

The logo features the word "Diea" in a bold, dark blue, sans-serif font. The letter "i" is stylized with two small, solid dark blue dots above it, resembling a die. The text is centered within a large white circle, which is itself centered on a dark blue square background.

Diea

(EPK – VIDEO)

Culminating Goals

- ⌘ Create a project with original music
- ⌘ Ready to work on it after graduation
- ⌘ 360 degree angle: music, artist identity, promotion

- ⌘ Recording
- ⌘ Artist bio
- ⌘ Pictures
- ⌘ Social media
- ⌘ Video
- ⌘ Logo & website
- ⌘ Tour dates

What the outcome looks
like

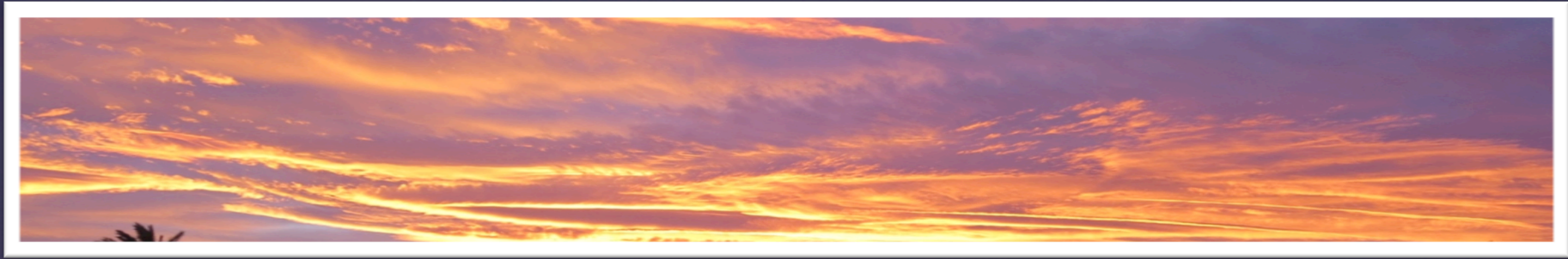
- ⌘ Songwriting
- ⌘ Recording, production
- ⌘ Artist identity
- ⌘ Promotional tools: bio, pics, videos, EPK
- ⌘ Promotional work: build fan base, release music, live performances
- ⌘ Strategy / outlook

Fields of work



Fortunately I had help:
Vanessa Barabad

What do you want to
know?



Artist identity

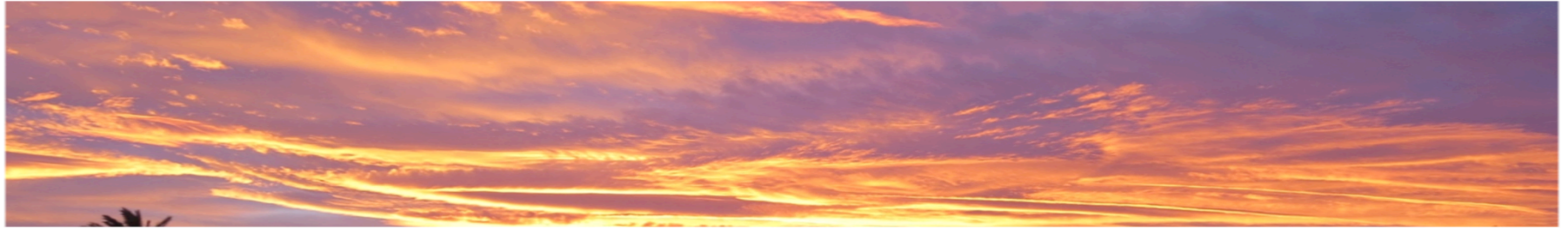
- ∅ General characteristics
- ∅ Dea
- ∅ Audience

Music:

- ∅ Harmony, melody, lyrics
- ∅ Arrangement, production, live performances

What makes each song work:

- ∅ Anyway
- ∅ Easy love
- ∅ Run
- ∅ Steal away



Promotional tools

- ∞ Pictures
- ∞ Social media
- ∞ EPK
- ∞ Music video (storyboard)
- ∞ Logo & website
- ∞ Flyers

Getting my music out: accomplished so far

- ∞ Demo
- ∞ Facebook
- ∞ Soundcloud
- ∞ Live performances

Strategy / Outlook

- ∞ Austria
- ∞ International

LET'S PLAY!

