

ALAN WALKER

18 year old Norwegian producer Alan Walker released his first official single in 2014 - the melodic electro house track "Fade". What started as a kid's journey into the digital world, driven by a desire to create and explore, has developed into one of the most exciting producers Norway will offer in 2016. Alan's first release with Sony Music will be the single "Faded", a vocal version of "Fade", release date November 25th.

Growing up in the digital era, Alan found an early interest in computers which later turned into a fascination for programming and graphic design. In 2012 he started making music on his laptop, and with the help and feedback from his online friends his songs soon caught the attention of the record labels.

"Music kind of just happened spontaneously a few years back. I found a track on Youtube I liked a lot - it inspired me and it made me start exploring producing myself. Everything started online with people, or rather nicknames, from around the world helping each other out. Now music is a big part of my life and what I want to pursue. I even started loving the piano! My mom has always played the piano, but it never really felt as my thing, but now I am enjoying it - playing what I feel like and exploring new things. Just as I have done before online with discovering and trying things out, without having too many rules and boundaries." - Alan Walker

Alan released the song "Fade" on YouTube in August 2014 and got signed to the label No Copyright Sounds. NCS specializes in releasing electronic music without claiming the copyright, allowing music to be used in user generated content (UGC) on YouTube. "Fade" gained great popularity among gamers, by using the track in their own content, the song has spread all over the world. Today "Fade" is NCS's biggest success, with over 35 million views alone on youtube.

Alan is working on upcoming tracks while finishing his last year of high school in Bergen, Norway. He still has a big community of friends, fellow producers and supporters online - always commenting and giving him feedback on his work, which he describes as an important part of his progress, leaving him forever grateful.