

RUBEN HOEKE BAND 2024

'A great mix of heavy Rock, Soul, Pop, stompin' Boogie and dirty Rhythm & Blues!'



Guitarist Ruben Hoeke can be placed amongst the musicians who have lifted 'Nederblues' and Rock to a higher level. Since his first performance in 1992, he has toured the Netherlands continuously, played at festivals in Denmark, Germany, Belgium, Estonia, USA, Ireland, Luxembourg and Curaçao, released thirteen albums in different musical genres and performed on stage with countless national and international top musicians. Various media describe Ruben as a 'world-class star guitarist' and 'one of the greatest contemporary Dutch guitarists'.

1990-1996: Ruben Hoeke starts playing the guitar at the age of fourteen. His childhood dream of becoming a professional soccer player in the Dutch national football team vanishes overnight when all of a sudden the guitar intro of Guns N' Roses classic 'Sweet Child O' Mine' catches his ear. Enchanted by the melody, he decides to exchange his soccer ball for a guitar in a heartbeat. In 1992 Ruben starts the band 'Blues on the Road', inspired by the albums 'Cricklewood Green' by Ten Years After and 'A Hard Road' by John Mayall. With an average age of fourteen, they are the youngest blues band in the Netherlands at that time. The band records their first demo cassette, called 'Blues on the Road'. By the end of 1994 the band breaks up and Ruben joins rock & roll pianist Henk Pepping's band and starts touring all over the Netherlands. In that period he also meets friend and guru, singer Reniet Vrieze ('The Pilgrims'), who introduces him to playing and recording pop music.

1996-2000: In the fall of 1996, Ruben travels to Chicago and the Southern states of America, to taste the origins of the Blues, Shirley King. Back in the Netherlands he starts two new bands: 'The Hurricane Bluesband' and 'Stonefreak' (concrete rock). With both bands Ruben

records several promotional CDs with his own original songs. Occasionally he gets to join his father's band (pianist Rob Hoeke) to gain experience. Together with boogie-woogie pianist Gerbren Deves, Ruben hosts a radio show called 'Live & Pure', from 1998 to 2002. He gets to interview BB King, Johnny Winter, Buddy Guy, Jools Holland, Randy Newman, Walter Trout, John Mayall, Son Seals, Sam Brown and others. With pianist Henk Pepping he records a boogie-woogie and blues CD.

2000-2003: Ruben teams up with drummer Jeroen Booy (Roberto Jacketti & The Scooters, The Scene) to start pop-rock band Skelter. Skelter, also being support act for famous Dutch bands 'De Dijk' and 'Bløf', release their debut album 'SKELTER' in 2003. Both press and public are very enthusiastic about their new and energetic raw sound. With 'Roberto Jacketti & The Scooters', Ruben and Jeroen play the prestigious Amsterdam Heineken Music Hall (now 'AFAS Live') three times. With Roberto Jacketti they also perform at the 'De Vrienden van Amstel Live' festival at Rotterdam Ahoy for 7 consecutive nights. In 2002 Ruben starts a new americana, folk, country & blues based project ('JURA') with singer-songwriter Jan Blaauw, resulting in an album called 'Freedom Road'.

2003-2006: In June 2003 Ruben is invited by famous singer-songwriter Thé Lau ('The Scene') to join his band. They will be touring the Netherlands and Belgium for several years to come. In May 2005 the band is flown across the country by a military helicopter to four different 'bevrijdingsfestivals' on Liberation Day. With Roberto Jacketti Ruben performs in Curaçao (Dutch Caribbean). Around that same period, he initiates a new project ('Kenneth Harder') with Edgar Koelemeijer and Boris van der Lek (Herman Brood, Hans Dulfer). The music is based on old manuscripts with blues chord progressions by a certain American musician named

Kenneth C. Harder. In the summer of 2005 Kenneth Harder release their debut album called 'I'. By the end of 2005 Ruben starts recording for Ducth major Munich Records with his own 'Ruben Hoeke Band', a formation he started in 2004.

