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"Q AND A" WITH NORWAY'S ELECTRONICA DIVA SIENNA, PLUS NEW RELEASE INFO

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By Keith Walsh

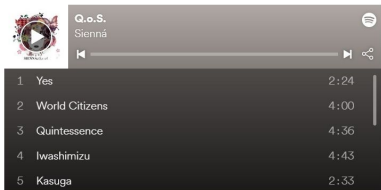
March 20th marks the release of a new single, *What Matters*, from Sienná, Norway's grooviest techno pop artist. As the ice begins to melt in Norway, with the coming of spring comes signs of renewal, in this bittersweet, downtempo song that signals the arrival of freedom at the end of a long relationship. As Sienná explains, "It's extremely hard to describe this song even though it sounds quite straightforward, because it's very personal and private....You know I make music to 'take a photo' to remember, or write down some sentences on my diary. Not always in such a serious way though. You capture whatever you want, whenever you like."

(From "What Matters") *"I feel you're there, smiling at me/No more pain, regret or sorrow/May you be a bird to fly high and free/It doesn't matter how we were."*



What Matters is minimalist, lyrically and structurally – it captures a feeling of solitude and reflection after saying goodbye to someone special. Happily, Sienná is focusing her energies on the creation of new music "...for a new EP or album, I'm not sure which, yet," she says. "I mostly have an album concept in my mind when I write songs. Although I felt 'What Matters' stood completely alone outside of the context. My last original release was in April 2017. So I thought it might be a good time to let something out as well."

You can hear all of Sienná's catalogue across the web, including Spotify, iTunes, Amazon, and Google Play Music (she's been working to straighten out errors caused by some music vendors mixing up her songs with those of others with similar names – she's the one with the accent on the last syllable). In addition to her four albums – *Q.o.S*, *Japonesque*, *Essence*, and *A Pure Land* – Sienná recently released remastered and remixed versions of nine of her dance tracks, which are also available across the web.



Sienná's 2017 release, the brilliant *Q.o.S*, has set the bar rather high, with its stunning combination of trance, pop and world beat along with experimental electronica; we're very excited to hear what she does next, and are assured that the process of creation for Sienná involves a transformation of both art and artist. "I spend much time reflecting, writing, recording, producing and making sure that I'm happy with what I'm doing and the result," she explains. "It involves both successes and failures based on what I do by myself alone, but it's a learning process. At this moment, I'm having nothing but tremendous fun indoors."

[Sienna On YouTube](#)

https://www.instagram.com/sienna_web/

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