- ⌘ Musical identity: intimate, soft, togetherness, can be edgy
- ⌘ Bass, voice, electronics
- ⌘ Style: singer/ songwriter
 - indie / electronic
 - China: pop
 - basic songs**
- ⌘ Stories about relationships , 1st person perspective
- ⌘ English

- ⌘ Outfit

Artist Identity



Dea: stage character

“I can do lots of things, but I don’t have to....”

- ⌘ People between 20 – 60
- ⌘ In class more feedback from women ?
- ⌘ People who connect to lyrics
- ⌘ People who already are interested in music

Audience

- ⌘ Diatonic chord progressions, mostly triads, first chord of the chorus predominantly major
- ⌘ Song structure: 3 verses, no bridges
- ⌘ Melodies close to spoken lyrics, more steps than large intervals
- ⌘ One catchy motif per song
- ⌘ 1st person perspective, rhymes, dramatic evolution, lyrics different in each chorus
- ⌘ Looking for strong first lines and verses

Harmony, melody & lyrics

- ⌘ Pilot bass track with roots and chords
- ⌘ Further arranging while overdubbing
- ⌘ Doubling of bass lines
- ⌘ Vocals rather dry to create intimate sound
- ⌘ Challenge to separate bass tracks in the mix
- ⌘ Backing tracks vs. loop station

Arrangement, production & live performance

- ⌘ Strong harmony progression is what drives the song
- ⌘ Chorus driven by repetition of the punch line
- ⌘ Beat: samples of double bass, shaker
- ⌘ Roots, chords, fills; most varied element: bass line
- ⌘ Story about a relationship, dramatic climax in the first chorus
- ⌘ Live performance: backing track with beat
- ⌘ Engineered by Misty Jones

Anyway

Anyway

Main vox

Andrea Fraenzel

Intro G#m F# E G#m F# E

Verse G#m F# E

I like the sun - light on your skin

7 G#m F# E G#m F# E

I like the mood that you are in and I can wait a lit - tle while

11 G#m F# E G#m F# E

and just en - joy your smile I know you don't know what to say

15 G#m F# E **Chorus** B C#m E

and I don't want to give a - way but you're gon - na get me a - ny way

19 B C#m E B C#m E

you gon - na get me a - ny way you're gon - na get me a - ny way

23 **Reintro** B C#m E G#m F# E G#m F# E

you're gon - na get me a - ny way

29 **Verse 2** G#m F# E G#m F# E

Was it the moon or the stars blame it on Ju - pi - ter and Mars

33 G#m F# E G#m F# E

who did min - gle with our hearts I don't care I just want it to be us

37 **Chorus** B C#m E B C#m E

I'm gon - na get you a - ny - way I'm gon - na get you a - ny - way

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Main vox

41 B C#m E B C#m E

I'm gon - na get you a - ny - way I'm gon - na get you a - ny - way

45 G#m F# E G#m F# E G#m F# E G#m F# E

Re-intro

53 G#m F# E G#m F# E

I know you come a long with scars some times you don't be - lieve in us

57 G#m F# E G#m F# E

but to mor - row we'll ne - ver know if not to - night you let me show

61 **Chorus** B C#m E B C#m E

I'm gon - na keep you a - ny - way I'm gon - na keep you a - ny - way

65 B C#m E B C#m E

I'm gon - na keep you a - ny - way I'm gon - na keep you a - ny - way

69 **Chorus** B C#m E B C#m E

You're gon - na keep me a - ny - way I'm gon - na get you a - ny - way

73 B C#m E B C#m E

I'm gon - na get you a - ny - way you're gon - na get me a - ny - way.

V.S.

I like the sunlight on your skin
I like the mood that you are in
I can wait a little while
Just enjoy you smile
I know you don't know what to say
And I don't want to give away

You're gonna get me anyway....

Was it the moon or the stars
Blame it on Jupiter or Mars
Who did mingle with our hearts
I don't care I just want it to be us

I'm gonna get you anyway....

I know you come along with scars
Sometimes you don't believe in us
Tomorrow we'll never know
If not tonight you let me show

I'm gonna keep you anyway...

