**AWARD-WINNING DANISH ARTIST & SONGWRITER**

**SOLEIMA**

**SHARES NEW TRACK ‘LOW LIFE’**

**WATCH/POST:** [**https://www.youtube.com/watch?v=PNiS\_agzz3o**](https://www.youtube.com/watch?v=PNiS_agzz3o)

**BUY/STREAM:** [**https://BigBeat.lnk.to/LLPR**](https://BigBeat.lnk.to/LLPR)

*“…modernist pop perfection…” –* [***PAPER MAG***](http://www.papermag.com/premiere-soleima-low-life-2522721811.html)

*“In her time as a solo artist, Soleima has quietly established herself as a consistent purveyor of prime pop… Soleima's tracks are sly, seductive, and immersive.” –* [***NYLON***](http://www.refinery29.com/2017/09/172354/soleima-paper-music-video-the-drop)

*“Music that's moody, dancy and garnering quite a few MØ comparisons.” –* [***Noisey***](https://noisey.vice.com/en_dk/article/6vm9vm/talking)

*“The Dane creates a unique blend of indie, pop, and dance that she uses as a way to explore the very essence of being human.”* – [***C-Heads Magazine***](http://www.c-heads.com/2017/09/15/soleima-bends-genre-in-summery-new-music-video-paper/)



Copenhagen-based artist and songwriter **Soleima** kicks off 2018 with a brand new track “**Low Life**” ([watch here](https://www.youtube.com/watch?v=PNiS_agzz3o)) arriving today on **Big Beat Records** – coming off the heels of winning *“Talent of the Year***”** at the major Danish award ceremony **P3** **Guld** and receiving a nomination for *“Best Newcomer*” at the recent **Danish** **Music** **Awards**.

“Low Life” continues **Soleima**’s ever-adventurous journey into off-kilter sonics, with a sound that evolves with a confident step into neo-soul. Utilizing layers of looped sounds – bouncing bass, back-to-basics percussion and Soleima’s singular vocal style – the disparate elements combine for a compelling track with a playful sophistication that rewards repeated listens. The Danish artist often describes her music as garage pop and “Low Life” is a clear reflection of this – modernist pop with a hand-crafted sense of character.

*“‘Low Life’ is a song about embracing whatever you’ve got in life, and about empowering yourself,”* says **Soleima**. *“I had somebody very dear to me in my mind when writing this. They grew up under difficult circumstances and even though they’re still struggling, they’re fighting to get somewhere good. I admire that more than anything.”*

The beautifully filmed accompanying visual was directed by [**Jonas Bang**](http://jonasbang.com/) and reflects the song’s theme of struggling to break out of a vicious circle. *“We wanted to make something artistic,”* explains Bang. *“We wanted to follow our urge to create longer scenes rather than pandering to the scroll-after-ten-sounds crowd, or at least demand a little more patience from the viewer. The final scene symbolizes that even though you feel stuck and low, there’s a way through if you’re determined.”*

The visual is the second creative project from Soleima and Bang that was made in collaboration with **Mercedes**-**Benz**’s culture laboratory **Prxjcts**, following the video for “**Paper**” released in September ([watch here](https://www.youtube.com/watch?v=1N2amLyCENI)). Of their experience working with the artists on the visual, the **Prxjcts** team shares: *“Once again Soleima and Jonas Bang have succeeded in creating a visually stunning video. The video also has some interesting underlying themes and Sarah’s ability to unify the mass appeal of pop music with a sparkling creativity and sincere presence is among the reasons why we’re such big fans of her.”*

Raised in Denmark, **Soleima** grew up in a family home soundtracked by classic soul and R&B. Soleima’s mother took her to an African dance camp which operated as a cultural exchange between **Denmark** and **Sukumaland** in **Tanzania**, and she soon became enamored with their music – especially with their collection of traditional African drums such as the Bunungule. As a young adult, she moved to Tanzania for two extended spells and organized a grant to allow some of their members to live and teach in Denmark.

After first coming to attention with Danish-language hip-hop septet **Flødeklinikken, Soleima spread her wings and embarked upon a solo project which unites** world music rhythms, unconventional R&B and energized electro-pop. Her debut mini-album / EP [**‘No. 14’**](https://open.spotify.com/album/13UN4J2vBSzYyKZu00fmRH) earned widespread praise from music and fashion media, with **BBC** **Radio** **1’s Annie Mac** highlighting **Soleima** as one of her “**New** **Names**.”

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