2006-2008: The first RHB album, 'SUGAR', is released in the Netherlands, Belgium and Germany on March 13, 2006. Jan Akkerman, Kaz Lux, Tineke Schoemaker, Boris van der Lek, David Hollestelle, Wouter Planteijdt and Thé Lau, among others, are contributing to this special album. The release party at 'De Kade' in Zaandam has a massive turnout. 'SUGAR' is chosen as 'Tour de France album' on Dutch national radio. The band is touring the Netherlands and Ireland, and then Denmark, Germany and Belgium in the next year. SUGAR becomes best-selling R&B album in The Netherlands in 2007.

2008-2012: Ruben is awarded a 'Devil' by Dutch fellow musicians as 'Best Dutch Guitarist'. He also receives an official Municipal certificate for his 'Great ability as a Guitarist'. Ruben designs his first signature guitar in collaboration with Lowland Guitars. In August he performs with Jan Akkerman and Gary Moore in a sold-out Heineken Music Hall in Amsterdam. In March 2010 the RHB release their second album ('COEXIST'), and Ruben takes 2nd place in the 'Best Bluesrock Guitarist Benelux 2010' competition. He writes a monthly column for Dutch magazine 'Gitaar Plus', and in October his first signature pedal is released: the 'RH Boost-Drive'. In the summer of 2011, a cooperation with guitarist Mick Taylor is called off prematurely when Taylor is asked to rejoin The Rolling Stones.

2012-2015: In June 2012, Ruben meets 'Slash' (Guns N' Roses). A report of their special encounter is covered in 'Music Maker'. The RHB tour Estonia and the Netherlands and present their third album 'LOADED' by the end of March 2013 in a sold-out Paradiso. In early 2014, the JURA project is continued again, and in March 2014 Ruben is elected 'Best Blues and Rock Guitarist Benelux' by a large majority of readers of leading Dutch magazine 'De Gitarist'. In April of that year, Ruben is also awarded a 'Dutch Blues Award'. In November Ruben receives the first prototype of the 'RH Model' guitar that is being built in Jakarta, Indonesia. In 2015 JURA release their second album, called 'River Songs'. That same year, singer Lucas Pruim joins the RHB, followed by Ruben's brother Eric Hoeke on drums.

2016-2018: In the summer of 2016, Ruben is invited to go on a world tour with American singer Beth Hart. The tour is supposed to span several years, and after some hesitation, he decides for his own music at home. The fourth, new RHB album 'Sonic Revolver' is released in Europe on September 23, and is widely regarded as 'one of the best albums of 2016'. From the end of 2016 through January 2017, Ruben sets out on a tour with world famous guitarist Jan Akkerman. In the summer of 2017, Eric and Ruben discover new material from their late father Rob, resulting in the unique 'Hoeke - Legacy' album. In the autumn of 2017 the RHB tour the


Netherlands extensively, celebrating Ruben's 25th anniversary on stage.


2018-2020: From Ruben's celebration tour a double live CD is recorded: '25 LIVE'. In December of that year, Ruben joins the 'Knight of the Guitar' tour with Jan Akkerman, John Hayes (Mother's Finest), Anton Goudsmit, Leendert Haaksma (Anouk) and Leif de Leeuw. In 2019, the RHB start recording their new studio-album, and Ruben initiates 'Red House', a media attention catching fundraising project, supported by numerous Dutch artists, to help (re-)build the 'Santa Maria de la Esperanza' orphanage in Ecuador led by legendary mixer/producer and friend Erwin Musper. On November 1, 2019, the new RHB album 'All Saints' is released. By both national and international press this record is widely regarded as their best work.

2020-2024: In March 2020, due to the COVID-19 restrictions, Ruben goes 'online' with his normally 'face-to-face' RH Guitar Workshops. He also stages a number of 'COVID proof' duo-performances, and appears on the album 'Retirement Plan' by Dunkey SR. In December 2020, Ruben initiates his 'Give a guitar to a Child' campaign, generating national attention and collecting hundreds of free guitar sets for children in need. In 2021 Ruben starts giving free online and 'face-to-face' guitar workshops to children and he establishes a foundation ('Stichting Muziek voor Kids') for those pro-bono activities. Ruben also starts coaching bands and producing CDs. Meanwhile, Ruben and the RHB are working on yet another recording. 'Reloaded', their seventh album, is released on november 25, 2022 and again does very well. With Roberto Jacketti & The Scooters and The Dolly Dots Rubens plays a sold out show at the famous 'Ziggo Dome' broadcasted on national tv. On the 17th of december Ruben celebrates his '30 years on stage' with a show that will be reorded for a future release. In 2023 rockband 'Coldplay' donates a keyboard to Rubens foundation, generating a lot of international press. After recieving a second 'Dutch Blues Award' the band release their new double live album '30 Years Live'. 2024 starts with a Roberto Jacketti & The Scooters tour across the Netherlands.