*You're gonna keep me anyway
I'm gonna keep you anyway
You're gonna get me anyway
I'm gonna get you anyway*

Anyway

- ⌘ Minor tonic, but IV7 in verse
- ⌘ Chorus starts with top note
- ⌘ Background vocals (© M. S. Harris)
- ⌘ Bass line of the verse doubled
- ⌘ Mixed in Ableton
- ⌘ Live: live looping backing vocals (planned)
- ⌘ Message: don't give up
- ⌘ Engineered by Michael Sean Harris

Easy love

Easy Love

Andrea Fraenzel

Intro **Verse 1**

F G Am F G Am C D

Who said that I was ea-sy love who said your love is fair

7 Am Am C D Am

Some-times e vrything gets rough some day we will get our share.

Chorus

12 F G Am F G Am F G

But I ne ver thought twice I know we will break the ice You're my heart and you're the rea

17 Am G/B C D(sus4) D

- son I di ve to the ground fly-ing high is ea-sy but it does n't make a

Verse 2

21 Am Am C D Am

sound You thought you got it in one and it'll al-ways stay the same.

26 Am C D Am F G **Chorus**

I wish I could live up to that or at least not be the one to blame But don't think

31 Am F G Am F G Am G/B

twice I know we will break the ice — If you're look-ing for a rea-son di-ve to the

36 C D(sus4) D **Interlude / Solo** F G Am G F G

ground fly-ing high is ea-sy but it does n't make a sound.

42 F G Am G F G Am G Am

Chorus

47 Am C D Am F G

The same way that the sto-ry goes I am yours and you are mine. So ne-ver think twice

2

52 Am F G Am F G Am G/B

I know we will break the ice — There had ne-ver been a rea-son we just met on the

57 C D(sus4) D

ground fly-ing high is ea-sy...

Easy love

Who said that I was easy love
Who said your love is fair
Sometimes everything gets rough
Someday we will get our share

*But I never thought twice
I know we will break the ice
You're my heart and you're the reason that
I
Dive to the ground, flying high is easy,
But it doesn't make a sound*

You thought you got it all in one
And it'll always stay the same
I wish I could live up to that or at least
Not be the one to blame

*But don't think twice
I know we will break the ice
If you're looking for a reason dive
to the ground
Flying high is easy, but it doesn't
make a sound*

From within the circle of our
live
In the end is a straight lines
The same way that the story
goes:
I am yours and you are mine

*So I never think twice
I know we will break the ice
There had never been a reason we
just met on the ground
Flying high is easy....*

- ⌘ Song built by melodic development rather than harmony:
- ⌘ Hook: “Fill your pockets and run”
- ⌘ Arrangement from very sparse to very big
- ⌘ Beat: clap & kick sound together on beat 2 and 4
 - Different samples throughout the song
 - Sidestick and hihat with untypical patterns
- ⌘ Story: Do what you can do, don't worry about the rest, things change. Or not.
- ⌘ Live: backing track
- ⌘ Engineered by Beth Schofield

Run

Run

Andrea Fraenzel

Intro

G A Bm G A Bm

Verse 1

G A Bm

All sup-posed to be figh - ters Ne-ver out of breath

G A Bm

All sup-posed to be hun - ters and a-al-ways watch our backs

G A Bm

And we all be- lieve_ we can ma-ke a-ny-thing real

G A Bm

But re-a-li-ty - y_ can take some ti-me to be re-vealed So we

Chorus

D Em D Bm

keep on_drea - ming that some-things change o-ver time_ And for as

D Em G A Bm

long as there is no- thing_ else_ that could be done we fill our po-ckets and run

Verse 2

G A Bm G A

fill our po-ckets and run All sup-posed to make choi - ces_

G A

if we want it or not cause the ones we leave o - pen_

Bm G A

li-fe de-cides for us So the on - ly thing_ that we

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45 Bm G A Bm

re-al-ly have to choose go for a life you want to or the o-ne that left for you

Chorus

D Em D

a-and keep on_drea - ming that some-things change o-ver time

Bm D Em

and for as long as there is noth - ing_ else that could be done

Interlude

G A Bm G A G A

fill your po-ckets and run fill your po-ckets and run

Verse 3

Bm F#m G A G A

Some-times I'm too ti - red_ to

Bm G A

fight a-gainst who I am or may-be I'm stu - pid_ and make the

Bm G A

same mis-takes a- gain_ Some-where in be- tween_ of gi-ving

Bm G A

i- in and pul-ling through_ I am my own is-land cause what

Chorus

Bm D Em

e-els can I do And I keep on_drea - ming that

D Bm D

ange o-ver time_ and for as long as there is no-thing else

G A Bm G A

that could be done I fill my po-ckets and run fill my po-ckets and run



Run

We're all supposed to be fighters
Never out of breath
All supposed to be hunters
Always watch our backs

