PITCH & PLUG for art pop album LOVE DRUGS by Thyra

BLURB:  
LOVE DRUGS is a full album debut by Thyra. Just like the album title all 12 tracks are full of ironic twists and happy-sad sweet-pain paradoxes. Press highlights Thyras lyrics. All songs will fit any ART POP & INDIE playlist, perfect for relaxing or even dancing with friends. Thyra’s indie BAND is preparing for the summer concerts, and LIVE studio events in RADIO and TV! EPK: <https://www.dropbox.com/sh/0vyd2iihj7tz3na/AABUWFz_4Gr8oOzhl978vRuHa?dl=0>

Artist: Thyra Hilden

Release Name: LOVE DRUGS

Release Date: 2/6 2023

Genre: POP (art pop, alt pop, indie pop, synth pop)

ISRC-kode:

QM6MZ2350033 - TOUCH

QM6MZ2350032 - COMPROMISE

QM6MZ2350034 - FREALESS

QM6MZ2350037 - FADING

QM6MZ2350036 - BLIND LOVE

QM6MZ2350030 - LOVE DRUGS

QM6MZ2350035 - TRAPPED IN DREAMS  
QM6MZ2350031 - RIDE THE TIGER  
QM4TX2214787 - SYNERGY TWIN  
QM4TX2214792 - DUST  
QMFME2242103 - FRIEND

QM6MZ2350029 - DAWN

UPC: 197188720339 (Album)

Focus territory: Europe, North America, Australia  
Language: English

Label: Thyra Hilden  
Vocal and lyrics: Thyra Hilden  
Producer: Tendo Herbst  
Studio recorded in Denmark  
Mastering engineer: Joel Krozer / Six Bit Deep, Hesseldahl Sound, Jesper Vestergaard / VIVID

Promoplayer-link:   
<https://promo.theorchard.com/oPWqkde0nt0KFkIE6g0G>

EPK + .WAV files Dropbox:

<https://www.dropbox.com/sh/0vyd2iihj7tz3na/AABUWFz_4Gr8oOzhl978vRuHa?dl=0>

EPK + .WAV files Google Drev:   
<https://drive.google.com/drive/folders/1fS-eYKXJT5zTkbXJOee7TfCgdyUHeRMu?usp=sharing>

Verificeret Spotify-profil:   
<https://open.spotify.com/artist/7phO3GYNAflizLwCvfMkll?si=90jJMPJJS9yLhr68hOJQLQ>

INTRO/BIOGRAPHY:

Some musicians also do visual art, but it is very rarely the other way around. Visual artist Thyra Hilden is now taking this leap and making her album debut as a brand new singer / songwriter. Magazine Bands of Tomorrow highly recommend her music and call it RAW ART.

The 12 track album LOVE DRUGS will release 2/6. Danish Radio just recommended THYRA's dreamy sound, that is central to the genre EXISTENTIAL POP. Many reviews have highlighted THYRA’s lyrics for outstanding depth and simplicity. Just like the album title"LOVE DRUGS" all album lyrics are full of ironic twists and happy-sad sweet-pain paradoxes. These songs fit perfectly in all ART POP, ALT POP & INDIE playlists, perfect for relaxing with friends, especially fans of Billie Eilish, Cannons, Gracie Abrams, Lorde, The Weekend, Frankie Cosmos, The Marias and Men In Trust.  
  
Thyra says of the inspiration behind the songs: "Love and loneliness are basically chemical processes in the brain and body, and this knowledge creates a slightly absurd twist to joy, longing and devotion."

Thyra’s indie BAND is preparing for the summer concerts, and LIVE studio events in RADIO and TV!

The band is Thyra Hilden (Lyrics, Vocal), Lucas Caddeo (Production, keys, bass, guitar), Marting Drago (Guitar), Mads Jensen (Drums)

Later this year they will release 3 new songs by Thyra: “Sweetest Lie”, “Trippy” and “#HeToo” and for the first time Thyra will release a danish song “Alt Og Mer!”

THYRA was previously discovered on NEW MUSIC FRIDAY (Week 15 2022)

The artist has previously been interviewed by the BBC, CNN, AP, Reuters, Euronews and others. and has received media coverage of his art worldwide. (See international press: <https://thyrahilden.dk>)

Quoting music magazine FusioNostagia:   
“Introducing a talented artist known as Thyra Hilden presenting Existential pop that expresses a presence stronger than the first love! Thyra has a minimal and very direct language that captures the most difficult things in life….Acclaimed young producer Tendo Herbst creates raw pop for Thyra’s dark melancholy, to thrive in the line of artists such as Billie Eilish. BBC, CNN, and REUTERS are frequently exposing Thyra, securing all her art to reach millions of views and world recognition.“ ( Source: <https://fusionostalgia.com/thyra-hilden-with-her-intoxicating-single-touch/?fbclid=IwAR2NJM5ALDcJbVtcWeJ8ZOTkuo2g9z0hvEBZV2Se8fZ3bHQTXvd_H0AoFyU>  
  
CV and TIMELINE:

· Professional career in modern art based in DK   
· +100 million broadcasting views with interviews regarding Thyra’s art.

2022 + 2023 recommendation by Danish Radio (Karrierekanonen, the biggest Danish national POP competition)

· Jun. 2023. DEBUT album “LOVE DRUGS” releases

· Feb. 2023. EP “LUCID” releases

· Apr. 2022. EP “Trapped In Dreams” releases

· March. Touch has now been 3 TOP # 1 on Radio2500's AIR chart list for 3 month  
· Jan. 2022. Both singles get recommended by Danish Radio (KarriereKanonen)  
· Jan. 2022. TOUCH went on top #1 on Radio2500 airstream for january 2022.  
· Jan. 2022. Releasing TOUCH

· Dec. 2021. Reaching top #9 on AIR chart Radio2500.

