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sertari // photo by Antonio Gutierrez // Clothing by Elena Antoniadou

# SERTARI: Press Pack

I. Biography II. Photos III. Reviews, Contact and Links



**Following a busy couple of years which saw UK singer and songwriter SERTARI chart in Europe and win the Akademia "*Singer/Songwriter*" Award for her Unplugged EP, she is now back in the studio working on new releases and a new live show for 2016.**

Sertari is a singer with a passion for both writing and live performance. Born in the UK to a Cypriot family, she was brought up in a quiet town where the closest thing to the Mediterranean is Costa Coffee. With a huge range of musical influences, from *Michael Jackson, Led Zeppelin* and *Kate Bush* to *Avici, Gwen Stefani* and *System Of A Down*, she used the stage as an outlet and has consistently shown the ambition and creativity to achieve great things.

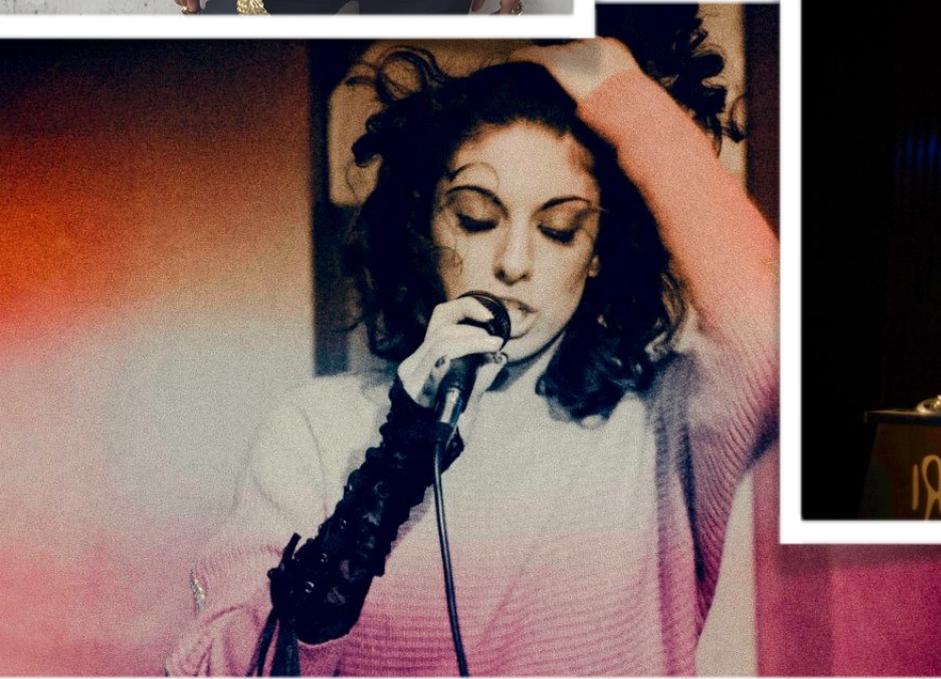
She started off by setting up her own label, and running her own live music nights on the South Coast to promote independent talent, as well as promote her own music! As a result of her drive, she has already achieved much self-propelled success, with worldwide releases, press, TV and radio exposure behind her - including recently being featured on **BBC Introducing**. She was also recently offered a **record deal** with a Major European Label - but for the time being, she is staying Independent.

This year she aims to independently release a single each month from July-December. To coincide with this, she will soon be embarking on a series of live shows in the UK and Europe - alongside a busy schedule of TV and radio appearances. Her live show has earned a reputation among audiences in several countries for its **high energy levels**, and amongst a multitude of past performances include the **London Olympic Fan Zones, The Jubilee Festival** and **London Fashion Week** - whilst her personal favourite (*and most rock'n'roll story*) comes from her **headline** televised show in the Cyprus Capital, **Nicosia**, on New Years Eve to thousands of people.

Recently, she has caught the eye of brands world-wide, becoming an *Akai Pro* and *Abelton Artist*, whilst working closely with local music stores to promote music to the younger generations. In the past she has released singles and taken part in events to support charities such as Great Ormond Street Children's Hospital and the Fire Fighters Charity, whilst a charity single in the USA to aid education to under-funded communities was a great success.

Sertari has been lucky enough to have worked and performed with a variety of producers and artists, and is currently working with the likes of **Adrian Hall** from **Z-Management** (*Black Eyed Peas, Alicia Keys*), **Grammy Winner J-Ivy** (*Jay-Z, Kanye West*), and **Pete Craigie** (*Take That, Beverley Knight, Stevie Wonder*). Further to her Akademia Award for she was also a previous nominee for "**Best Live Act**" and "**Best Song**" at the Exposure Music Awards, and Winner of the **Extreme Exposure Award** in the UK Open Mic Finals.

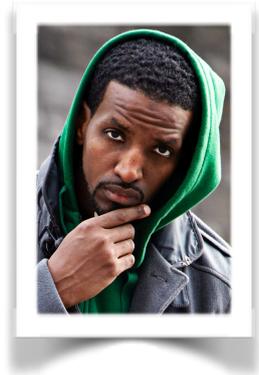
As well as her musical attributes, she is also a highly skilled martial artist and has just gained the much-coveted **black t-shirt in Kamon Kung Fu** - so be warned, she make look petite, but this girl packs quite a punch onstage and off!



## Reviews:

"Lyrically and sonically, Sertari's song 'Teardrops' is both refreshing and pleasant. Listening to her music I am reminded that peace does still exist." **J. Ivy - Grammy Award Winning US Artist**

"Beneath the liberating, carefree vibe of this exceptional collection of songs, is an undeniable and earnest pursuit of vocal and acoustic perfection, to which end Sertari succeeds marvelously." **Akademia Awards**



"Sertari's most distinctive aspect is probably the sheer beauty of her direct, soulful and highly emotional vocals. Her brand new unplugged EP highlights these qualities more than ever before. Acoustic songs are, by nature, more stripped-down and minimal, only relying on a few elements to fulfil a broad range of expressivity. This is where Sertari truly shines. Her vocals have enough room to take the main place under the spotlight and they interplay beautifully with the acoustic guitar melodies. This EP is all about capturing beautiful, organic and natural performances, and I just couldn't think of a better idea to fully highlight the singer's incredible range and tonal diversity. I can only imagine how good these songs will sound within a live setting!" **VeryCoolTunes**

"Anyone who saw Sertari perform will know that she's pretty special. Her mix of pop, rock and electro have won her a legion of fans across the UK and an even bigger audience in her family's native Cyprus. She was one of the star performers at the summer festivals and is a regular draw at venues in Portsmouth, Brighton and Guildford." **Paul Ferguson - The Herald**

"Her single 'Teardrops' showcases a blanket of beautiful synth melodies, as well as some really uplifting lead vocals, with all the hooks in the right places. With a name that reminds me of some ancient Goddess, Sertari blends electro, pop and rock in a soulful and powerful way. Her lyrics are meaningful and thought-provoking, and the vibes of this particular single remind me of some of Robyn or Coldplay's latest work, but with a more direct rock vibe." **MoreMoreSound**

"It really is only a matter of time before Sertari is the name muttered from every mouth. Talented beyond measure and a unique and diverse performer, she has amassed a major following within the UK and other parts of Europe. #Beinspired" **InSpire Magazine**

"Sertari is a soulful songstress who blends her Greek Cypriot roots with rock, pop and big beats" **Peter Coulston - Seatwave Blogs**

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