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The Italian way of life certainly does have something charmingly attractive: They have "Lovedrive", they have "Sweet Enemy(ies)" and they have this certain kind of "Abra Cadabra" that makes them so magically special for the rest of the world. And they have THE FIRE.

They've played more than 170 shows so far and they don't care if it is a filthy youth club, a sweaty biker's place or a big festival. The result in the end is the same anyway: a bunch of people going crazy by watching a band that is stylish and natural at the same time.

Olly played with SHANDON, one of Italy's biggest Ska Punk acts and the others with MADBONES, a bunch of Italian Pop Punk/Emo youngsters. Singer Olly has furthermore written the REZOPHONIC title song "Can You Hear Me" and sang it together with Christina Scabbia/LACUNA COIL.

THE FIRE has been founded at the end of 2005 in Milano and they exactly know what they want. They wow with a very unique, current Punk-like, but yet sophisticated dressing that you can't look away from. But as soon as they get in touch with their audience they are completely naked – free from inflexible behaviour, unnatural stage clothes or anything else that would disguise these boys: what that makes you even more unable to look away from.

But, nevermind, you are not the only one: When THE FIRE have released their debut album "Lovedrive" in 2006, they immediately started touring and haven't stopped until today with playing and making everyone so keen about them.

These guys have done it everywhere – in Italy, Germany, Switzerland, the BeNeLux and Croatia, during the Eastpak Rock fest, as special guests of MISFITS and LAGWAGON, on the big Belgium Alternative festival Pukkelpop etc.

And they can do it again and again: In January 2007 the video of the first single "Emily" went on air on MTV Italy as well as on Rock-TV and reached the third place in plays and votes after four weeks. Guest appearances by the tattoo focused, infamous model group SUICIDE GIRLS made THE FIRE being the talk of the town. In February, THE FIRE could make the third place in the annual poll of "Rocksound Magazine" for "Best Debut", "Best Italian Band" and "Best Italian Album". By the end of July, the guys have reached more than 250'000 plays on Myspace adding friends worldwide.

In the meanwhile they have created the probably biggest show in their history so far: "Electro Cabaret" which will be released worldwide in the beginning of 2009. It has become more than just an album. It is the kind of big entertainment you've been always longing for. THE FIRE won't just play for you. They will play with you. And you will have the time of your life.

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