

Shake Some Action! - detailed bio

Australian-born, Seattle-based producer James Hall is the man behind Shake Some Action!, a jangle pop “band” that continues the tradition of classic pop pioneers like the Kinks, the Beatles and Big Star. Since 2005, Hall has recorded mostly solo tracks in his home studio and released them under the SSA moniker, gathering band mates together to blast the tunes live only every now and again.

The first self-titled album created a mini-storm in Seattle in early 2007. “I'd made this little album by myself in my home studio and I figured I'd get a band together, play three or four shows to promote it and that would be that. I sent a copy to KEXP, which is a local station but a lot of people tune in from all over the world. Within 24 hours, they'd played it three times and I think it landed in their chart that week. Nobody knew who it was. I started getting emails from distributors, record labels and fans who'd heard it on the radio. It was amazing and totally unexpected. We went from playing to ten people to a hundred within a month.” 2007 saw them continue to play regular local shows, sharing the stage with a then-unknown Macklemore and culminating with an appearance on Labor Day at the Bumbershoot Festival, on the same bill as Fleet Foxes. That lineup then went into the studio to record their follow up, 2008's Sunny Days Ahead. They also made good use of that label interest, licensing songs for TV shows like Saturday Night Live and advertising with the likes of Nike and Budweiser.

More recently, Hall has returned to working mostly solo in his studio. He picked up a Rickenbacker 12 string guitar, which has dominated the sound of the last two critically acclaimed albums – 2013's Full Fathom Five and 2014's Catch The Sun. He now splits his time working on SSA material and producing custom instrumental music for TV shows.

The band rang in their tenth anniversary in 2016 by landing the new single “The Only Way Is Up” on the pages of Billboard, where it hit #18 with a bullet on the Spotify Viral 50, making it one of the most streamed songs on the planet on release.

With the August 25 2017 release of their 6th long player, Crash Through Or Crash, the only way is up indeed. The band will be returning to live performance for the first time in four years, with Pacific Northwest shows planned for the second half of 2017.

Discography

Shake Some Action! (2007)
Live at the Crocodile (2007)
Sunny Days Ahead (2008)
Fire and Ice (2010)
Full Fathom Five (2013)
Catch the Sun (2014)
Crash Through Or Crash (2017)

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