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BOLD ISSUE 2019

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Clara Rufai is the Shine Strategist helping people around the world find their SHINE Factor.

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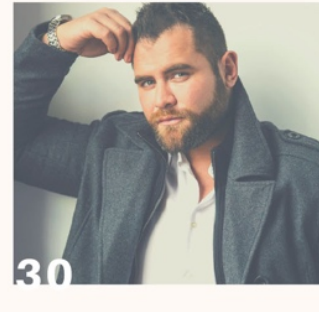
DANIELLE TAYLOR
THROUGH THE LENS

An exclusive interview with Singer & Songwriter - Danielle Taylor, that will change how we look at Indie music.

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DANIELLE TAYLOR Through The **Lens**

Danielle Taylor is an American singer, songwriter and Musician who has songs have graced top charts and has recorded two EPs (*Don't Turn On The Light* and *The Chase*) and two solo albums titled, *1440* and the newly released **COLORS**. She has worked with former SVP of Epic Records, Don Grierson and has recorded with Grammy winner, Erich Talaba. Enjoy this illuminating EXCLUSIVE with Editor-in-Chief, **Alex Okoroji**.

*1. Let's talk about your **latest** album **COLORS**? What was it like putting it together and how did the album title originate?*

Putting together an album is always really fun! You have an idea of what you want your songs to be when you write them, but being able to collaborate with other amazing musicians is where the real magic is! I titled the record, COLORS, because I wanted to reflect different parts of life with this collection of songs. Life is full of both bright and dark moments; colors that help create our own personal masterpieces.

*2. How **different** is the sound in this **new** album from your previous album?*

There is a lot of groove on this record — especially compared to my last album. I thought more about how my listener's heads would move and I deliberately used more of the tools in my vocal arsenal on this one. It's much more colorful as a full record and I had a great time exploring and playing on this one.

*3. As an artist what is the biggest **challenge** you've had to **overcome** in your career to find your sweet spot?*

There are always challenges. You climb your mountain – whatever it is – only to discover that what you thought of as the top is just the base of another, higher mountain. My first real challenge was in 2014 while recording my second EP (The Chase). I was overly confident in my singing abilities and when I came face to face with my shortcomings, it was incredible humbling. We always need to be challenged in order to grow. I can't imagine it's comfortable for anyone, but I think it's extremely important.



4. *If you could **change** anything about the **music industry**, what would it be?*

I'd try to change the idea that more of the same is best. I think the most wonderful moments in music history are those that embraced unique artists. People that stood apart from the crowd. Unique voices, independent thought, instrumental experimentation — that's what's amazing. Innovation not imitation. We're all inspired by someone, but we shouldn't copy them. Right now, it feels like most things on the radio sound like the song before it. You can barely tell one voice apart from another. So no matter how talented an artist is, they get lost in the constant droning of manufactured sound. Music seems like it's become all about the business and way less about the actual music.

5. *In what way(s) can you say your **music** has **influenced** a listener or fan?*

My songs are all about perseverance, strength, love, kindness and bravery. I get a lot of feedback from my fans about how a song empowered them to keep fighting through their own struggles, or how a song comforted them in a time of strife. I think finding a silver lining in each situation is the best way to move forward and I always try to speak to that. Music is the soundtrack to our lives, there's a song out there for each of us — a melody or message that captures our hearts and enhances our emotions. I'm so grateful to be a song in anyone's playlist. It's an honor to be granted entry into someone's life for a moment.

6. *If you could have your **fans** remember one thing about you - what would it be?*

I would want my fans to remember that I'm honest and kind. That I am the same girl in life - that I am in my songs.

7. *Your top three **strategies** for **accomplishing** your personal/career goals.*

Work crazy hard and be reliable — Study the most successful artists/writers that came before me — Practice practice practice. There are a thousand talented musicians out there, it's the one's that want it the most - and give the most, that **win**.



8. *If there was **one song** in your album you could **BRAG** about, which one would it be and why?*

My favorite song on this record changes almost daily. Today I'm in love with the closing track on the album, 'What I Like.' I'd say it's got me on the hook today because of how versatile I got to be with my voice. I'm sweet, I'm gritty, I'm strong... I have a good time with it which is great. I feel like I really got to pull out a lot of the stops on that song so for today, it's under my skin.

MORE ABOUT

Danielle Taylor...
and her Music at

www.DanielleTaylorMusic.com

