

## Amela Makes An Exciting Return With Shining New Single 'Who You Are'



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Known for her unique voice and catchy melodies, Amela is a growing presence in the Australian Music scene. The Gold Coast based singer-songwriter combines quirkiness with a polished pop sound, inspired by the likes of **Julia Michaels, Vera Blue, Gretta Ray, Marina and The Diamonds** and **Sia**.

She found success with previous single '**Push & Pull**' which received airplay on **Triple J** and community radio stations around Australia, has performed sets at **Woodford Folk Festival** and **Bleach Festival** and was a **Gold Coast Music Award** finalist alongside **Amy Shark**.

Her songs were sampled in **Alldays 'Codeine 17'** and '**If Not Now, When?**', and three of her tracks were recently featured in the film "**Ruby's Choice**", screening nation-wide. Earlier this year she was a successful applicant in the Australasian and Canadian [AMPAL/MPC Create Project](#) where she had the opportunity to write with Australian pop artist **JXN** and Canadian Country singer-songwriter **Dan Davidson**. No stranger to international collaborations, she also worked with French producer **Astre**, the resulting single '**Romance**' received over 150,000 streams.

Fun, quirky and shimmering, '**Who You Are**' sets Amela up to soar to new heights. The single was produced and co-written by **Josh Beattie** at the iconic purple studio located in the Gold Coast hinterlands, and was mixed by Sydney based producer **James Guido**.

*"I wrote the song with a frustrated feeling pulsing inside and immediately started with the piano/synth jabs that you hear in the beginning."*

*“It’s about being friends with someone you don’t think you should be friends with... When they’ve done something wrong, and you have to question whether to stay in the friendship or not.” - AMELA*

‘Who You Are’ is an empowering story that speaks to anyone who’s had a negative experience with photographers in the industry. Despite this heavy theme outlined in the lyrics, the song and video remain deliciously juxtaposed- providing an energetic and lighthearted listening experience.

The visual was directed by **Josh Beattie**, produced by **Nicole Leo** and shot by cinematographer **Pablo Mejia-Lopez** (**I’m A Celebrity Get Me Out Of Here**, **Royal Flying Doctors**), with set design by **Kendra Charlotte Crisp** (**King Kong 2022**, **Dive Club 2021**). It provides an excellent visual accompaniment to the track, artistically exploring the narrative of ‘Who You Are’.

*“Although the themes are really dark and heavy, I think I wanted the music and music video clip to feel PG friendly and I wanted it to have a fun/quirky/almost comedic feeling similar to Taylor Swift’s ‘You Need to Calm Down’. This is partly why we had that confetti slow motion scene at the end. This scene was particularly memorable because I had to sing my song in double the speed to achieve the slow-motion effect in post-production. Everyone was so tired because it was at the end of the day, but I just couldn’t stop laughing because when else do you get thrown confetti on and have to sing your song in double speed?”*

*“I wanted the colour schemes to fit ‘my brand’, so we used vintage themes and colours like deep red, gold, navy blue, cream... Those are my favourite colours and suit my artist aesthetic. The camera at the beginning was handmade by our set designer, Kendra. She’s incredible!”*

*“We shot the video at our friends shed- they work on local films and had one already made there! Although we had to reschedule due to Covid a few times, we finally got it done! It was such a fun experience, dressing up, having all the extras come and be involved as well.”*

**- AMELA**

**‘Who You Are’** is set to be released on **July 8th, 2022** on all streaming platforms.

Amela will also be performing a headline show at **Mo’s Desert Clubhouse** on **July 21<sup>st</sup>**, with supports from local artists **Maddison Breen** and **Eimhin**.

[Tickets Here](#)

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