And we all believe
We can make anything real
But reality can take some time to be revealed, so we

*Keep on dreaming
That some things change over time
And for as long as there is nothing else that could be done
We fill our pockets and run
Fill our pockets and run*

All supposed to make choices
If we want it or not
Cause the ones we leave open
Life decides for us
So the only thing that we really get to choose (is to)
Go for a life you want to
Or the one that's left for you
And

*Keep on dreaming
And some things change over time
And for as long as there is nothing else that could be done
Fill your pockets and run
Fill your pockets and run*

Sometimes I am too tired
To fight against who I am
Or maybe I'm stupid
And make the same mistakes again
Somewhere in between of giving in and pulling through
I became my own island
Cause what else can I do
And I

*Keep on dreaming
That some things change over time
And for as long as there is nothing else that could be done
I fill my pockets and run
Fill my pockets and run*

- ⌘ Fully electronic, no audio instrument
- ⌘ Written on piano: bass line under a continuous pattern
- ⌘ Melody: only steps, largest interval minor 3
- ⌘ Lyrics: 3rd verse uses metaphors of the 1st verse
- ⌘ 2 different mixes
- ⌘ Greatest challenge in the mix: vocals
- ⌘ Engineered by Nick Zeigler aka Iron Fist
- ⌘ Live: add bass track

Steal away

Steal Away

Andrea Fraenzel

Intro
 Bbm Ab Fm Gb Bbm Ab Fm Gb
 You'll ne-ver

Verse 1
 Bbm Ab Fm
 know how snow feels un-der your bare feet you'll ne-ver know the si-lence of your

Gb Bbm Ab
 own heart-beat you'll ne-ver know sto-ries told by words un-said you'll ne-ver

Chorus
 Fm Gb Ebm Gb
 know the com-fort that a blank sheet ha-s Steal a-way from a

Bbm Ab Ebm Gb Bbm Ab Ebm Gb
 com-mon path steal a-way co-ver up your tracks there will al-ways be a wind that

Verse 2
 Bbm Ab Bbm Bbm
 pulls you ba-ck And you will know a-head is just a

Ab Fm Gb
 point of-view you will know one step back is move ment too you will

Bbm Ab Fm
 know the taste of fruits be-yond your re-ach is what feeds you

Chorus
 Gb Ebm Gb Bbm Ab Ebm Gb
 se-cret dre-ams Steal a-way from a com mon path steal a-way co-ver

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Bbm Ab Ebm Gb Bbm Ab Bbm Ab
 up your-tracks there will al-ways be a wind that pulls you ba-ck

Fm Gb Bbm Ab Fm
 Do you know you sting like the flakes my toes do you know you drop like a

Gb Bbm Ab
 heart-beat do-es do you know the un-told sto-ries in my head are rol-ling down

Chorus
 Fm Gb Ebm Gb Bbm Ab Ebm Gb
 like an a-va lanche Steal a-way steal a-wa-y-y-y-y

Bbm Ab Ebm Gb Bbm Ab
 let the wind co-ver up your-tracks steal a-

Ebm Gb Bbm Ab
 way with me

Steal away

You'll never know
How snow feels under your bare feet
You'll never know
The silence of your own heartbeat
You'll never know

*Steal away from a common path
Steal away and cover up your tracks
There will always be a wind
That pulls you back
Steal away*

And you will know
Ahead is just a point of view
You will know
One step back is movement too
You will know
The taste of fruits beyond your reach
You will know
Is what feeds your secret dreams...

*Steal away from a common path
Steal away and cover up your tracks
There will always be a wind
That pulls you back
Steal away*

Do you know
You sting like the flakes my toes
Do you know
You drop like a heartbeat does
Do you know
The untold stories in my head
Are rolling down
Like an avalanche

*Steal away
Steal away
Let the wind cover up our tracks
Steal away
With me*

Dea is an eclectic indie singer/songwriter and bassist from Vienna, Austria. With a natural groove, her music is best described as intimate, soft, tense but hopeful as reflected in her songs "Run" and "Anyway". The sound of her voice can swoon you like a lullaby but her lyrics pleasantly surprise you with their wit and edge. You may even be caught in a jab or two.

