

SilverBlue

BIOGRAPHY

In the summer of 2012, brother and sister Michael and Daniela Heiniger formed the band "SilverBlue". A family friend, active in the music business and artist management, recognised their talents and agreed to listen to their music and work with them more intensively. Their confidence grew as did their singer/songwriting talents and performance skills. The past three years of performing together at a number of events had already confirmed their musical compatibility on stage. The lack of financial funding did not hinder Michael and Daniela's hard work and determination. With the support and goodwill of an amazing team, band, crew, friends and family, the dream of performing their own songs finally became reality. On November 29, 2012, "SilverBlue" launched their first showcase at the Baronessa Club, a locally renowned venue. The concert was sold out within days and a huge success! Motivated by such a successful start, "SilverBlue" set clear goals for 2013 to bring their music to an even wider audience. The reaction to the recording of their first demo tape and demo video of "Never Let You Go" was very positive. It wasn't long before Daniela and Michael were invited by a local radio station. It was a great experience for them to be "on air" for one whole hour being able to present their favourite artists and most importantly perform their own songs live! The next milestone was not far. At the end of April 2013, SilverBlue were crowned the winners of "Das Mikrofon" song contest not just by the jury but also the audience! Their impressive performance won them a studio recording contract for one of their own songs! Plans for the first "SilverBlue" album are underway as are the next concerts.

Michael 28 and Daniela 21, were born into a very musical family which provided the base for their deep love of the art. Michael attended violin lessons when he was 5 years old. Later he switched his interests to playing the drums, the guitar and the piano. Singing was just as important to him and at the age of 18 he formed his first band. He was also involved in several musical productions as a solo singer with the group "Jazz Moods". Michael was often asked to perform as a guest guitarist and singer with some very well respected musicians. He played with one particular band, "M-Day", when they won the Band-X Contest in Switzerland. As a qualified electronics technician, Michael has been able to extend his skills into setting up his home studio and to work on selected production projects and jingles.

As the youngest of three siblings, Daniela began taking piano lessons at the age of 9 but soon realised her passion for singing. As a 10-year-old, she was invited to be the solo vocalist in the local school Big Band. A milestone was set at this early stage of her musical career, when the Big Band was invited to perform at the European Youth Music Festival in Sweden and Denmark. Daniela went on to make a number of appearances in musical projects such as the hit-production “Moments” at a local leading theatre. Currently, Daniela is studying part-time to become a Naturopath but music plays a key role in her future ambitions.

More information available on:

www.silverblue.ch

www.mx3.ch/artist/silverblue

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