

Who are the band members and what do they play?

ALIMA Multi genre Producer, rapper, singer/songwriter, piano player.

How and where did you get together?

As a DIY artist and producer, ALIMA has been writing songs since she was 11 years old. First learning how to play the piano and then looping tracks and sounds on her Yamaha Digital keyboard when she was a child. She began taking song writing seriously after a dark period of time in her teenage years, spending a lot of time in her room battling depression, she began free-styling political raps, soulful melodies and hooklines over hip hop beats on Youtube, writing became the process to her self healing. At 22 she decided to study Music at university where she learnt to produce her own tracks, this led to her latest upcoming release which she produced entirely herself over lockdown.

What are the band's main influences?

ShyGirl, M.I.A, Ashnikko, Little Simz, SZA, MF DOOM, Tyler the Creator, Doja Cat, Aliyaah, COBRA, SOPHIE, Charli XCX, Grove, Massive Attack, Azealia Banks, Flume, Etta bond, Tove Lo, Katy B, Lilly Allen

Have you played any notable gigs, festivals or other events? Likewise radio or TV appearances?

ALIMA has had multiple radio plays and interviews on BBC Introducing and BBC Radio 1. Here are some of the comments and achievements she has received for previous musical works and releases: 'An absolute bundle of ferocity' 'A sucker punch...sounds so much like M.I.A, the way that she's absolutely spitting those lyrics, the venom in them I think is phenomenal' -Sarah Gosling, BBC Radio Introducing South West 'Bad Behaviour' aired on BBC Radio introducing on 22nd August 2020 and was described as their 'Fav find, favourite discovery'. 'Living my Life' was played on BBC Radio 1 in January 2021 for the Random Artist collaborator showcase hosted by Gemma Bradley Her latest single 'Girl, Interrupted' was selected as the BBC Introducing in the South West's Upload of The Week in celebration of International Woman's Day Special 2021. It is part of her upcoming mixtape release due out in June 2021. ALIMA plans to perform her debut EP at live gigs later in the year after its official release, such as on the BBC introducing stages around the country.

Are there any other interesting or amusing happenings – no matter how small – that the band have been involved with that would be of interest to those who like your music?

After the release of her upcoming EP, ALIMA plans to do exciting live visual performances to showcase her work, and plans to release a music video for 'Pollinate' which will be the first single off the EP to reach all major streaming platforms.

Do you have any favourable quotes from previous reviews of the band that you'd be happy to share?

'Multi-genre vocalist, rapper and producer, ALIMA demonstrates her diverse musical influences and abilities creating electronic music, which can fuse experimental pop, UK rap, Grime, 00's RnB and cinematic soundtracks, for a dynamically refreshing listening experience.' 'An absolute bundle of ferocity' 'A sucker punch...sounds so much like M.I.A, the way that she's absolutely spitting those lyrics, the venom in them I think is phenomenal' -Sarah Gosling, BBC Radio Introducing South West 'Bad Behaviour' aired on BBC Radio introducing on 22nd August 2020 and was described as their 'Fav find, favourite discovery'. 'Living my Life' was played on BBC Radio 1 in January 2021 for the Random Artist collaborator showcase hosted by Gemma Bradley Her latest single 'Girl, Interrupted' was selected as the BBC Introducing in the South West's Upload of The Week in celebration of International Woman's Day Special 2021. It is part of her upcoming mixtape release due out in June 2021.

Where was the single/EP/album recorded and who was involved in its production?

This debut EP was entirely written, recorded, produced, mixed and mastered by ALIMA in her home studio over lockdown.

Is there a particular ethos behind the single/EP/album or any particular music styles or events that inspired it?

After graduating from Falmouth University with a degree in Music, ALIMA has been developing her sound to fully express her authentic artistic identity. Her upcoming debut EP 'Who Am I Now?' aims to take her listeners on an excitingly dynamic, at times cinematic journey of introspection and self discovery. Accentuated by an unusual blend of dark electronic music, experimental pop, UK Rap, Grime, Hip Hop, 00's RnB and contemporary song writing, her debut EP demonstrates some of her best work to date, with one of the singles from the EP being selected as 'Upload of the Week' on BBC Radio Introducing in the South West for the International Woman's Day Special in 2021 which felt like a huge achievement as a female producer.

Can you briefly describe what the song/each song is about? If you are releasing an album then either describe the thinking behind the project or choose a couple of lead tracks to focus on.