Dea's musical journey included many crossroads and turn-arounds until the bass finally found her and became the foundation her entire world.

Dea thrives on influences from energetic rock and funk such as the Red Hot Chilli Peppers, reflective inspiration from her favourite singer/songwriter Ani DiFranco, and the melancholy muse of Samuel Barber's Adagio for Strings.

Keep an eye out for Dea's EP to be released in the summer of 2014!



Bio

- ⌘ A day with my bass and me
- ⌘ Press pictures: close ups
- ⌘ Ambience
- ⌘ Outfit

Pictures









- ⌘ “Dea” not available
- ⌘ “Sounds of dea” – secure a uniform appearance
- ⌘ Accounts set even if not in use:
 - ⌘ Facebook
 - ⌘ Soundcloud
 - ⌘ Youtube
 - ⌘ Twitter
 - ⌘ Instagram

Social Media

- ↳ Mini-documentary
 - ⌘ Introduce the music
 - ⌘ Get a glimpse of Dea
 - ⌘ Natural & funny but different...
 - ⌘ 4 Elements:
 - ⌘ Casual talking at “Graffiti wall” (same setting as the press pics),
 - ⌘ “Real” interview in the studios
 - ⌘ Bloopers
 - ⌘ Live performances

- ↳ Many challenges
 - ⌘ Organisation of equipment and help
 - ⌘ Sound and light quality
 - ⌘ Unqualified interviewee

EPK – electronic press kit

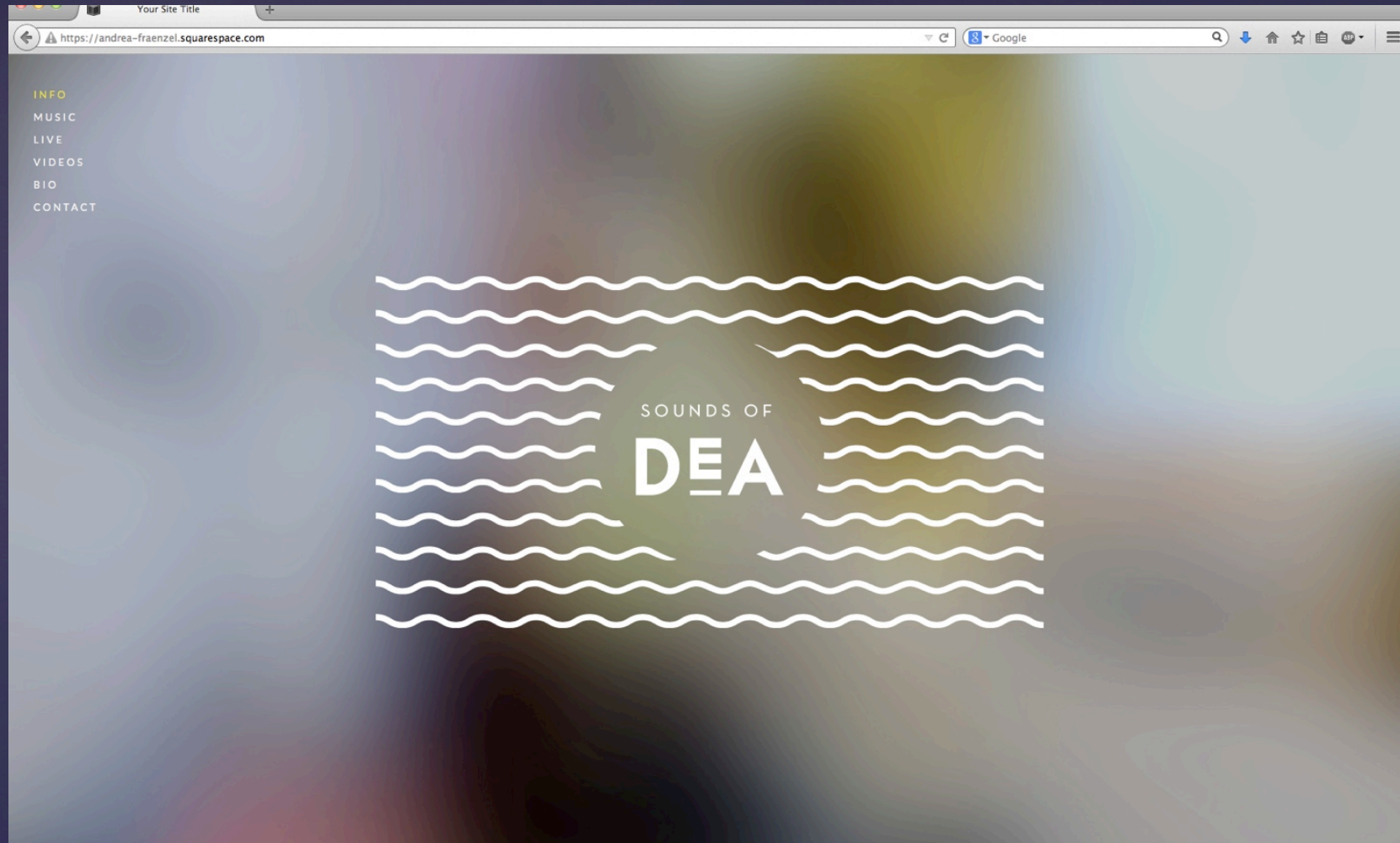
DEA - EPK			
c	Music	Scene	Questions
	1	Stephen Webber announcing "Dea" at MIT concert	
	Anyway - until end of first 2 chorus	Impressions 1 - landscapes around our filming areas	
	3	graffiti wall, beach, sea	
		Vanessa and I walking at the graffiti wall (scenes from the interview without sound)	
		Graffiti wall	Why are you making music?
		Q & A Studio Part I - basic fact - end with sth funny	Where are you from
			What was your first interaction with music?
			What instruments do you play?
			What is your primary instrument?
			How did you get your name?

