



Whether sitting in the 50 year old wing chair in his humble home in West Village, Manhattan, laying on the bare timber piling of his artsy pre-war apartment in former East Berlin, or looking out of the windows onto the bustling city in his place in central old Sofia, **Alek Sandar** draws inspiration from every facet of life. The Sofia-born Bulgarian has lived in Cuba, Germany, Paris, New York and London - different cultures, people from different nations, with different tastes and unique perspectives on life, love, art and beauty have shaped him and set his mind free:

*"No single person has the right to classify people into groups or stereotypes. The soul has no color; it has no gender and no height. Neither has Music or the Arts, for love knows no language or boundaries (...)." he says in an interview and the range of artists he collaborated with over the last years prove that.*

The 24-year-old musician started playing the piano and singing in the Bulgarian National Group **Radiodeca** (Radiochildren) at the early age of 5 years. At the age of only 8, Alek Sandar composed his very first song, a ballad dedicated to his sister. In the same year, Alek has his very first appearance in the prestigious TV show **Kato Luvovete** (Like The Lions) in front of a national audience. In the early 1990s, the emerging severe economic crisis forces his family to leave the country of Bulgaria for his father can no longer assure a future for his family from the earnings of his career as an opera singer in Sofia. Struck by these emotionally challenging circumstances, and shattered by the inability to process the truth, **Alek** withdrew into himself and shut himself away.

**Alek Sandar** spends his early teenage years in the peaceful German town Oldenburg, where he continues being on stage. Taking acting classes for several years and experiencing an extraordinary, dramatic first love, he discovers the highs and lows in life at an early stage. The developments in these early years of his life have a very strong impact on him identifying with numerous leading roles in productions of the **German National Theater Staatstheater Oldenburg**. While always excelling in school, **Alek** starts to spin records as a DJ at school parties and smaller clubs in Northern Germany for several years and sets up his first home studio and starts producing music electronically, enabling him to express his inner emotions.

At the age of 17 he composes his first work to be released internationally: two melodic pop songs for the Serbian-Bulgarian Diva *Reni*. Encouraged by his first international success, **Alek Sandar** moves to Berlin in order to study "International Business Management" and to explore the world in search of gifted musicians and artist. He runs into **Jonathan Wuermeling**, another multi-talented young artist and visionary; together they form the dynamic Electropop duo **Splendid Sounds** in 2008 and quickly become a performing nightlife hit in the German metropolis.

Having breathed the air of the big city, **Alek** decides to relocate to the capital of the world – New York, where he plays an important role in the nightlife scene. **Alek** also signs with an international modeling agency, introducing him to the shiny world of fashion. He meets artists and musicians from different parts of the world and lays the foundations for his musical alliances in the future. In the years to follow, **Alek** lives in Paris, New York, London, Berlin and Sofia, constantly working as model and collaborating with various music labels.

In 2009, the French record label X-Cite Records request **Alek Sandar** to create a hot club mix for the first single **What More** by French Star Academy celebrity **Jérémy Amelin**. A year later, again upon request, he produces modern beats for Balkan diva **Reni** and remixes the song **Neblagodaren** for the most famous Bulgarian singer **Andrea**.

At the same time, **Alek Sandar** begins a close collaboration with German superstar **Oscar Loya**, who gained popularity and made global news after he represented **Germany** in the one of the biggest musical TV shows on earth, the **Eurovision Song Contest** in **2009**. For **Oscar's** first solo album, titled **Beast**, **Alek Sandar** writes 10 club-driven and catchy compositions, among them **Learn Something New**, which is currently release again by the US label **Citrusonic**. His work for **Oscar** as a writer and producer demonstrates a variety of Eurodance-influenced club music, contrasting quick and slow beats, in combination with soaring melodies and leads hovering over the lush sound carpets.



During his frequent international trips, **Alek Sandar** still considers himself a Manhattan nightlife creature and finds time to perform in some of **New York's** most exciting locations: among them the infamous **Vandam Party** at **Greenhouse**, the **Boom Boom Room** at **The Standard Hotel**, **Mansion**, **TenJune**, **Webster Hall** and a special nightlife collaboration with nightlife phenomenon **Yozmit** at **The Box**, not to mention the exceptional **Sleep No More** after-parties.

