

ALEK SANDAR – BIOGRAPHY

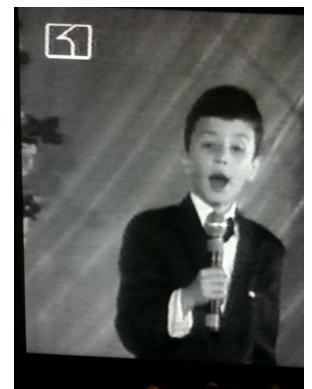


Whether sitting in the 50 year old wing chair in his home in the Lower East Side, Manhattan, laying on the bare timber piling of his artsy pre-war apartment in former East Berlin, or looking out of the windows onto the bustling city in his place in central old Sofia, **Alek Sandar** draws inspiration from every facet of life. The Sofia-born Bulgarian is a true world citizen having lived in Cuba, Germany, Paris, New York and London.

“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 26-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 mid 1990s, the severe economic crisis forces his family to leave Bulgaria in search for a better future.

Alek Sandar spends his early teenage years in the peaceful German town Oldenburg, where he continues being on stage. Being the son of the opera singer Georgi Nikolov, Alek spends his childhood surrounded by classical music, singing soprano arias in various German opera plays and festivals. During puberty, Alek takes acting classes for several years and experiences an extraordinarily 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. Along with **Jonathan Wuermeling**, another young artist, they form the 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 instantly becomes an important part of the nightlife scene. While **Alek** 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, **Alek Sandar** produces a hot club mix for the first single **What More** by French Star Academy celebrity **Jérémy Amelin (X-Cite Records)**. 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 **Eurovision Song Contest 2009**. Alek produces **Oscar's** first solo album, titled **Beast**, including **Learn Something New**, a hit released again by the US label **Citrusonic** in 2013.



In Manhattan, **Alek Sandar** is considered a nightlife celebrity, performing in some of **New York's** most exciting locations: **Vandam** at **Greenhouse**, the **Boom Boom Room** at **The Standard Hotel**, **Mansion**, **Tenjune**, **Webster Hall**, **Marquee**, **The Box**, **Sleep No More** and many fashion week after parties.

In 2011, **Alek Sandar** and **Jonathan Wuermeling** found the independent record label **Splendid Sounds Records**. This move is followed by **Alek's** first major release with **Universal Music**: 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 changes **Alek Sandar's** mindset and lifestyle. He clings onto a more spiritual 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. **Alek** delivers his debut as **Creative Director** in the official music video. The music 'videtorial' features famous New Yorker performers and **Cirque Du Soleil** artists, designs by **Vivienne Westwood** and **Alexander McQueen**. The video incorporates mystical concepts of fashion, love, self-reflection, God and belief.



While working on his solo carrier, **Alek Sandar** develops a friendship with one of the most unique artists in NYC nightlife – **Yozmit** – and produces several tracks for Yozmit's debut EP **Sound Of New Pussy**. For this project, the artists create a new music style called transcendental pop, 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.

In Fall 2012, Alek Sandar releases the electronic ballad [I Adore You](#), a nostalgic yet modern-futuristic ballad creating a "bridge between the future and the past." The song is released in Bulgaria, where it instantly gets major airplay, landing Top 10 positions in a variety of radio stations.

The single is rapidly followed by a duet with one of the most famous Bulgarian singers in the last 15 years – **DESS** (also known as **DesiSlava**). The singers premiere **It Ain't Over** in the highest ranked Bulgarian TV [show](#), **Shouto na Slavi**. The [video clip](#) for the song is shot in Berlin. The single is a nationwide success and gets further airplay in many European countries, such as Germany, Poland and Russia.



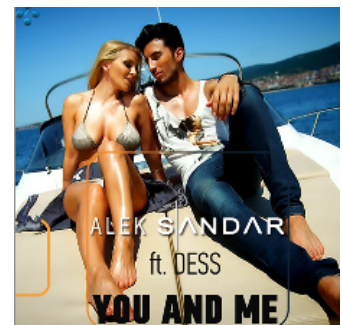
While gaining more popularity in Bulgaria, **Alek** plays a crucial role in contemporary Bulgarian music history, as he deals with a topic, which has been separating the nation for decades. As one of the first Bulgarians, he produces tracks and collaborates with artist from two “opposite” genres facing 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 pop projects (solo and for Bulgarian Pop Artists **Donna, Venci Venc**) and is played by radios and tv channels who disregard popfolk as a whole.



In 2013, Alek Sandar tours around the world, singing, recording, producing, performing and DJing in New York, Berlin, Las Vegas, L.A., London, San Francisco and, of course, all over Bulgaria. In May 2013, Alek is invited to be a special guest and performer at the famous **Vienna Life Ball**. In June 2013, Alek Sandar teams up again with Yozmit to headline the first **DOMA Art Festival**, a massive 2-week art Festival in Bulgaria.

For the summer 2013, Alek and Dess follow up with the summer hit “[You and Me](#)”, an instant success in Bulgaria and other Eastern European countries. The single is released on all digital stores worldwide with a remix bundle including **progressive house**, **deep house** remixes and a Bulgarian version. Alek also produces two more songs for music titan Dess: the dance track [Baby](#) and popfolk single “Da Minem Na Vaprosa”.

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



Links

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

I Adore You: <http://www.youtube.com/watch?v=zB0kbl3waM>

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

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

"You and Me" (with Dess): <http://www.youtube.com/watch?v=jBTppSTcGpg>

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

More information on Alek Sandar:

[Homepage](#) | [Facebook](#) | [YouTube](#) | [YouTube](#) | [Instagram](#) | [Wikipedia](#)

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

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