

# Yijia 譚嘉

Yijia Tu is a Chinese zither (Guzheng) player, singer-songwriter, multi-instrumentalist, and music industry professional based in the UK. She started her music career as a finalist in a 5M viewership Chinese music show and has won the CMA (Chinese Music Awards). Yijia is also featured on [BBC World Service](#), Radio 3, NPR, and WOMAD Festival. She studied Music at SOAS and the University of Oxford and has a 'Global Talent' endorsement from the Arts Council UK. Having recently released a single '[It's Not Up To You](#)', with the iconic indie folk band Stornaway, she will also be their special guest across the UK tour this October/November. Yijia has also recently released an artist series EP 'Chinese Whisperer' with BMG/Alt-Life music. Through exploring her cultural identity in music, Yijia is committed to diversifying the UK music scene and bridging the Chinese and UK music scenes through her multidisciplinary works.

Scan QR Code below for more music and social [links](#).



YIJIA  
譚 嘉







Yijia appeared as a semi-finalist in the popular Chinese singer-songwriter talent show "Sing My Song" at the age of 16. After graduating from high school with a certificate in composition, Yijia was signed to a label and released her debut album "17" with Sony Records.

In collaboration with Chinese and internationally acclaimed musicians such as Grammy winner Luca Bignardi, Liu Huan, and the China Philharmonic Orchestra, the album won "Media's Choice Award" at the renowned 2015 CMA (Chinese Music Awards).

Yijia was also nominated as "Best New Chinese Artist" at the "Chinese Media Music Awards" in the same year. Yijia has also done several cross-over collaborations in the experiment of new sales format for physical albums. The song "Eventually" or "春上村树" was chosen as the theme song for Haruki Murakami's Chinese release of the book "Men Without Women" by the Shanghai Translation Publishing House.

Xiaomi's Earphone company 1MORE also released a product named after Yijia which features her music inside a USB attached to the Swarovski elements® and iF Industrial Design award-winning earphone.

Yijia also performed at numerous events and festivals such as the Chongqing and Zhangbei Outdoor Music Festival, one of the largest festivals in China that features an audience of up to 80,000 people.







In 2016, Yijia moved to London in pursuit of her education and studied Music at SOAS (School of Oriental and African Studies) University of London.

Yijia has participated in a wide range of music, arts and cultural events, including WOMAD 2022 (D&B Soundscape Stage), BBC Radio 3's "Music Planet", 'In Tunes'/"Introducing" Live, London Interfaith Music Festival at the British Museum, Portsmouth Victorious Festival, Rich Mix London, Oxford Town Hall's Chinese New Year Gala, Greenwich & Lewisham Young People's Theatre, The Curious Arts Festival, SOAS Graduation Ceremony, The Golden Hinde, Amnesty International UK, Sky TV-China Hour Chinese New Year Celebration, and 'A World in London' with DJ Ritu.

Drawing inspirations from different music elements throughout time and history, especially from China and East Asia, Yijia hope to bring these under-exposed and undermined sounds to people who enjoy music.

As the founder of the folk fusion band project, "The Sages", through both original musical composition and adaptation of ancient traditional sounds, Yijia hopes to keep the tradition alive and expand and diversify people's musical taste and knowledge about interesting cultures and traditions other than their own.

