

BIG PHONY



PRESENTS

BIOGRAPHY

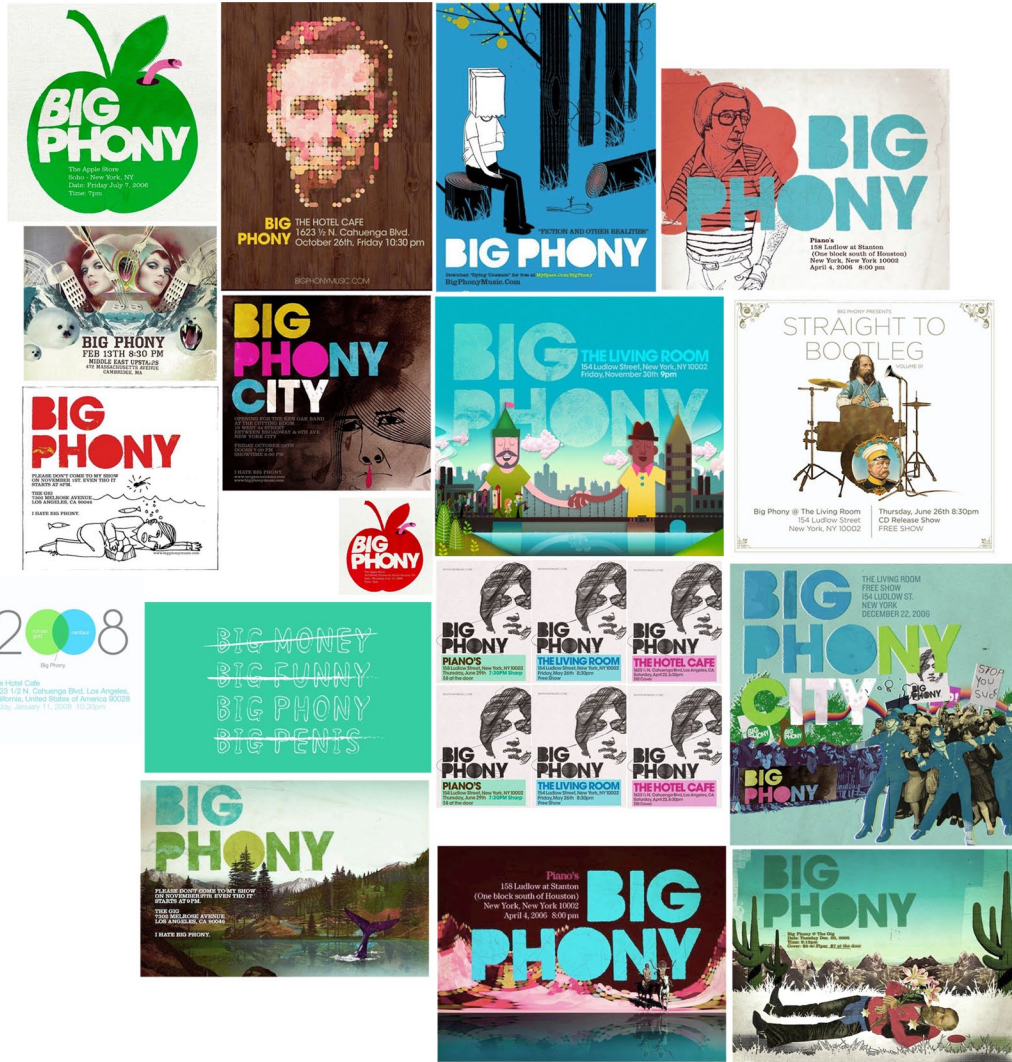


Big Phony delivers honest lyrics and natural talent. There's a fragile but controlled quality in his voice, which he attributes to thin apartment walls and easily disgruntled neighbors. Fans of Elliott Smith, Bright Eyes, and Death Cab For Cutie will instinctively gravitate towards Big Phony's sound. His latest project "Kicking Punching Bags" is set to release Fall of 2009.

Bobby Choy (Big Phony) is a singer/songwriter born and raised in New York City. At the age of 14 Bobby's family relocated to Los Angeles, leaving him in New York City so he could attend the legendary School of Performing Arts and Music and Art, which has produced a long list of talent including Al Pacino, Adrian Brody, and Bela Fleck. Living alone at such an early age, Big Phony devoted his time to writing in his New York City apartment.

With strong religious conviction, Big Phony left for Boston to attend a Christian college to study to be a pastor. He quickly realized that this was not the path for him and returned his focus to his music. After college, he moved to Los Angeles to be closer with his family. It was in Los Angeles where Big Phony began his pursuit to be a singer-songwriter. He quickly built a devout fan base with his songs and performances. In early 2006 he returned to New York to build that same kind of following and has since been splitting his time between both cities crashing on couches and aerobeds.