5	Run	Live Performance: "run" at MIT concert, last chorus & outro?	
6		Q & A Blopper	
7		Graffiti wall	What is your writing process? If your music would be the offspring of other artists who would it be?
			Who do you want to listen to your music?
8		Q & A part II	What are your current projects? Where can I find your music?
			What are your hidden talents? What are your biggest fears? Why?
9	Steal away - last chorus	Impressions II	
10		Insert: www.soundsofdea.com	
11		Epilogue: at the pools in front of Berklee talking about jumping in, last sentence: "turn of the camera"	

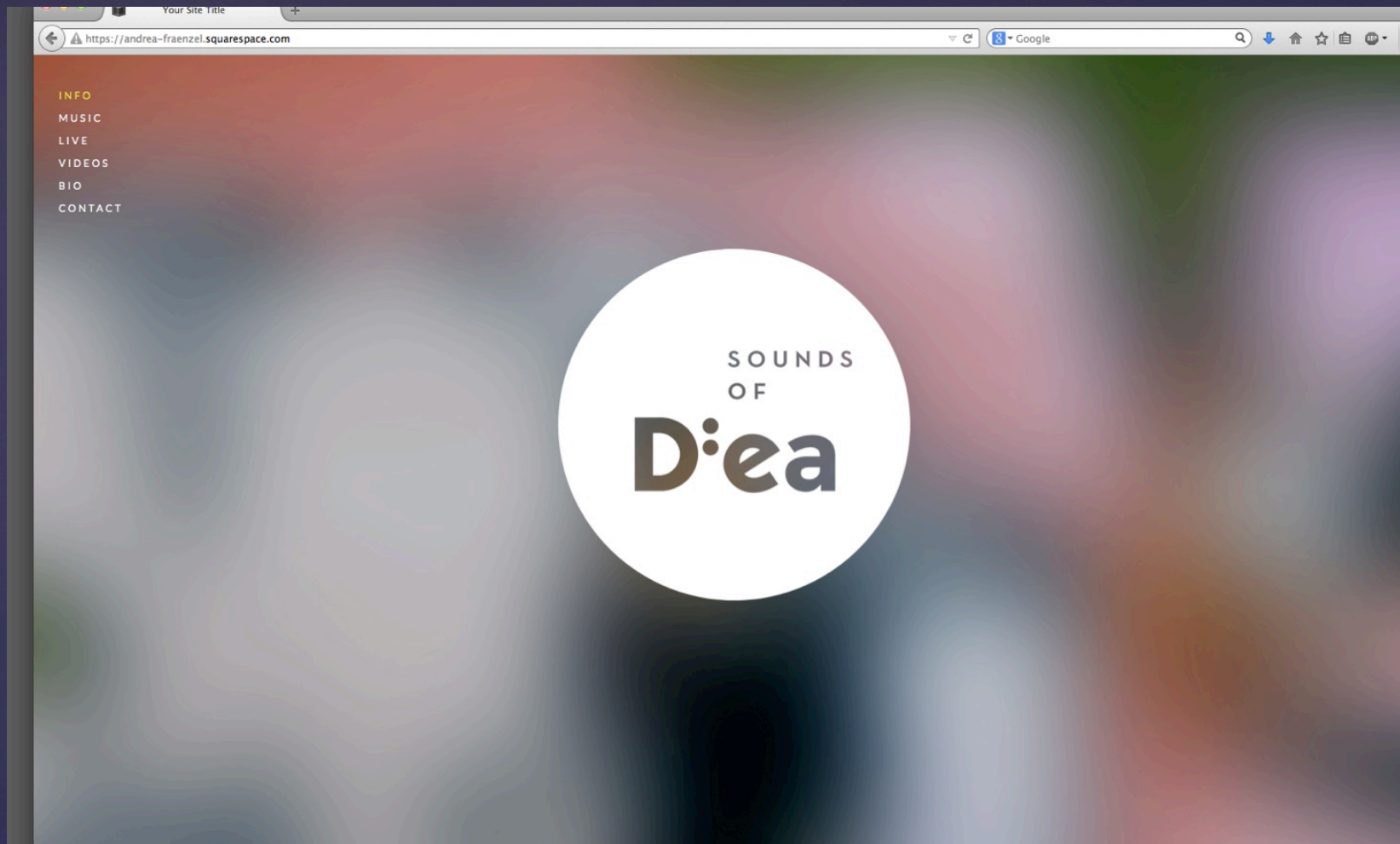
- ⌘ Individual design
- ⌘ Simple reduced as the music
- ⌘ Website easy to maintain

- ⌘ Graphic designers: Teresa Kettner & Dani Vogel

Logo & homepage



www.soundsofdea.com



www.soundsofdea.com

- ⌘ Unedited footage of live performances
- ⌘ Music video by Histeria production as fee for performing on their event on June 28
- ⌘ Storyboard for “Anyway”

Music video... to be
made...

What happened so far?



- 15. 4. En vivo: MTI Concert, Palau de les Arts
- 13. 6. with Jelena Ciric, Café Mercedes
- 20. 6. with Jelena Ciric, Un lago de conciertos,
Ciudad de las Artes y las Ciencias
- 21. 6. TedX Valencia
- 28. 6. Mercado de Tapinería
