

# Animal Alpha

**Bio**  
**March 2007**

## **History:**

After spending a great deal of 2004 in a battered old van gigging around Norway, the band soon earned a growing fan base and interest from the music industry.

This alongside performances at Oslo's prestigious Øya Festival, earning them 8 of 10 points in British Metal Hammer Magazine, combined with an appearance on national TV program 'Lydverket' created a buzz around the band that led to two sold-out nights at Oslo's 500-crowd-capacity John Dee club. Without any released material this is quite unique by any standards. From being one of Norway's best hidden musical secrets, the band rose from relative obscurity into the musical mainstream by the end of 2004. A bidding war between none less than 11 record-labels ensued, and the band chose the small indie label Racing Junior, penciling the release of their first EP and album spring 2005.

## **Status:**

Animal Alpha spent year 2005 playing all over Norway supporting their self-titled EP and debut-album "pheromones". They both received smashing reviews from fans and industry. In short time the EP sold to gold and their two singles/videos got massive national airplay. With gold sales in combination with exploding live-performances, best music video 2005, best debut artist nominees as well as a fast growing following, no wonder Animal Alpha caught the attention of music industry worldwide. Animal Alpha is now breaking into new territories. Winter 2006, the band played different industry festivals in the US, England and The Netherlands earning great interest from record-labels, booking-agencies, press and festivals worldwide. Animal Alpha spent most of the festival-summer playing big European festivals like Rock am ring, Rock im park, The Download festival in England and Pukkelpop in Belgium. At the moment the band is supporting the release of "Pheromones" in different territories, as well as working on their upcoming second album. Recording-sessions is scheduled to begin in May.

## **Sound:**

The rare talent of powerhouse live performances, original imagery and songwriting skills combined with musicianship and perfectionism are ingredients that form the Animal Alpha sound. Some critics have tried to tag their music as horror-pop and post modern rock, but their music delightfully continues to challenge musical genres.

The music could perhaps be described as a musical jack-in-the-box, at first glance beautiful and serene but upon closer inspection ugly, ragged and sharp.

In concert the boys always give 100% plus the little extra of what's needed of them to captivate the audience while lead singer Agnete Kjølrsrud exudes the kind of stage charisma that makes it difficult to look away, creating a visceral and seismic show with the weird and wonderful Animal Alpha.

"Beware, beware! Don't go to bed, don't close your eyes"

## Quotes/Words from The Wise:

"Seeing this band play is like finding a raw diamond in the coal dust, rugged yet beautiful, something to treasure, yet it can slice through steel with little effort. Agnete's lyrics are unexpected, brash, sultry, nasty, brutally sweet and genuine - she grabs your attention and does not let go. And the band is thrashing away relentlessly behind her. "Pheromones" is a twisted visit into the world of Animal Alpha, a place of snarling dogs and circus freaks and glittering diamonds."

- **Sylvia Massy Shivy, producer**

"The band was as tight as a condom wrapped around a nuclear sub-marine"

- **fan**

## ANIMAL ALPHA`S UNBROKEN STRING OF COMMERCIAL SUCCESS AND WONDERFUL EVENTS:

- Rock producer Sylvia Massy (Smashing Pumpkins, Tool, System Of A Down, Red Hot Chili Peppers, Johnny Cash etc.) saw the band showcase at the annual Norwegian music-event by:Larm, and invited Animal Alpha to come record their first album and EP at her Radiostar Studios in California.
- "Bundy" highlight and first single of debut album went straight to #4 in the main single charts and managed to stay there for 8 weeks.
- "Bundy" was also picked by E.A Games US to feature as soundtrack of two global PS2 releases; "Burnout Revenge" and " NHL 06"
- Their self-titled "EP" sold to gold in Norway.
- Debut album "Pheromones" went straight to #11 in the Norwegian album charts, Top 40.
- Second single/music video "Most Wanted Cowboy" is still receiving massive airplay on National TV/Radio NRK/ NRK P3. Music video was ranked as 2<sup>nd</sup> most played video after first week of release.
- NRK (national broadcasting) picked Animal Alpha to represent Norway at the annual Eurosonic Festival in Groningen, The Netherlands, January 2006.
- Interviews on MTV, Rockpalast Germany, IMF TV, Los Angeles and several national TV shows.
- Animal Alpha nominated in the newcomer of the year category, The Alarm awards 2006.
- Animal Alpha nominated best newcomer of the year and best music video at Spellemannsprisen 2006. (Biggest music-award happening in Norway).
- Animal Alpha played SXSW festival in Texas. The club was packed and their performance watched by lots of industry marks the beginning of their US buzz.
- The band returns to the Bylarm convention February 2006 winning the bylarm award, receiving a price worth 500 000 Norwegian kroners in total.
- The band is again invited to play at an industry convention in the US. This time at Musexpo in Los Angeles.
- The band hooks up with the TKO Organization. US booking agency working with great bands like Motorhead, Fear Factory, Anthrax, Mudvayn etc...

- NRK P3 says the band has "what's needed to succeed in Europe, they're unique, charismatic and they're completely out of their minds..!"
- The band plays lots of the big festivals in Europe. Among others Rock am ring, Rock im park, Download festival in England and Pukkelpop in Belgium, This even before their music is released in these territories.

**Links:**

Band: [www.animalalpha.com](http://www.animalalpha.com)

Management: [www.voxmanagement.no](http://www.voxmanagement.no)

Label: [www.racingjunior.com](http://www.racingjunior.com)