

PRESS RELEASE

AMANDA IMANI SINGLES LAUNCH – “FOBIA CINTA” & “LIKE A BOSS”

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Amanda Imani cherishes every moment of the three years of her colorful music career. When she was 17, the nuts and bolts of falling in love were her muse. Today, with plenty of water having passed under the proverbial bridge, the chanteuse prefers to dissect the psyche of the emotion instead.

"Fobia Cinta" and "Like A Boss"; her two latest singles, embody her acquired musical maturity, which has accorded her that much sought-after commodity that few artistes ever attain – a sense of uniqueness.

Amanda Imani's metamorphosis is well-documented; from the lovey doveliness of "Selamilah Cinta", to her experimentation on "Cemburu" with the revered hip-hop maverick Malique, of Too Phat fame, and now, her current musical explorations.

"My career has allowed me to travel quite a bit, and that has given me a chance to pick up on things that I otherwise wouldn't have been able to," she says. Performances in the region and in various parts of the world prepared the young lass for her current undertakings.

She's been hailed in numerous European countries, Malaysia and Singapore; receiving the VOIZE Independent Music Awards (VIMA) Southeast Asia 2010 for Best Pop Song (Bronze) in Selamilah Cinta, Best Young Talent Award by World Association of Festivals and Artists (WAFA; Malta) - May 2011, Best Original Song for Selamilah Cinta at the 20th International Music Festival Discovery 2011; Varna, Bulgaria, Best Vocal for New Female Artiste at the Anugerah Planet Muzik (APM) 2011; Singapore, Top 3 Selangor Young Talent Award 2011, Best Stage Presence Award by Organizacion de Festivales Europeos de Musica (ORFEUM) and World Association of Festivals and Artists (WAFA); Spain in July 2012 and Best Vocal Presentation and Artistic Qualities; Cultural Association "MELOS"-Iasi Romania – July 2012.

Amanda Imani; a martial arts black belt taekwondo exponent, dressage horse-riding enthusiast, piano and guitar musician and dancer embarked on her journey like any other fledgling artiste, soaking in the sounds of her youth, and that could easily cover the gamut of the pop spectrum of the 1990s ... everything from Christina Aguilera to Beyoncé; and British soul singer Joss Stone was a particular point of reference.

Her professional music career really took off with the release of her self-titled debut album; which yielded the hit "Selamilah Cinta" and collaboration "Kita Sama Sahaja" feat Ajai; which became soundtrack for the telemovie "Cinta Itu Buta" at the start of 2010. Her English EP "Yeah" was released swiftly back to back. Both album and EP earned the 21-year-old plaudits from pundits and fans alike, receiving rave reviews in magazines in both Malaysia and Singapore; a hotspot for the singer's growing talent. Her music videos of singles from the album and EP; "Selamilah Cinta" and "I'm Free" respectively gained her Artist of the Month consecutively on MTV and Gerek Seh.

In the ensuing two years, Amanda cut her teeth in the performance circuit, tucking under her belt the experience gained from radio, TV and corporate appearances, all of which turned the singer into an exciting live performer. Highlights include her opening act stint for party funk legends Earth, Wind & Fire, her supporting act role for Wyclef Jean and Fatboy Slim at 2010's F1 Malaysian Grand Prix, where she was also commissioned to sing the Malaysian national anthem, her New Year's countdown on Yunnan TV in Ruili, China and the Muzik FM Concert at the Marina Bay Barrage, Singapore. She's also performed for her own feature nights at Kuala Lumpur's premier music spots; the No Black Tie, Celebrities Club, Delucca and more.

The benefit of wisdom allowed Amanda to discover her artistic core, which covers a variety of styles and sounds.

Now, her Stone and Aguilera fascinations have given way to a newer breed of artistes that she embraces, and they all tread a path less travelled. "I love Lana Del Rey. She's a lyrical genius ... she's my hero," gushes Amanda, citing the eclectic and eccentric New Yorker as a guiding light.

Gleaned from chapters of her life story, Amanda's compositions and lyrics of "Fobia Cinta" and "Like A Boss" exhibit the time and space she's at. In fact, the two tunes serve as a continuation of "Cemburu". The flow of the narrative is pretty obvious and she smiles knowingly at its recognition. Yes, she wears her heart on her sleeve and isn't afraid to do so. She would not have it any other way.

Aiding her in realizing her vision is renowned violinist and musical maestro; Dennis Lau; whose violin line holds the musical proceedings together on "Fobia Cinta", and the much sought-after producer Yuri Wong for "Like A Boss". Fobia Cinta, though, is a piece of work all her own, from music and lyrics down to the rustic 1950s themed video enhanced by Bufori. Amanda became hands-on Creative Director and Kamil Haziq as Technical Director. The music video can be viewed at www.youtube.com/Amanda301291.

But it's really Amanda's self-discovery as an artiste that gives the brooding "Fobia Cinta" and finger-snapping purpose of the girl power "Like A Boss" their sheen. These are products of someone who clearly knows what she wants.

"My songs are about the people I meet and their influence on me. They can be about relationships, wishes, hopes or circumstances I see in the future," says the singer, who has a catalogue of 70 songs on the back burner. The prolific writer toils on her computer, constantly pushing her envelope to come up with something fresh and intriguing.

"Ballads are more rare representation of who I am, but the odd one will creep in, I welcome that," she intimates.

This month will see the sassy singer hauling her art and craft to the Supernova Concert at MIDEM in Cannes, France, supported by the Information, Communication and Culture Ministry (Kementerian Penerangan, Komunikasi dan Kebudayaan). Amanda will grace the concert stage on Jan 27, 2013 at the Ambassadeur, Palais des Festivals in a showcase performance at the biggest music trade expo. She applauds

the support and move of the government and music bodies on a mission to export and exploit Malaysian talents internationally. Amanda will debut her fresh compositions at the Supernova Concert with “Like A Boss”, “Salem”, “Black Widow” and “City of Angels”.

"What I ultimately want to be able to do is be in command of all aspects of my music ... the writing, production, and the business of it all," she says, looking ahead. And that, she's certainly good value for, judging from how she's steadily steered her career from when she began professionally as an independent recording artist in 2010. Warner Music Malaysia distributes Amanda's music.

Amanda Imani isn't a dreamer; she's a doer. Everything she's set her heart on, she's pretty much pursuing in the right direction with impressive milestones. The discipline of her drive may come from her indulgence in sports, and highly likely, the girl's just a talent bursting at the seams ... unabashed, unreserved and just ready to rock.

Beyond the borders of her home nation, she aspires to hit the bright city lights of Los Angeles, and hopes to bask under the glare of concert stages the world over. It's been said that "good luck" is when opportunity meets desire, but Amanda need not rely on good fortune. She's got the goods to see herself through a maelstrom of challenges.

First up at this point is a potential swoop of not one, but a hatful of awards at the VOIZE Independent Music Awards (VIMA) 2013, where she has secured nominations for the categories of Best Pop Song ("Cemburu" feat. Malique), Best Pop Act, Best Overall Female Act, Best Collaboration ("Cemburu" feat. Malique) and Best College Act.

Holding the youngster back will be an arduous task as she's poised to dive head first into the next chapter of her career, one which promises to see her brand splashed on rotating music videos, album covers and billboards.

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