A7S – the stage name for Swedish producer and artist Alexander Tidebrink – leans into a precarious balance. “I want people to listen to the songs if they’re happy and even if they’re sad,” he says. “You can put them on on a bad day, or put them on when you go to a rave with your friends.”

As a result, his music has a multi-layered edge. For example: On the one hand, the anthemic, sing-along hook on twilight-tinged track “Nirvana” is primed for strobe-lit unions in dark nightclubs. Strip back the big room production however, and you land on a pensive song centered around a theme of being unwilling to give someone or something up.

This melancholic duality floods through A7S’ work, as he shades the dark with the light, and vice versa. See also: the subject matter underpinning his crowd-pleasing “la la la” melody on “Breaking Me”, which he released in 2019 (and has currently raked in over 1.6 billion streams globally), or “Why Do You Lie To Me” – a 2020 collaboration with Grammy winning ATL rapper Lil Baby and German DJ Topic.

These club-ready hooks come from A7S placing infinite importance on melody. Having begun his career as a songwriter for global pop acts, he appreciates the need for a groove-ridden, brain-burrowing chorus that feels “universal.” One that “anyone can sing, wherever you are in the world, without knowing the lyric or the meaning.”

It all goes back to the art of songwriting. A7S grew up learning how to construct tunes the classic guitar-and-piano-way, in his small Swedish hometown of Ulricehamn. Years later, he says, every song he writes aims to be able to be pared down to the essential instruments. It’s something he’s planning on bringing into a live show. Think: Avicii and Swedish House Mafia – two of his country’s liveliest EDM acts – combined with the soulful touch of live instrumentation.

With a collection of platinum and number one records under his belt, A7S has experience in mass-scale mood-shaping. Alle Farben's "Only Thing We Know", co-written by him, concreted itself atop the German charts for five weeks upon its release in 2018.

That same year he also nabbed a number one in China for another co-write on Danish pop singer Christopher’s hit “Bad”, while a collaboration with Swedish house duo Vigiland called “Be Your Friend” steamrolled into Scandinavian and Nordic markets. Tidebrink’s name has already gone worldwide.

A7S, however, is Tidebrink’s leap into a sonic world purely his own. He produces, writes and sings on every song, after wearing all the hats in one form or another under other artists' names. With a total of 2 billion streams to date – including 226 million for "Your Love (9pm)" – the numbers are stacking up, which feels great considering A7S is – in Tidebrink’s words – “all me”.

“The universe allowed me to try out before,” he says. “I was writing songs and being a guest on different songs for a few years, I was out touring – I put in the hours. It was a learning process on the way to becoming A7S and becoming me and releasing all the music myself.”