PAST SHOWS



2011

- 02/03/2011 - **EBS Radio, Seoul**
- 01/13/2011 - **TBS Radio, Seoul**
- 01/21/2011 - **Welcomm Theater, Seoul**
- 03/12/2011 - **Vision 21, Los Angeles**
- 03/15/2011 - **Loyola Marymount University, Los Angeles**
- 03/18/2011 - **The Living Room, NYC**
- 03/24/2011 - **The Knitting Factory, NYC**
- 04/01/2011 - **The Roxy, Los Angeles**
- 05/06/2011 - **Bam Cafe, NYC**
- 05/11/2011 - **Giant Robot, Los Angeles**
- 05/18/2011 - **Total Arts Festival, Seoul**

2010

- 12/10/10 - **Hotel Cafe, LA**
- 10/7/10 - **Silverlake Lounge, LA**
- 07/08/2010 - **Rockwood Music Hall, NYC**
- 05/01/2010 - **Echo Curio, Echo Park**
- 04/30/10 - **UC Berkeley, Berkeley**
- 03/30/10 **KXLU 88.9 FM (Radio), Los Angeles**
- 03/18/2010 - **The Living Room, NYC**
- 03/11/2010 - **Three Clubs, Los Angeles**
- 02/11/2010 - **Hotel Cafe, Los Angeles**
- 02/10/2010 - **Hotel Cafe, Los Angeles**
- 01/30/10 - **Pehrspace, Echo Park**

2009

- 12/14/09 - **KoreAm Live (Ustream), Los Angeles**
- 11/17/09 - **KoreAm Live (Ustream), Los Angeles**
- 10/20/09 - **KoreAm Live (Ustream), Los Angeles**
- 10/13/2009 - **Joe's Pub, NYC**
- 09/10/09 - **JustinTV, San Francisco**
- 07/24/2009 - **AAIFF at Slate, NYC**
- 07/23/2009 - **The Living Room, NYC**
- 05/27/2009 - **UCLA, Los Angeles**
- 05/06/2009 - **Vessel, San Francisco**
- 01/30/2009 - **Café Du Nord, San Francisco**
- 01/16/2009 - **Hotel Cafe, Los Angeles**
- 01/25/2009 - **University of Michigan, Ann Arbor**

2008

- 12/11/2008 - **Laugh Factory, Long Beach**
- 12/06/2008 - **Projekt NewSpeak, Los Angeles**
- 11/21/2008 - **El Cid, Silverlake**
- 10/30/2008 - **Hotel Café, Los Angeles**
- 10/03/2008 - **The Living Room, NYC**
- 08/16/2008 - **Hotel Cafe, Los Angeles**
- 06/26/2008 - **The Living Room, NYC**
- 05/30/2008 - **El Cid, Silverlake**
- 05/26/2008 - **Ackerman Ballroom, Los Angeles**
- 05/17/2008 - **Relay For Life, Silverlake**
- 05/03/2008 - **Libertine (VC Filmfest), Los Angeles**
- 04/18/2008 - **Hotel Cafe, Los Angeles**
- 02/17/2008 - **Roof of the Desmond, Los Angeles**
- 01/19/2008 - **Step Off, Buena Park**
- 01/11/2008 - **Hotel Cafe, Los Angeles**

2007

- 12/15/2007 - **Talk of Da Block 4, Los Angeles**
- 12/14/2007 - **Projekt Newspeak, Los Angeles**
- 11/30/2007 - **The Living Room, NYC**
- 10/26/2007 - **Hotel Cafe, Los Angeles**
- 10/13/2007 - **SD Asian Film Festival, San Diego**
- 01/03/2007 - **B.B. Kings Blues, Universal City**

2006

- 12/17/2006 - **Talk of the Block 3, Los Angeles**
- 10/21/2006 - **Hotel Cafe, Los Angeles**
- 07/15/2006 - **The Gig, Los Angeles**
- 07/14/2006 - **Hotel Cafe, Los Angeles**
- 07/13/2006 - **The Apple Store, Santa Monica**
- 07/07/2006 - **The Apple Store (Soho), NYC**
- 06/29/2006 - **Piano's, NYC**
- 06/28/2006 - **Teabag Poets' Lounge, NYC**
- 06/27/2006 - **Private Event, NYC**
- 06/17/2006 - **N Korea Relief Event, Boston**
- 05/26/2006 - **The Living Room, NYC**
- 05/03/2006 - **Sidewalk Cafe, NYC**
- 04/22/2006 - **Hotel Cafe, Los Angeles**
- 04/04/2006 - **Piano's, NYC**
- 02/18/2006 - **Highland Grounds, Los Angeles**
- 02/13/2006 - **The Middle East, Boston**
- 02/03/2006 - **The Gig, Los Angeles**
- 01/18/2006 - **Coda, NYC**

FILM SYNC

"Triangle" 2010 - Jury Prize DGA Student Film Award - Composed Original Song

"Royal Pains" 2010 - NBC Universal - Episode #206 "Talk of the Town"

"Royal Pains" 2010 - NBC Universal - Episode #209 "Where's My June Carter?"

