



## VIVIE ANN

Vivie Ann: Beautiful, strong-minded and authentic. The young singer-songwriter has definitely inherited the music gene. Ever since she was a little girl, she has been writing, singing and making music. Vivie Ann has mastered a wide array of instruments and above all, various genres: drawing from pop, folk, indie, rock and orchestral elements the Hamburg resident and her band have created an equally delicate, powerful and elegant blend of sound. Not only is the result irresistibly catchy, but it pulls at the listener's heartstrings. Vivie Ann's crowdfunded debut album "Flowers & Tigers" effortlessly delves into profound storytelling with playful ease and takes its audience on a journey that offers new discoveries every time.

Vivie Ann has never been one to do things half-way. As a little girl, she once painted faces on trees that were supposed to be cut down. This was the seven-year-old's imaginative way of showing the pragmatic adult world that trees are also living beings and should not be cleared without a reason. Even back then her creative passion was paved with success: passing through Vivie Ann's home town today you will still find the trees painted with colorful faces standing there.

Displaying the same will power the now 24-year-old aspires to conquer the world – with her music: "There was never an alternate plan for me! I always wanted to be a singer and above all, a songwriter," the charismatic blonde says with a wink in her expressive eyes. Now residing in her city of choice, Hamburg, Vivie Ann never let herself get discouraged while pursuing her goal, always thinking big. Fortunately! In a world where the fearful, critics and skeptics always seem to

have the loudest voices people like Vivie Ann soothe the weary soul. What makes her so authentic is that she recognizes her own fears: "Fear is my constant companion. And that's okay," she states. "I don't see it as an entirely negative thing. It's important to allow it, but it's just as important to let it go and look forward. "

This strength, confidence and authenticity stem from deep roots. Vivie Ann literally grew up with music and stage life and was touring with her parents – a jazz pianist and a chanson singer – since birth. She visited international stages and called backstage areas her second home. She met musicians, artists, magicians and acrobats, petted snakes, watched nude Brazilian dancers up-close and reveled in the magical moments when her mother stepped on stage in glittering sequin dresses. On the way back home late at night in the tour bus she would already be sleeping blissfully in her father's keyboard case.

Incidentally, Vivie sang and studied various instruments – not perfectly, but good enough – and now basically knows every oldie and hit of the last sixty years by heart. At the age of twelve she made her first attempts at composing original songs paired with autobiographical lyrics. She sang, wrote and performed in every style, whether it was cover songs, dubstep, pop, rock, even classical opera or accompanied by an entire orchestra. Today, according to Vivie Ann herself, she has set her focus on pop music. Nevertheless, under this mere “headline”, she merges folk and indie influences with playful ease, places accents with strings and brass sections, incorporates various rhythms and catchy melodies and therefore, providing the perfect backdrop for her beautiful and profound lyrics sung by an impressively versatile voice.

Thanks to her beloved father, Vivie inherited her idealism, creativity and boundless imagination – the perfect tools for navigating a successful career that follows the heart. These gifts were also applied when recording her debut album “Flowers & Tigers”. Instead of binding herself to a label from the get-go, possibly at the loss of artistic freedom, she financed the album recording with the help of crowdfunding. “It was very important to me to produce the songs in a way that would represent them in their essence and not bend them into a mould that would fit the typical constrictions of commercial success.” Within a very short period of time, Vivie Ann and her fellow musicians managed to obtain the necessary funds for the recording. “Contrary to the current electronic hype I deliberately wanted to keep everything handmade. We assembled an array of old, analog instruments from the fifties, drummed on sofas and typewriters. We didn’t use any alienating effects nor did we edit every song a thousand times the way it is commonly done today”, Vivie recounts. “We recorded the songs with the whole band simultaneously in order to

capture the energy. And I only had three vocal takes for each song because I tend to lose the feeling very quickly when I start focusing on vocal perfection and not on the song and its story. We preferred to produce music that is imperfect and raw but emotional.”

Mission accomplished: With “Flowers & Tigers” an album was created that fits its title perfectly. The twelve songs that are inspired by nature and life itself unite the grace, strength, elegance and pride of a tiger with the delicacy, sweetness and scent of beautiful flowers. “The album and I are very alike”, Vivie says. “Sometimes loud, sometimes quiet, edgy, then smooth, at times prickly but also soft. I’ve always been a melancholic but equally joyful and hopeful person. This symbiosis and dynamic can also be found in my songs: The album is comprised by stories of desperate situations. Most of the time they come to a happy end because courage and instincts conquer fear and rationality.”

By the way, Vivie Ann sings her songs in English. “Everybody tells you, if you’re German you can’t sing English,” she explains and flashes her irresistible smile. “Personally, I don’t agree: I can express myself better in English. The language is just so much softer and more vivid. Also,” she says, “Germany is not the world. The way songs reach people just inspires me. There’s no one that isn’t touched by music in some way, everybody links certain songs to memories and they help overcoming small life crises. From the start I’ve always dreamt of sparking emotions with my music and touching people in some way. Dreams,” Vivie elaborates “are our drive and I won’t let anyone take my dream of making music.”

Isn’t it a beautiful dream that the language of music could someday conquer and rule the world? Then Vivie Ann and her songs will surely be at the very forefront.