

DANISH ARTIST & SONGWRITER

# SOLEIMA

SHARES NEW TRACK “PAPER”  
AHEAD OF AWARD SHOW PERFORMANCE  
+ SOLD-OUT LONDON SHOW

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*“Music that's moody, dancy and garnering quite a few MØ comparisons.”*

– [Noisy](#)

*“We’re absolutely mesmerized by Soleima’s vocals and are convinced that she’s what’s next in the pop world.”*

– [Milk](#)

*“Soleima marries cute electro-pop vocals with cutting-edge production... Musically, Soleima is doing everything right by doing nothing quite as you'd expect.”*

– [See Hear Now Series](#)



Hot on the heels of a debut EP / mini-album [‘NO. 14’](#) which led **Annie Mac** to highlight her as a “New Name,” Danish pop modernist **Soleima** extends her exploration into the world of boundary-breaking, off-kilter sounds with a brand new track “Paper” – out today in the US via **Big Beat Records**.

With a whirlpool of eclectic and seemingly disparate influences – world music rhythms, unconventional R&B, and energized electro-pop – “Paper” captures **Soleima’s** distinctive approach. Simultaneously innocent and otherworldly, yet sweetly sensual and centered, her vocal remains as individual as ever before. This time, however, **Soleima** adds a boisterous element to her voice, which heightens the track’s exuberant nature.

*“The song is about daring to do the things you want, regardless of what other people think and what might be perceived as the ‘right’ thing,” says **Soleima**. “Everything seems to revolve around time and money, but relationships are more important – especially with the people who always support you, whether you succeed or fail.”*

“Paper” was written and produced by **Soleima** along with songwriting team **The Priest and The Beat (J-Lo, Nicki Minaj)**. It also features additional production from **Vasco (MØ, Terror Jr)** who worked on much of **Soleima’s** recent EP / mini-album **‘NO. 14’**.

“Paper” comes as **Soleima** prepares to play at the leading Danish award ceremony **P3 Guld** on September 22<sup>nd</sup>. Just days after playing to a nationally televised audience, **Soleima** will play one of her first London shows at **The Lock Tavern** on September 26<sup>th</sup> – a show that is already sold-out, six weeks in advance.

Directed by Danish director **Jonas Bang**, the video for “Paper” was made in collaboration with **Prjxects by Mercedes-Benz**, a new “culture laboratory” initiated by the company. Watch here: [PAPER](#).

*“The video captures that moment when something important is at stake,”* explains **Soleima**. *“As you gamble, you know you could win big or lose everything.”*

*“We’re such big fans of Soleima and have been working with her for more than a year now, on her videos and her stage design,”* adds **Signe Christiani**, speaking on behalf of **Prjxects**. *“We’re thrilled to have helped bring it to life and very excited to witness first-hand how Soleima’s career continues to rise and bring her closer to the pop stardom she deserves.”*

While her tracks escape easy genre classification, **Soleima’s** own story is similarly unconventional. Raised in Aarhus – Denmark’s second-largest city – she grew up in a family home soundtracked by classic soul and R&B, notably **Aretha Franklin**, **Stevie Wonder** and **Otis Redding**.

**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 enamoured with their music – especially with their collection of traditional African drums such as the *bunugule*. As a young adult, she moved out to Sukumaland for two extended periods, and even organized a grant to allow some of their members to live and teach in Denmark. She subsequently earned a bachelor’s degree in Anthropology, did field work in **Nepal** and started to create a documentary about migration in **Senegal**.

The idea was to write for other artists, but the immediacy of her connection with producers **Vera** and **Vasco** convinced her to further *“explore the universe”* that her organically-infused electro-pop now inhibits. *“People have difficulties defining our genre because their background is in rock music, and I come from hip-hop and this African dance environment.”*

Ultimately **Soleima’s** unique trait is in uniting disparate styles – cutting-edge productions with an immediate pop core, and relatable lyrical themes which simultaneously explore societal issues and the very meaning of what it is to be human.

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