 2012  
GIV Diamonds 2011

## **CHARITY ACTIVITIES**

Loretto Vietnam – 2012-Present  
Heart Reach Heart – Australia 2010-2  
Asia Injury Prevention Foundation 2010-2  
World Autism Day 2012

## **SPONSORSHIP & ENDORSEMENT**

Mercedes Benz  
Samsung  
Gems International Vietnam (GIV)  
ODM Watches (Singapore)  
Perspective Apparel  
Politix Menswear  
Sketchers Shoes  
Sony Ericsson



## **SOUL MUSIC ENTERTAINMENT**

214-216 Pasteur, P6, Q3 Ho Chi Minh City, Vietnam  
Tel: +84974974469  
Email: van.tran@soulcorp.com.vn