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WHAT WE'RE SPINNING (INDIE SHOUT OUT!) VOL. 20

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WE RECENTLY HAD THE OPPORTUNITY TO SIT DOWN WITH THE DELICIOUSLY UNPREDICTABLE AND EFFECTIVELY EXPERIMENTAL QUEEN OF AVANT-GARDE ELECTRONICA, SIENNÁ.

It is an unfortunate reality in the world of music, crafted by today's generation; that it seems fearless, ambitious artists are becoming more and more rare and undiscovered. This is mostly due to an unapologetic desire by most new-coming artists to shamelessly reach into existing successful markets, void of any integrity, and follow an incredibly safe musical formula of commercially appealing and catchy copy of a copy of a copy Singles.

While this approach may work well if your goal as an artist is to make fast cash, albeit becoming forgettable, it certainly isn't the winning formula for industry longevity and lasting notoriety.

In a refreshing twist, undeniably fearless and sonically ambitious DJ and artist Sienná is rebelling against this trend and quickly emerging as an experimental sensation. Sienná is quickly proving that with her provocative, unique, and highly unorthodox tunes; music, as an artistic medium, can transcend the label of "commodity" and become something much more intimate and immersive.

Sienná, originally from Kyoto, Japan, decided to make the challenging, but career enhancing move to the beautiful Scandinavian capital of Norway, Oslo. After her move to Oslo, Sienná began meticulously crafting a brilliant musical atmosphere that aims to blend the aesthetics and sophistication of Scandinavian minimalism, the unpredictability and expressiveness of the experimental/ambient genre, and fusing an approach that marries the commercial sensibilities of Pop with the traditional style of Japanese music.

Sienná has been described as an ambitious proprietor of this highly experimental, yet undeniably digestible genre. As one influential listener describes, "Her work echoes the sound of forward-thinking performers such as pianist Ryuichi Sakamoto, as well as the avant-garde musings of artists such as Cibo Matto, Blonde Redhead, Bjork or even Massive Attack."

SIENNÁ IS A REMARKABLE ARTIST IN THAT SHE IS AN AMAZING BREATH OF FRESH AIR WITHIN AN INDUSTRY THAT HAS BECOME OVERLY SATURATED WITH COPYCAT ARTISTS WHOSE SOLE GOAL IS TO CASH IN ON AN INCREASINGLY AN UNINVENTIVE FORMULA.

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