Media describe Ruben Hoeke as a 'Worldclass guitarist' and 'one of Holland finest players of todays scene'. Although Ruben is a guitarist who can relate to several music styles, the Rhythm & Blues and Rock & Roll is something that comes to him naturally and straight from the heart. A journalist once defined the band as 'a mighty blues-formation with an unique sound' and their performance 'sparkling as hell, like a F16 with its afterburners tuned up to the max'. With dozens of great reviews the Ruben Hoeke Band will continue delivering their cooking meltingpot of Soul, heavy Rock, Pop, stompin' Boogie and dirty Rhythm & blues!

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RUBEN HOEKE BAND PRESS QUOTES

- 'Hoeke would kick ass among the best rockbands in the world. A worldclass guitar player.' (Lust for Life)
- 'You want the best, you got the best! The hottest rock in the world...! HOEKE!' (L.O.M)
- 'His guitar skill is of international stature. Time and time again he proofs to be the best bluesrock guitarist in the Benelux and perhaps even across the border.' (Bluesmagazine)
- 'One of todays leading Dutch Guitarplayers.' (Platomania)
- 'Bang on target!' (Blues Matters UK)
- 'An instant high energy blues rock classic. A six string magnum opus!' (Neal Vaughan - Australia)
- 'Klasse! Diese Platte sorgt für mächtig gute Stimmung!' (Rocktimes.de)
- 'His guitar skill is of international astute. The best rock, boogie and rhythm & blues of this time. What a sound!' (Musicfrom)
- 'Blistering sound, awesome tracks' (Rootstime.be)
- 'Groovend ab wie eine Rakete...gigantisch...Großartig!...Perfekt!' (Rocktimes Germany)
- 'Beautiful songs about doubt, love, death, booze..... Sublime music, Amazing" (Blues uit de Polder)
- 'Hoeke and his band proof that they are still very much a part of the Dutch premier league of bluesrock.' (NHD)
- 'Lots of musical fireworks... A remarkably high performance' (Krenten uit de Pop)
- 'Beautiful compositions...A true work of art.' (Platomania)
- 'Bluesy, exciting, raw but melodic and highly energetic.' (Welkomlife.nl)
- 'Hard rocking tracks.... Dutch festival organizers know what they have to do!' (Heaven)
- 'Rips, screams and roars... After Adje van den Berg I don't believe to have ever heard a rockguitarist with such dare and brilliance....' (File Under)
- 'The very best there is to get in this genre, within the Netherlands.' (Zondagochtendblad)
- 'There is no escaping goosebumps' (Maxazine)
- 'Lonely at the top, within the Dutch Blues and Rockscene' (Rockportaal)
- 'Premier league of the Netherblues' (Arrow Classic Rock)
- 'With Ruben Hoeke the Netherlands have a rhythm and blues performer of the highest level' (Gitaarnet)
- 'A load of greasy hardrock, a pinch of boogie, a touch of gypsy, and a big bone of spicy blues'(Back to the Roots)
- 'True pearls' (Fret)
- 'A musical rain of fire that literally burst out of your speakers' (Rootsville.be)
- 'Truly sublime' (Bluesrockpagina)
- 'Heaven came down to earth' (Johannes de Boom)
- 'Powerful and inspired. The audience is amazed and in awe.' (Live XS)
- 'Ruben Hoeke Band. A true phenomenon!!! The talent of this formation needs to be seen, tasted and felt!' (Aktief)
- 'Steam, roar, sweat, stamp Dutch stompin' blues in the highest gear' (Lords of Metal)
- 'Ruben Hoeke and his band are without a doubt a huge gain for the blues scene within the Benelux' (mazzmusikas)
- 'The Ruben Hoeke Band is the sensation of the blues scene in the Netherlands" (Willem Croese)