

Begin Again

CAROLINE MELANI



Caroline Melani - Begin Again

Album: Begin Again
Artist: Caroline Melani
Genre: Singer/Songwriter
Label: Ephraim Music



The Album *Begin Again* is the debut album of Austrian singer-songwriter Caroline Melani. It features 12 tracks written and composed by the artist herself, with music arranged and produced by Austrian film composer Christof Unterberger. This collaboration brought forth a rare blend of Pop songs with R'n'B and Hip Hop influences, and some titles that sound more like movie soundtracks, giving the album an epic and timeless feel. Melani shows off her vocal versatility ranging from singer-songwriter tracks, such as "Begin Again" and "Time to Move On", that even include some Rap parts, to upbeat electronic anthems with strong hooks and beats, such as "Happiness", "For a Change" and "Hot Summer". Another highlight is the cinematic orchestral signature in pieces like "Arise" and "I AM". Performing musicians include Samuel Montoya, Andy Winkler and Helmut Mitteregger, among others. The producers themselves also made their musical contribution, Melani playing piano and Christof Unterberger showing his well renowned Classical cello skills with beautiful melodies. The songs speak of the singer's own struggle to get over various disappointments with the need to begin again. Yet they all have something very light-hearted about them, brushing off a failed relationship with a "you know sometimes it's just time to move on" in the same named track. Always leaving the listener with a good feeling or goose bumps from fairytaleish ballads such as "Fault", "Get There" and "Peace (The Past)".

The Story In 2010 Caroline Melani had already started recording her first album - *For a Change*. But due to various difficulties in administration, the production was stopped after 2 months. "It was devastating", the singer says, "I didn't even feel like making music for a while". But despite the heartache, she plucked up her courage and decided to start over. "One day I realized, I still had that same dream of making an album and I just had to try again. That's when I sat down at the piano and wrote the title track "Begin Again", and that's how it all started". The album was funded via a crowdfunding platform, raising just over € 10.000,- with supporters, sponsors and investors, telling the story of her own new musical beginning. It is now available on all digital platforms, and the CD can be ordered on the official website. With her album, the singer now wants to encourage others to pursue their dreams – no matter what they might be. "Could be any number of things... your dream career, a relationship, building a house... I don't know. The point is, even if it didn't work before and it's still in your heart, you just have to try again... and like me, you might find your dream come true after all. It's never too late to begin again!"



The Artist

Caroline Melani was born in Innsbruck, Austria where she started playing piano at the age of seven. She attended various music schools and classes in Acting and Dance. The family moved a lot, and so she spent part of her upbringing in America (Hawaii) and Norway (Lillestroem), where she continued her musical education. At age nineteen she moved to England where she studied Music Performance in the North West of London. During her first year, she received an Acting scholarship for New York City and dropped out of university. But instead, she ended up moving back to Norway. During this time, she started to record her own material and started putting together tracks for her first album *For A Change*. Songwriting was always her outlet, especially during her teenage years while traveling, moving and always adjusting to new environments. Up until today, her songs are still very personal and honest. As versatile as her background is her musical repertoire. As a singer-songwriter with a background in Pop Music, many tracks have a strong R'n'B feel and some are even a bit more experimental, blending different musical genres like Film Music, Soul or Hip Hop. She started recording her first album in 2010, but the production was stopped after 2 months. Yet in 2014 she won a local songwriting competition with one of the songs that were produced during this time and released her first single and music video "Meet Me Tomorrow" in the same year. After running a crowdfunding project for some months in 2016, she released her first full LP titled *Begin Again*. She dedicated it to her father, who passed away just one year prior to the album production.

Online & Social Media:

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