"West 32nd" - Official Selection: 2007 Tribeca Film Festival - song licensed: "The Last Day of the Season"

"The Outside" 2009 Almont Films & Brokenline Productions - song licensed: "Someone"

"Works of Art" 2009 - Suffolk Street Films - songs licensed: 4 songs licensed

"The People I Slept With" 2009 - People Pictures, LLC - 4 songs licensed

"The River Within" 2009 - Inspired Life, LLC - 3 songs licensed

"The Cage" 2008 - Omni Visual Arts - song licensed: "Someone"

"You've Got Male" 2007 - Winner of the AAFilmLab 72hr Film Shootout: "Dying Unaware"

"Traffic In The Sky" 2007 - Across the Street Films - song licensed: "Everything-Always"

"Purity" 2007 - Nahree Ahn - song licensed: "Holiday Bust"

"Ktown Cowboys" 2010 - "Someone" and original song composed for film "So You Know It Completely"

"The Wait Is Over" 2009 - Balsam Hill Cable Commercial (USA & UK) - Composed original song

"When Lara Met Charlie" 2009

PRESS

"Big Phony whisks listeners into a mellow trance and teases them with unexpectedly witty lyrics." ~ **Koream Journal**

"Big Phony - Singer-songwriter channels Holden Caulfield" ~ **Theme Magazine**

"What Big Phony lacks in obnoxious flair, he makes up for with a mighty pen and, surprise! TALENT." ~ **framagazine.com**

"...like Nick Drake, Elliott Smith, and Aimee Mann - all of them great - Big Phony continues to surprise listeners who don't know quite what to expect from someone with the name Big Phony" ~ **John Norris, MTV News**

"Languid, journey-like song structures and seamless, unhurried tempos add a refinement that lifts this release with the affecting depth and introspection one hopes to find on such a DIY session. Straight to Bootleg is quintessential singer/songwriter frontier: words and guitar, spelled out together infinitely like a sweet marriage." ~ **Performer Magazine**

"I first found out about Big Phony when I was looking for music for my new film West 32nd. This is a song off his new album "Straight To Bootleg." It's haunting and beautiful. I love Big Phony's guitar work. He has that Elliot Smith thing going on but it's more than that — there's a playfulness to his lyrics that contrasts the mellow vibe. Seeing him live is especially a treat; he can impressively chug a pint of Guinness and then make all the girls swoon to his heart-breaking lyrics." ~ **Michael Kang, Director of "The Motel" (Sundance Award Winner The Humanitas Prize) and "West 32nd" (Official Selection - Tribeca Film Festival)**

His music gets compared most often to Elliot Smith - and like Elliot Smith, Choy is soft-spoken and awkward in person. But when he's performing, listeners are struck by his beautiful voice and engaging, heartbreaking lyrics." ~ **944 Magazine - June 2010**

AIRPLAY

Regular music video rotation on **MNET Television (US)**

Featured Artist on **MnetAmerica.com**

Regular rotation on **KXLU Los Angeles**

Regular rotation on Los Angeles' **Indie 103.1FM** - 2006 - 2009

Regular rotation on **Boston Progress Radio**

Regular rotation on **ImaginAsian Radio**

Featured Artist on **Sirius Radio's Left of Center (channel 26) on The MC Lars Show**

Interviewed and 4 tracks aired on 4/11/06 and 5/9/06

"Asian America" (**PBS**) 2007 -

Interviewed and performed song "Girls Like You Don't Go For Guys Like Me"

Aired Big Phony song written for Kogi BBQ Truck **PRI's The World**, 2/2009

Featured Artist on **MTV News**, 7/2006 - 2 minute report and interview

PERFORMING RIGHTS SOCIETY

ASCAP: Publishing Company - "Big Phony"

ASCAP: Writer's - "Robert Choy"

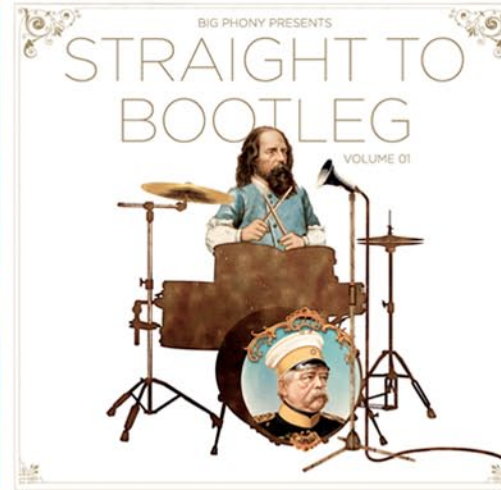
DISCOGRAPHY



"Fiction & Other Realities" - 2005



"Smoking Kills, EP" - 2006



"Straight To Bootleg, Vol. 01" - 2008



"Kicking Punching Bags" - 2009

WEBSITES

BIGPHONYMUSIC.COM

MYSPACE.COM/BIGPHONY

FACEBOOK.COM/BIGPHONY

YOUTUBE.COM/BIGPHONY

TWITTER.COM/BIGPHONYMUSIC

CONTACT

INFO@BIGPHONYMUSIC.COM