- 6. 7. with Andjela Stevanovic, Radio City

Live - Performances



Demo: 4 recordings finished
2 in production

- ⌘ Page “Sounds of Dea” is set up
- ⌘ 277 likes
- ⌘ Every person that liked the page, receives a personal thank you message that contains a link with download option of the song “Anyway”

www.facebook.com/soundssofar

⌘ Anyway “released” in May 2014

⌘ 360 plays

⌘ 46 downloads

⌘ 18 likes

⌘ 1 repost

⌘ Only 1 post from myself in facebook

www.soundcloud.com/soundsofdea



Outlook

⌘ Promote music:

- ⌘ Research opinion leaders in the music industry
- ⌘ Research journalists and media
- ⌘ Send out a postcard from Valencia (July)
- ⌘ Send out a branded card (September)
- ⌘ Send email & presskit (October)

⌘ Find team (label, agency) or stay independent

⌘ Collaborate with “Between music”

⌘ Live performances

Austria

Collaborate with

⌘ Vanessa Barabad: Digital promotion, artist management US

⌘ Yu Lu: artist management China

⌘ Chinese social media

⌘ <http://site.douban.com/soundsofdea/>

Build an international fanbase, do an international tour.

International

& NOTHING OF THIS WOULD HAVE
HAPPENED IF IT WEREN'T FOR YOU:
& VICTOR, MARIANO, MARCIN, VANESSA

& Y TODA LA GENTE DE BERKLEE
VALENCIA !

GRACIAS !