



## Press release

Album: *Begin Again*

Artist: Caroline Melani

Release date: 20.9.2016

Genre: Singer/Songwriter

Label: Ephraim Music



*The album* “Begin Again” is the first studio album of Singer-songwriter Caroline Melani and features 12 tracks written and composed by the artist 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 in more classic singer-songwriter tracks, such as *Begin Again* and *Time to Move On*, that even include some Rap parts, to upbeat electric 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 start over. 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 goosebumps from fairytaleish ballads such as *Fault*, *Get There* and *Peace (The Past)*. A definite a must-hear for music lovers who enjoy a new take on things.

*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 by 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 sponsors and investors, telling the story of her own new musical beginning. It was released September 20th 2016 and with it 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, where she continued her musical education. At age nineteen she moved to England where she went on to study Music Performance in the North West of London. Wanting to focus on writing her own material, she broke off her studies after one year. Songwriting had become an outlet during her teenage years while traveling, moving and always adjusting to new environments. As versatile as her background is her musical repertoire. As a Singer-songwriter making 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 was 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 2015, she released her first full LP titled "Begin Again" in September 2016 and now continues to perform and promote the new album.

### *Online:*

Websites: [www.carolinemelani.com](http://www.carolinemelani.com), [www.carolinemelanimusic.com](http://www.carolinemelanimusic.com)

Facebook: [www.facebook.com/carolinemelanimusic](https://www.facebook.com/carolinemelanimusic)

YouTube: [www.youtube.com/c/carolinemelani](https://www.youtube.com/c/carolinemelani)

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