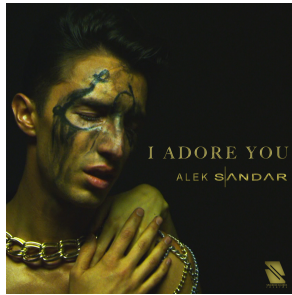
In **2011**, after numerous transnational musical endeavors, **Alek Sandar** and **Jonathan Wuermeling** eventually found the independent record label **Splendid Sounds Records**. This move is followed by **Alek's** first major release with **Universal Music**: he produces a **Splendid Sounds Remix** for Cherrytree-signed, US-based pop phenomenon **Frankmusik** and the USA-Like-A-G6-idols **Far East Movement**. Simultaneously, **Alek Sandar** graduates with distinction and decides to introduce himself as a solo artist to the wide public with his first single **Your Dream**.

In 2011, a love affair with a secret woman repeatedly changes **Alek Sandar's** mindset and lifestyle. He begins to cling onto a more colorful world, taking a more self-assured approach to expressing his inner self with his new project **Creature In Me**, a song and [video](#) dedicated to the New Yorker nightlife scene. Inspired by numerous infamous nightlife shining lights, which became part of his daily routine in NYC, **Alek** delivers his debut as **Creative Director** in the official music video. The music 'videtorial' features performers and **Cirque Du Soleil** artists, designs by **Daniel Nieto** (footwear designer at **Diane Von Fürstenberg** and **Calvin Klein**), **Vivienne Westwood** and **Alexander McQueen**. The video shows how peaceful and sinful creatures fight against each other, incorporating mystical concepts of fashion, love, self-reflection, God and belief.

While working on his solo carrier, **Alek Sandar** develops a friendship with the most unique artist in NYC nightlife – **Yozmit** – and produces **Sound Of New Pussy**, a transcendental pop single combining traditional **Buddhist chanting** with **commercial club** and post-dubstep elements; tying ancient philosophies to modern views on our human beings. Alek and Yozmit's numerous nightlife performances all over Manhattan finally lead them to be the opening act of the prestigious **New York Music Festival** and



**New Music Seminar** at **Webster Hall** in June 2012. Alek Sandar is the first Bulgarian to have participated in this festival, which instantly gathers massive attention in his country of origin. At the same time Alek Sandar wins a remixing contest for globally-famous **Kimbra's** Settle Down, leaving behind 120 other competitors from the rest of the world.



After being a shining nightlife creature in New York, Alek Sandar decides to take on a more commercial direction for his debut album and releases the electronic ballad [I Adore You](#) in Fall 2012. A nostalgic melody combined with a modern beat and a futuristic, yet classic look of the video stand for a project building a single a “*bridge between the future and the past.*” The song is released in Bulgaria, where it instantly gets major airplay, landing quick Top 10 positions in a variety of media.

The single is rapidly followed by a duet with one of the most famous Bulgarian singers in the last 10 years – **DESS** (also known as **DesiSlava**). The singers premiere **It Ain't Over** in the most viewed Bulgarian [show](#), **Shouto na Slavi**. The video clip for the song was shot in Berlin. The song is a collaboration with the New York based group of producers **BOYPLAY**, who produce for names like **Cassie** and **Jonte**,



While gaining more popularity in Bulgaria, **Alek** plays a crucial role in contemporary Bulgarian music history, as he deals with a topic, which has been separating the nation for decades. As one of the first Bulgarians, he produces tracks and collaborates with artist from two genres which usually face hostility and scandals by their respective artists and fans: **Pop** and **Popfolk** Music. By working for names, such as **Kamelia**, **Andrea**, **Reni** he addresses the Popfolk Genre, while at the same time he successfully launches solo pop projects and is played by radios and tv channels who disregard popfolk as a whole.

Alek is currently working on his debut album, which is being produced in New York in cooperation with several American music producers.

## Links

Creature In Me: <http://www.youtube.com/watch?v=Y3z-wmu4Ksk>

I Adore You: <http://www.youtube.com/watch?v=zB0kbjI3waM>

Premiere "It Ain't Over" (with Dess): <http://www.youtube.com/watch?v=M5DC-JqJsck>

a compilation of tracks produced by Alek Sandar up to February 2012 can be found here:  
<http://youtu.be/wwV6VtfOchW>

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For more information, pictures, videos, news and contact details, please go to:

[www.alek-sandar.com](http://www.alek-sandar.com)

[www.splendidsoundsrecords.com](http://www.splendidsoundsrecords.com)

[www.facebook.com/splendidsounds](https://www.facebook.com/splendidsounds)

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