This EP takes influence and inspiration in terms of production, from the underground electronic dance/rave scene stemming predominately from places like Bristol and London, artists such as ShyGirl and Charli XCX were influential artists I listened to whilst making the songs. Every track offers an exciting blend of electronic basslines, synthesized leads, break beats and innovative sampling, often creating a cinematic and filmic atmosphere as a backdrop to the concepts behind the lyrics. The title of the EP is called 'Who Am I Now?' which is a collection of musical works that represent ALIMA as her true, artistic self, characterised particularly in tracks such as 'IDENTITY', 'SKYLINE' and 'POLLINATE'. Featuring raw, unfiltered lyricism, she speaks authentically and honestly about past her struggles, emotions, demons and intentions that have followed her from past to present, ultimately shaping her into the artist she is today. 'IDENTITY' features cosmic Tibetan singing bowl samples which resonate throughout, layered onto a deep, grooving bass line. This moody and exotic bed of sound carries an introspective lyrical narrative which reflects on the title of the EP 'Who Am I Now?' and is about her self discovery of Identity, personal growth and development. The track carries a spiritual and mystical element to it, almost as if the track is being delivered as a spell or ritual, with the title of the track being interlaced throughout like an eerie chant. 'SKYLINE' features creative sampling taken from a Green Peace sample pack for climate change. It uses foley sounds from animals and the Antarctic, percussive elements and effects blend with electronic leads forming a dystopian sound world. The track is lead by a more aggressive rap vocal to express the intensity of the track, as opposed to the softer, seductive sing rap style in 'Identity' and 'Pollinate'. It is communicating with the listener directly, welcoming them into the mind of the artist, offering 'front seats' to the show, unfolding as the life experience of ALIMA. It drops into an exciting cinematic chorus section, likened to the soundtracks in Batmans Gotham City or Blade Runner. The main message is about depression, using the metaphor of 'swimming in a high tide' to imply the fear of drowning from the weight of her emotional baggage and turmoil, dragging her further towards the 'skyline' which sits on the horizon of the tide, an endless sea. The lyric 'somethings in the water with me pulling from the skyline' reflects on that feeling of losing self control, dragged further out to sea, further into the endless abyss, which is her internalised perception of depression and anxiety. A raw and real reflection on mental health, this track is sympathising with the feeling of being powerless and at the mercy of your surroundings. This track aims to give the listener an authentic insight into the artist behind the music, revealing her deepest and darkest moments in an effort to emotionally connect the audience to the artist. 'POLLINATE' is going to be the first single from the EP, featuring a cinematic quality which rides on a ravey distorted bass line, moving as the undercurrent and driving force of the track, layered with innovative sampling and production to create an immersive listening experience. The vocals are delivered in a sensual 'sing rap' style, with the intent to seduce the listener in the way a snake hypnotises its prey, before striking with venomous impact. Highlighting both her vulnerable and intimidatingly assertive side with the lyrics 'Float like a Butterfly/ Sting like a Bitch'. This track is about self empowerment, after letting go of the past struggles and moving on from her darkest moments which were recognised in 'Skyline', this tracks intention is to reclaim her power, rising from the ashes like the Phoenix and transforming into the celestial Queen among bees in her own universe. This tracks message is for ALIMA to embrace her inner power, reclaim her throne and 'pollinate' her surroundings with influential and powerful intent, spreading her message everywhere to finally have her voice heard, listened to and considered without fear, guilt or self-deprecation.

Were there any notable or amusing happenings surrounding the recording/production of the EP? As above, list whatever might be of relevance.

The entire EP was written, produced and recorded during one of the most historical moments of the 21st century, during a global pandemic, with limited access to usual studio setups or equipment. The effects of COVID-19 and lockdowns definitely influenced the overall vibe and emotional impact of this EP, the themes hint towards a darker narrative in most tracks, definitely a reflection of ALIMA's mental state during the process. Having the will power to push through many dark days and find motivation throughout the process to produce a piece of musical work that showcases ALIMA's best material to date, even having 'Girl, Interrupted', an officially unreleased track from the EP being crowned Upload of the Week on BB Radio Introducing, despite the overwhelming situation that brought a world to its knees, feels like quite the achievement of 2021.

Please provide a one or two-line personal quote that can be attributed to a band member, about either the band themselves or the release. Obviously the more eye-catching this is the better.

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