IAMJJ

*“If I wasn’t making music that reminded me how shitty life can be, then I wouldn’t be able to enjoy being happy.”*

Poetic, uncompromising, dark and sexy. IAMJJ is not your average songwriter. His approach to life and his art is as drastic as it is consistent. “I want to make music that is resolute,” he claims. “People should either want to have it or burn it.” His musical advances are just as rigorous, often exploring the darker, more dramatic aspects of life, which becomes evident on his apocalyptic Instant Grat Track Bloody Future (releasing November 24th) or on the more intricate You In My Arms. Though elaborate, infectious pop is equally his thing. Take the more tangible Bomay Roof for instance.

A few months ago, the 24-year-old Dane delivered a captivating performance at the *P6 BEAT Rocker Kocerthuset 2017*, as his audience looked on in amazement, silently following his every move. A similar scenario took place during the 2016 *Reeperbahnfestival* for “Danish Night” at Hamburg’s club *Indra* and yet again in the summer of 2017, when IAMJJ played two mesmerizing support shows for Icelandic super group *Kaleo* in Cologne and Hamburg, winning listeners over with his undeniable charisma. Only few were lucky enough to catch him play several spontaneous open air gigs at the 2017 *Reeperbahnfestival*, including at the festival village on the occasion of the “Container Love Project” exhibition. Next, fans will have a chance to see IAMJJ performing live on January 17th, 2018, at the upcoming *Eurosonic Festival* in the Netherlands, before he embarks on an extended tour. His first single Homer is also set to be released in January, previewing his debut album Bloody Future, to be released in March 2018.

“I make music for that second just before you are pierced by arrows,” IAMJJ describes those songs of his, through which he approaches fundamental subjects and everyday issues on an equally fundamental level. It is hardly surprising then that he lists Tom Waits, Nick Cave and Leonard Cohen as his biggest inspirations. “You need the black to see the white”, he explains. “It’s like Leonard Cohen said: “There’s a crack in every wall. That’s how the light gets in.”

But it’s not just music that inspires him. He also finds himself deeply attracted to fine art by the likes of Damien Hirst, Tal R, Jonathan Meese or film makers such as Quentin Tarantino, who find ways to question and challenge our understanding of the world. More than simply a musician IAMJJ sees himself as an artist, who specifically employs music as a means to express himself. He actually launched his artistic career as an illustrator and painter. “Music must be able to epitomize a feeling. Images have that ability and so they help me to write melodies, while I wonder, what aspect of life is hidden in these images?”

It’s this fight with his inner demons that leads IAMJJ to his music, to his distinctive signature sound: “I write my best songs, when I am facing existential questions. That moment, when you find yourself on the battlefield, your friends are all dead and there’s all these arrows flying towards you. This music is like your last meal on death row. It comes into existence, when the ugly and the beautiful coalesce,” he elaborates.

IAMJJ’s voice is cloudy and enigmatic yet wonderfully mature, while his lyrics contemplate death, doubt, regret and that ever-present facade, behind which all this takes place. He is one of the modern crooners of our time; a musician, who not only tells a story, but lives it and presents the world to us as merciless and rough as it is. His album Bloody Future moves from one psychosis to the next, bipolar at times, seamlessly shifting from dark premonition to the light at the end of tunnel in one coherent piece of music. It challenges and demands a lot of its listeners, but it is equally rich and lavish: “When people give me 3 minutes of their time, it’s important to me to give them back 7.”

IAMJJ is the most exciting musical export to come out of Denmark in years and absolutely an artist to watch in 2018!

Bloody Future will be released on CD, digitally on all streaming services as well as on vinyl by Warner Music Germany on March 23rd, 2018.

Website: www.IAMJJofficial.com  
Facebook: IAMJJmusic  
Instagram: IAMJJmusic  
YouTube: IAMJJofficial

Tracklisting BLOODY FUTURE:

Clyse

Bloody Future

You In My Arms

Bomay Roof

Homer

China

Different Kind Of Blues

If I Took You To The Ocean

Super Hero Eva

Supersonic

Lion Of The Beach

Truckers

Susie May

*“If my music were a wine, it would be fruity and strong in flavor, with an alcohol level of approximately 15%. And after drinking it you would feel differently than before.”*

*(IAMJJ)*