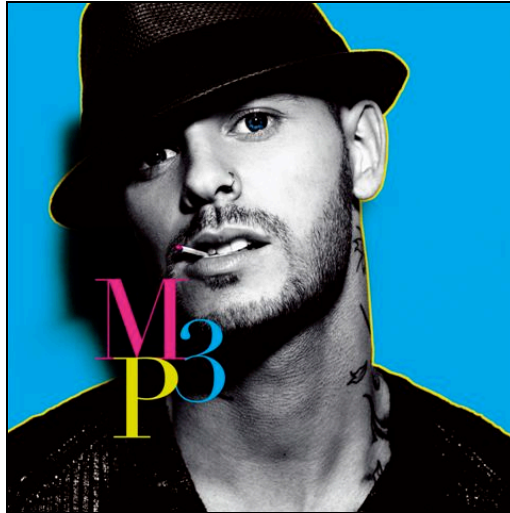


M. POKORA



New Album titled “MP3” Release date: 25 March

1st single: “Dangerous” feat. Timbaland & Sebastian

THE BUZZ. For the last few months, M. Pokora’s name has been on everyone’s lips. This good-looking kid from France – a real lady-killer – was first introduced to the public by a ‘reality’ music show. The tattooed performer – a survivor of a short-lived boys band who turned out a multi-platinum Pop and R&B artist ‘made in France’ – is said to be returning with a third album – in English this time – and what’s more, produced by American hotshots. That’s more than enough to set tongues wagging. Proof if proof were needed that the oft-criticized “Frenchy” phenomenon still deserves attention. But things could be different this time around. This all-too-quickly categorized singer could very well surprise us. We are anxious to get our hands on this *MP3* that’s got everybody abuzz, and really get to know it. But what could be more enticing than eagerly looking forward to a musical treat, whetting our appetite for the feast ahead? And what could be more exciting for a young artist than to arouse curiosity?

THE DREAM. If M. Pokora is so fascinating to so many, it may be because, in a society bent on shattering dreams, he is bold enough to live his out – his American dream, the dream of a kid who practiced Michael Jackson dance steps in his living room, who as a teenager already saw himself as Usher in flamboyant video clips, and as a young 22-year-old, raised on pop culture, already knows how to set the stage on fire. Like his American models, this singer-songwriter-dancer wanted to be an “entertainer” – a real showman. And that’s exactly what he has become.

MP3. His new album reflects this arrogance – an arrogance that gives some people the desire to believe that anything is possible. American-style pop and R&B – the groove that conquered the world – was Matt’s ultimate dream, and he has brought it to life. Why not sing in English, if the result is more catchy? Why not prove that the French can also rise to the challenge? It was no doubt this all-consuming desire to express his lust for life, and live it to the fullest, that impressed Timbaland – one of world’s most in-demand producers, with an interminable list of hits. Timbaland is an exceptional craftsman, whose highly recognizable R&B/electro/pop crossover sound has swept the planet. He recently produced hits by Justin Timberlake and Nelly Furtado and is the producer Madonna has just chosen for her next album. And as if the five tracks recorded at Timbo’s Virginia Beach studio for the new album – including the intoxicating single *Dangerous* (featuring the great Timbo himself and his brother Sebastian) – were not enough to satiate his ravenous appetite, Matt is using other star producers from the States as well: JR Rotem (*Treason*) who has worked with Britney Spears, 50 Cent, Rihanna and Sean Kingston among others; and Ryan Leslie (*Tokyo Girl* and *Don’t Give my Love Away*) who produced his protégée Cassie’s first album and hits for Beyoncé, New Edition, Nina Sky, and others. Also participating in the album’s production are the Belgian duo Bionix and French producers Kore, Tarz (his brother) and Jordan, who have signed on Pokora’s M2theP label.

NEXT. The album *MP3* is a milestone in the career of this young self-made man with boundless energy, and a major turning point for MP, who not only wants to surprise us, but continuously reinvent himself as well. And what better way to reconstruct himself – and a world in his image – than the concert stage? That is where he says he feels at ease, where he turns his dreams into reality, and where he shares his passion and desires.

