

KRAUSE

‘Tell Me, How Does It Sound?’

Krause makes a smashing debut with her single ‘Radio Edit’. Steamy disco, pumping electro beats and kick-ass vocals, that’s how it sounds! ‘I just call it electro pop, so everybody knows what I’m talking about,’ says Krause. ‘Radio Edit’ is produced by up and coming Dutch drum & bass trio Noisia.

Krause, the alter ego of Dutch singer/songwriter Susanne Clermonts, is the brand new winner of the Lopend Vuur Pitch, a contest organised by platform Lopend Vuur and Sony BMG. Clermonts handed in the most promising marketing plan to promote her one-woman project Krause, and impressed the jury with her powerful performance. The result was a record deal with Sony BMG. ‘Radio Edit’ is the first taste of what’s to come.

In 2006, after years of playing in punk rock bands, Clermonts decided to try something completely different: electro pop. ‘The contrast between punk and electronic music seems huge, but the attitude is the same: don’t complain, just do it!’ she explains herself. In Michel Houellebecq’s novel *The Elementary Particles* she found the perfect name for her alter ego. “In this novel a new man is created, covered with Krause-particles through which pleasure is experienced. ‘Normal’ people only have these particles on the erogenous zones. The whole idea intrigued me. And it just sounds cool.”

Krause is an all-round performer who writes and produces her own music, using a pink iBook and vintage analogue synthesizers. At the Dutch Academy for Pop Culture this Bachelor of Music learned the basic skills for studio technology, after which she did a crash course in Ableton, so she would be able to program her own music. She then bought a small synthesizer that she played over and over until the songs came out almost by accident. ‘I don’t want to sing songs that are written by others, that’s not good enough for me.’

By now, Krause knows the ins and outs of the Dutch club scene. She performed at Eurosonic and the Amsterdam Dance Event and shared the stage with the likes of Audio Bullys, Ladytron, CSS, Vive La Fête and Kraak en Smaak. At the end of 2007, she released five songs on pink vinyl on BlackLabel Records. Urged by her friends, she signed up for the Lopend Vuur Pitch. The rest is history in the making.

What sets Krause apart from other artists who started out in the underground scene is that she thinks commercially. ‘I think in concepts. Besides creating art, I also want to get attention for it. So I have to think in a commercial way. I’d rather perform on stage than keep making music nobody hears.’ That is also the reason she puts a lot of effort in her stage performance. Her interdisciplinary set is a mix of passionate Electro beats, gritty guitars and catchy visuals such as a VJ set and

sexy outfits. Krause is a delight to the ear and a feast to the eye. And she knows how to get your rocks off!

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