

# THE Electric Lady



*Black Moon*

# *Black Moon*



*Samuli*

*Pepe*

*Jussi*

*Kari*

*Minna*







# Biographie

Looking at the world the way someone else does...

Looking over people's shoulder" and see what they live and feel... another inner world made of incredibly rich, beautiful and active alchemy called emotions...

That what The Electric Lady's stuff is made of.

## *The Start . . .*

**The Electric Lady** were formed in Salo in 2007 by **Kari Ora** (guitar) and **Minna Ora** (singer), already celebrated in Finnish clubs for her pure melodic and bluesy vocal style, giving true depth to the lyrics.

But before this Minna and Kari were also known as being an acoustic duet formed in 1998 and called Acoustic Lady. They had been previously touring for a few years around Finland when Minna started to think of a real band to give her songs more powerful expression.

**Pepe Lindholm** (drums) was the first musician to join the band and give the songs his own touch. They made demos and the sound was just like they wanted it to be. They also received some good reactions. Later on **Samuli Jokinen** (keyboards) and **Jussi Sinervo** (bass) joined the band and were fully part of the line-up. The band was born !

# *When fate rhymes with Myspace*

By 2008 Minna met a French painter/journalist **Nicole Morgan** who wrote some lyrics and who is today considered as a sixth member of The Electric Lady and also Minna's close friend (both women share the same sensitiveness and values).

## *Trends and band visions*

**The Electric Lady** has all the elements of the best pop rock bands and is known for writing sensitive, densely layered, big rock songs, with raw sensuality that mirrors life and feelings with additionally pop folk influences.

The material is eclectic, not encapsulated in a specific genre but truly reflecting the innovative spirit and the surprising progressiveness of the finns, sometimes recalling the print of Iron Maiden, Johnny Winter, Rory Gallagher..., nervous when incorporating guitars and drums (You Can't ) or blues (Through Ice And Snow).

The band's vision is best displayed in the cogent ballad "That's The Way" and in "Your Heart Is Hundred Times Bigger Than Mine" .....

The Electric Lady's album kicks off with a very moving tribute to "A Man Of That Kind" (their current single) starting with a haunting, echoing piano intro.

Although **The Electric Lady** is part of heavy metal genre on the worldwide digi-store (Meteli.net), it isn't considered a metal finnish style band, it has all the elements of the best pop rock bands with a finnish culture: introspective lyrics cultivating a rebellious manner, moody melodies, and a good charismatic singer.

The band's early Nordic inspired music was primitively punk, and their transformation into a more folk/acoustic band and then in an atmospherically rocking outfit brought even more infatuation, amazement and passion from their growing fans in Finland.

**The Electric Lady** songs hit instantly, "the hook is always there in the first place" said **Matti Kervinen** from Running Moose Productions in Finland "the songs are not like stereotype hard-rock songs, suddenly there comes that melodic pop-style hook like in Let It Rain and that's their strength"....

"If they were more typical hard-rock they could be much more

boring...They are not pretending to be more or something that they are and their songs are not produced in meetings or by musical trend-stylists, they are what they are and stand behind that. That's like wow!"

## *Rock around the . . .*

Next steps and band's wishes are to spread their music and share their beautiful nordic with the masses.

In 2010 the band appeared at the french festival A440, in the surroundings of Toulouse in the south of France, and was highly acclaimed by a crowd silently mouthing "Wow, that's really heavy".

Quite recently the tracks

"A man of that Kind" and

Black Moon" (first single) have been

broadcasted for over a month on the french webradio "Radio Musicos" (also part of Media FM network with over 100 FM and web radios in France, 30 in Belgium, 10 in Switzerland and 25 in Spain) and warmly welcome by the listeners. Amongst the coming projects... the band will soon sign a distribution contract with the french label **Brennus**.

Their first album "**Black Moon**" (whose release is expected on october 19th) is very vital and raw emotional rock orientated album, a slick production aiming at the charts (Secret Love/Black Moon) with all the quality and power the Electric Lady is so famous for in Finland.



# Black Moon



**Production: O.R.A Music**

[minna.ora@gmail.com](mailto:minna.ora@gmail.com)

+358 503 382 755

[www.oramusic.fi](http://www.oramusic.fi)

**Distribution: Major Leiden Productions Oy**

[hannu.leiden@gmail.com](mailto:hannu.leiden@gmail.com)

+358 414 638 566) [www.majorleiden.com](http://www.majorleiden.com)

**Promotion: Matti Kervinen**

Running Moose productions

[kervinen.matti@kolumbus.fi](mailto:kervinen.matti@kolumbus.fi)

+358 407 685 436 [www.runningmoose.fi](http://www.runningmoose.fi)

**Additional details and gigs: Minna Ora**

[minna.ora@gmail.com](mailto:minna.ora@gmail.com)

+358 503 382 755

**Promo pictures: Matti Kervinen**

+358 407 685 436

[kervinen.matti@kolumbus.fi](mailto:kervinen.matti@kolumbus.fi)

**French Distribution : BRENNUS Label**

[brennus.hardrock@orange.fr](mailto:brennus.hardrock@orange.fr)

+33 (0)563505284

## Black Moon

A Man of that kind

Black Moon

Your heart is 100 times bigger than  
mine

Let it rain

Secret love

That's the way

Through ice and snow

Waterproof

Who cares

You can't



# Contacts

## FINLAND

O.R.A Music studio and office  
Joensuunkatu 12  
24100 Salo  
Finland

### Label manager

Minna Ora  
Hankkaantie 91  
25190 Pertteli  
+3589503382755  
[minna.ora@gmail.com](mailto:minna.ora@gmail.com)  
Finland

### Gigs

Minna Ora  
+3589593382755  
[minna.ora@gmail.com](mailto:minna.ora@gmail.com)

## FRANCE

### Consultant in artistic strategy

Nicole Morgan  
[nicolemorgans3@gmail.com](mailto:nicolemorgans3@gmail.com)  
Skype : nimorgans  
+33 615719555

### BRENNUS Label

Management : Alain Ricard  
[brennus.hardrock@orange.fr](mailto:brennus.hardrock@orange.fr)  
+33 563505284

## Links

Website <http://the-electriclady.net/>

### Facebook

<http://www.facebook.com/profile.php?id=100001079979198&sk=info>

### Myspace

<http://www.myspace.com/electricladystream>

### Reverbnation

<http://www.reverbnation.com/user/login#/electriclady>

### Twitter

<https://twitter.com/#!/ThElectricLady>

### Forum

<http://the-electriclady.dynamicforum.net/>

Video ["A Man Of That Kind"](#)





THE  
**Electric  
Lady**