· Nov. 2021. Review in music magazine ‘Bands Of Tomorrow’  
· Nov. 2021. Debut release FEARLESS.

See her in 20 international TV-interviews made by BBC, CNN & REUTERS: <https://thyrahilden.dk/?page_id=25>

LEAD/FOCUS TRACK:  
Focus tracks COMPROMISE is a campfire hit. It clearly stands out as the form corresponds to a hymn with no chorus and no “I”. It's CATCHY and RARE, written so that it can be sung in canon, a melody form that was trending in the 14th century. This song is both timeless and very topical. The song is written inspired by a divorce, but the verse "Hate and holy pride / Rights of endless ruth / Found a compromise / While we lost our truth" suggests that the song can also be about far greater serious conflicts. Let’s sing along and find a compromise.

THEME/MOOD/KEYWORDS:  
DARK, DANCY, FUN and THOUGHTFUL DANISH INDIE POP

SELLING POINTS:

Album “LOVE DRUGS" is FUN and DARK. It’s melodic intelligent indie POP! To intelligent humor there is always a dark side. Thyra has a minimal and very direct language that captures the most difficult things in life. Thyra also has explicit skills in creating media attention to her art. Most recently in 2020, REUTERS and EURONEWS have broadcast TV news about her artistic work worldwide in 7 different languages, gaining millions of viewers by international TV-coverage. Don’t get surprised if TV media will also show up to cover her upcoming album release in 2022. So we highly recommend you to be a first mover and introduce Thyra.

MARKETING:  
Thyra will use paid branding (approx 6000 dkk in 2023 ) direct on Spotify via ADD STUDIO and MARQUEE

SPOTIFY:

Verified Profile (link): <https://open.spotify.com/artist/7phO3GYNAflizLwCvfMkll?si=90jJMPJJS9yLhr68hOJQLQ>

Monthly listeners: +8000

Followers: + 650

Top territories: USA + Denmark + Sweden

Previous playlists/Discovered on:   
NEW MUSIC FRIDAY

PR / RADIO PROMO:  
PLUG pitch + EPK will be sent to all Danish and international radio stations by direct mail.

RADIO RESULTS 2022-2023:  
 THYRA-TRAPPED IN DREAMS was nominated for “BEST INDIE POP SONG OF THE YEAR 2022” By THE PINNACLE AWARD / NYC radio.  
Recommendation in the music competition KarriereKanonen by Danmarks Radio / DR P3

TOP #1 in January, February, March with the single TOUCH on Radio 2500

May 2022: 20 min. interview on Danmarks Radio2500

Played on several radio stations in USA, SPAIN, LONDON and Denmark 2022

Played on several stations distributed by Dutch Pinguin Radio

SOCIALS:

Facebook: <https://www.facebook.com/cityonfire> + 1200

Instagram: <https://www.instagram.com/thyrahilden/> + 5000

PRESS RESULTS:  
  
Interviews with the artist Thyra by BBC, CNN, RAI, AP, EURONEWS and many others:

https://thyrahilden.dk

Review by FusioNostalgia (07/04/2023): <https://fusionostalgia.com/exploring-the-existential-with-thyra-hildens-who-am-i/>

Recommendation and review Bands Of Tomorrow “Ugens vigtigste albums” (week 5/2023) <https://www.bandsoftomorrow.com/tag/thyra-hilden/>  
  
Review by Alchemical Records (9/2/2023) <https://www.alchemicalrecords.com/take-a-journey-with-thyra-hilden-in-lucid-dreampop>

Review by New Lease Music (3/2/2023) https://newleasemusic.com/2023/02/03/out-today-listen-to-thyra-hildens-ep-lucid-dreampop/

Recommendation & news / Magasinet Page 33 / (23/08/2022):

<https://side33.dk/thyra-hilden-50-aar/>

Review by MusiFlo (6/07/2022):

https://musiflo.com/2022/07/16/single-saturdays-thyra-hilden-all-shadows-are-one/

Review by FusioNostalgia (07/05/2022):

<https://fusionostalgia.com/thyra-hilden-with-her-startling-track-all-shadows-are-one/>

Interview by StreamLine music magazine (28/4 2022):

<https://streamlinemusicblog.com/2022/04/28/thyra-hilden-interview/>

Article by ALCHEMICAL RECORDS (21/4 2022):

<https://www.alchemicalrecords.com/thyra-hilden-releases-brand-new-ep-trapped-in-dreams/>

Article by FUSIONOSTAGIA (18/1 2022):

<https://fusionostalgia.com/thyra-hilden-with-her-intoxicating-single-touch/?fbclid=IwAR1HXGpcy3RvrH-6UUETtjh5kSpNgxNuzu8Onpx2H398C9mRvUIRZVmTdK0>

Lyric Videos (more will be updated):  
SYNERGY TWIN >><https://www.youtube.com/watch?v=oQZfCxj8I28>

TRAPPED IN DREAMS >><https://youtu.be/7HfWiePri9k>

BLIND LOVE >><https://www.youtube.com/watch?v=Cc63HRnhHMY>

TOUCH >><https://www.youtube.com/watch?v=U2HXyVDqIlI>

DUST >><https://www.youtube.com/watch?v=dtOoRRAdQQI>  
  
FRIEND >> <https://www.youtube.com/watch?v=D01x6OhK_jI>

FEARLESS >> <https://www.youtube.com/watch?v=NMjYIrdD0tM>  
  
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Enjoy !