

# ANNIE

An astonishing debut... a mini epic of heartbreak and beauty Sunday Times  
Brilliant spikey electro-pop, Annie is set to rescue the top 40 NME  
Dazzling THE SUN Sophisticated and enchanting GUARDIAN  
Pristine, heart breaking, futuristic disco ARENA  
Anniemal is most likely to be the best pop album of 2005 TIME OUT  
Life Affirming In Every Sense Q

**Annie**, or Anne Lilia Berge Strand as she was christened twenty five years ago in Norway, is what we old fashioned pundits would call an entity...A dynamic new presence in the world of music...An artist not afraid to cross boundaries, but destined to push them down with a sweet smile and a electro fuelled kiss.

**Annie's** highly anticipated debut album '**Anniemal**' is a magnificent combination of alternative pop, applied with suss and style - easy enough in theory, almost impossible to pull off in practice. Until now that is... '**Anniemal**' is as commercial as a blockbuster, as smart as a whip and as irresistible as gravity.

Since releasing '**Chewing Gum,**' (For many the first taste of the Annie sound - Anniemal's first UK Single release and debut chart hit) a 24-carat pop masterpiece in its own right already dubbed as one of the singles of last year, Annie has released her debut album in her native Scandinavia and has quickly been heralded as a superstar in the making. The album debuting at #1 in Norway with massive press, TV and radio support plus 3 nominations (the highest of any act) at the Alarm awards and a Norwegian Grammy nomination in February.

Her blend of spiky-pop and electro has quickly made Annie one of the most hotly tipped new artists across the globe. Annie has already been embraced by many as a new tour de force in electro-disco, championed across the board by the likes of Mylo, DFA & LCD Soundsystem, Rob Da Bank and Scissor Sisters (who came onstage every night to an Annie track on their last tour). This is mainly due to her own sound which has as much in common with Kylie (to whom she has been compared) as label-mates The Futureheads.

Another artist to come out of the musical melting pot that is Bergen (her close-knit hometown in Norway, which she shares with the likes of Royksopp & Kings Of Convenience) **Annie** has quickly forged her own reputation for revitalising the dancefloor with impeccably poised club classics. The first fruits of her musical output was '**The Greatest Hit**', an inspired dance pop song that became an underground cult classic based on a loop from Madonna's 'Everybody', recorded with the late Tore E. Kroknes (aka DJ Erot) her musical partner/boyfriend. "I think Tore would have wanted me to stay happy, and making this album was my destiny. I needed to do it for me."

'**Anniemal**' was recorded and produced in Bergen, Helsinki & London with **Royksopp**, **Richard X** and **Timothy Kaulampi** of cult Finnish electro marauders OP:L Bastards/And

The Lefthanded and takes you on a modern musical journey; from the breathtaking eight-minute disco '**Come Together**' to the Missy Elliott-esque R&B rumble of '**Always Too Late**'.

Standouts include first US single '**Heartbeat**', an incredible, Motown-tinged stomper produced by million selling friends and neighbours Royksopp which contains no synthesizers at all. Despite not being available in the US, the single was release was recently voted #1 single of the year for '04 by massively influential American music website Pitchfork. Othehr standouts on the record is the Shakatak-sampling breeze-pop soft-soul classic '**No Easy Love**', and of course the still-mighty pop stylings of '**The Greatest Hit**'.

Together with Richard X she completed the final pieces of the jigsaw, recording both 'Chewing Gum', and the perilously addictive '**Me Plus One**' in London earlier this year. The overall result is '**Anniemal**', an album that has been embraced from the NME to the dancefloor at Fabric and everywhere in between.

Annie herself is a well respected DJ in her own right. She has played sets as wide-a-field as highly influential music expo Sonar, In London's uber-cool Trash club or at a party for the Nordic music awards attended by the likes of Robbie Williams and Christina Aguilara. She's currently playing shows at home with her new band to bring '**Anniemal**' live and direct to a club/venue near you. Once the Anniemal is unleashed worldwide there'll be no stopping her.

Annie loves her cat Joey (named after Joey Ramone), making music, buying new records, The Stooges, playing Playstation, shoes, watching bad TV, exercising, Topshop and hanging out with her friends.

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