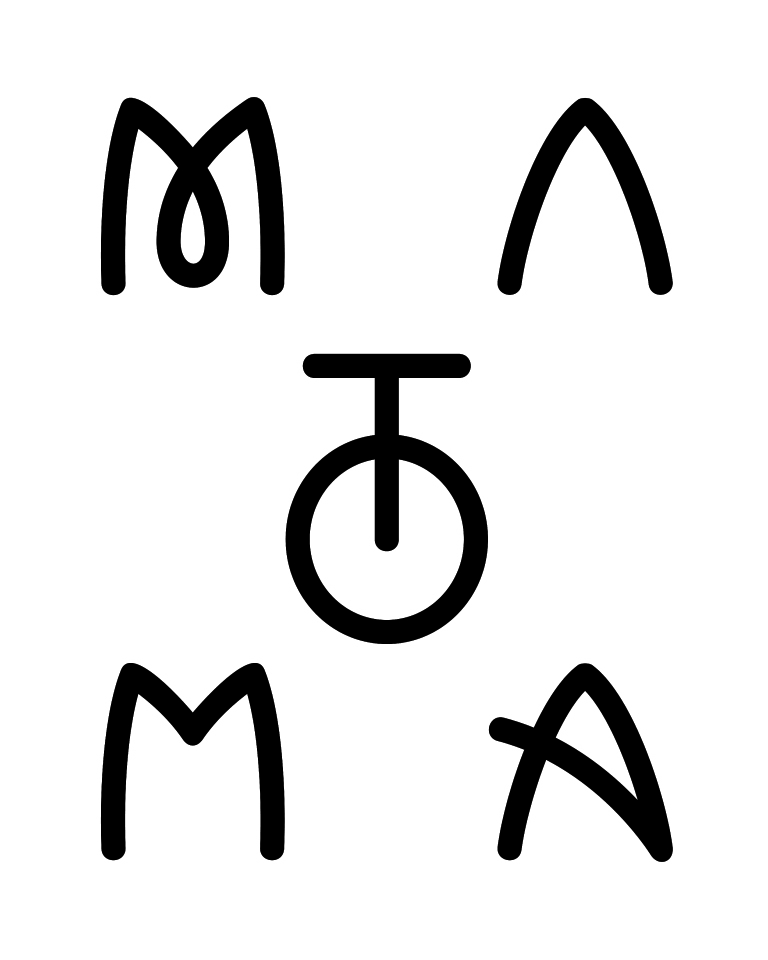
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We exist in an era of music in which success is easily quantified—an artist becomes a sensation on an ever-higher number of views, followers, plays and likes.

By this standard, Norwegian artist **Matoma** – the 25-year-old artist born **Tom Lagergren** – has certainly done big things in a short amount of time. He’s an artist who is equally adept at creating life-affirming originals as he is with cross-genres collabs with the likes of **Jason Derulo**, **Jennifer Lopez** and **The Vamps** – not to mention a dazzling array of remixes for artists as varied as **Coldplay**, **One** **Direction**, **Snoop** **Dogg**, **Eminem** and **Axwell**.

The result is that **Matoma** commands a following of over 17 million monthly listeners at Spotify. Individual tracks are even bigger still: 161 million streams of his breakthrough track ‘**Old Thing Back**’; 118 million plays of his anthem ‘**Running Out**’; and another 113 million for ‘**All Night**’, his recent collaboration with **The Vamps**.

True achievement, however, is about more than a numbers; it’s about depth, feeling and that magical symbiotic relationship between the performer and the crowd. In this sense, **Matoma** has accomplished something special.

His signature sound is a summer-ready mix of uplifting house, breezy funk and classic hip-hop, with influences including **Ice Cube**, **Xzibit** and **The Notorious B.I.G.** While these styles may seem disparate, **Matoma** has fused his influences into an infectiously feel good and completely danceable sound. Stepping outside of obvious genre labels, **Matoma** prefers to call his output the future of pop music.

What’s more, **Matoma** has pioneered a bold reinvention of the album concept with his ‘**Hakuna Matoma**’ collection. Blurring the boundaries between the contemporary playlist and the old school artist album, ‘**Hakuna Matoma**’ is a collection that continues to evolve with the continued addition of brand new tracks across all key streaming platforms.

**Matoma** started out as music-oriented kid learning to play classical piano. When he tired of the instrument, he began producing music on a laptop in his bedroom. After a stint in the military, he went to University in Norway where he became a resident DJ, earned his bachelor’s degree in music production, and assumed he’d become a music teacher. As it turned out, however, life went in another direction after **Matoma** started putting his remixes on Soundcloud. He was surprised, and thrilled, to find his music celebrated by listeners around the world.

“Remixing was a really good opportunity to show people my skills,” he says. “I did that for fun, and my Soundcloud profile started growing. I got really inspired and kept going.” It’s something that he’s now paying forward, as evidenced by the new talent that he’s helped to provide a platform for with his remix packages for his hits ‘**False Alarm**’ (a Radio 1 Track of the Day and his first UK Top 30 single) and ‘**Heart Won’t Forget**’.

His 2015 ‘**Midnight Sun**’ tour of the United States was largely sold-out and met with a rapturous reception which prompted **Matoma** to realise, “Shit, this is my dream.” It was a moment which inspired his subsequent two-month ‘**Living The Dream**’ tour towards the year’s end, which was followed by regular North American and international touring throughout much of 2016. Already his roll call of major festivals and events includes **Bonnaroo**, **Electric Zoo**, **Lollapalooza**, **Tomorrowland**, **Coachella** and many more.

His current ‘**Party At Your Place**’ tour is now underway. Calling at fifteen countries, it concludes with two homecoming shows at **Sentrum Scene** in Oslo.

**Matoma** is soaking up the opportunity to play for crowds around the world, to flex his diverse musical knowledge, and to make ever-larger audiences feel the same infectious vibrancy instilled in his music. “There’s too much shit going on in the world,” **Matoma** says. “I just want people to listen to my music, be happy and feel my love through the music.”

**Matoma’s** success thus far proves that audiences are indeed feeling that love, and loving him right back.

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