



DEVIN ABRAMS

NAPIER

One of New Zealand's most versatile and accomplished musicians and producers, Devin grew up in Christchurch and developed his musical skills at the Jazz School before forming the iconic band, Shapeshifter, with his school-friends in 1999.

Shapeshifter went on to accumulate numerous number one hits, platinum albums and singles, along with a throng of music awards and sold out shows both at home and abroad.

In 2015, Devin left Shapeshifter to focus on producing and writing for other artists. The first act he worked with was Drax Project. From their 2015 EP to their 2019 award-winning smash hit 'Woke Up Late' - which he co-wrote and produced - Devin has been an integral part of the group's success. 'Woke Up Late' was #29 on the Billboard Hot 100 and achieved top ten, triple platinum success in Australia and New Zealand.

Alongside producing and writing with others, Abrams has released a number of critically acclaimed albums of his own under the name Pacific Heights. His 2016 album 'The Stillness' won 'Best Electronic Album' at the NZ Music Awards and his single - 'Buried by the Burden' featuring Louis Baker - was a Top 20 finalist for the APRA Silver Scroll.

[WATCH: THE WEIGHT OF IT \(feat. Steve Spacek\)](#)

CURATOR



KINGS

AUCKLAND / NGĀI TŪHOE, TE ARAWA

Kings burst onto the scene in 2016 with his debut single 'Don't Worry 'Bout It' which surpassed the record for longest running #1 on the New Zealand Singles Chart, spending 33 consecutive weeks at the top and took home 'Highest Selling New Zealand Single' and 'Radio Airplay Record of the Year' at the 2017 Vodafone New Zealand Music Awards.

He followed the single up with his self-titled debut EP, taking home 'Breakthrough Artist of The Year' at the 2016 Vodafone New Zealand Music Awards, as well as 'Best Pacific Male Artist', 'Best Urban Artist', 'Best Producer' at the Vodafone Pacific Music Awards.

In late 2017, Kings released his debut album 'Chapter One', which featured the hits 'We'll Never Know', 'Domino' and 'In The Sun'. His second album 'Two' featured the singles 'You Do' and 'Temporary Me', which was a Top 20 finalist for the APRA Silver Scroll Award.

[WATCH: ALIV3](#)

GUEST WRITER / PRODUCER



ESTÈRE

WELLINGTON

Estère began her journey as a bedroom producer. Her first album, 'Estère', released in 2015 via Paris-based record label Prospect, earned her accolades from pDisco Naïveté, Elle Magazine (FR) and Portals. In 2018, her second album 'My Design, On Others' Lives' was championed by Radio NZ as "an exceptional record." Afropunk called it "an immersive experience unlike anything you've ever witnessed."

Estère has taken her unique live show to Europe, Africa and Asia, opening for the likes of Grace Jones and Erykah Badu. Her onstage talent and energy has earned her invitations to international festivals including Glastonbury (UK), Afropunk Paris (FR), Bushfire Festival (Swaziland) WOMAD (NZ), Aarhus Festuge (Denmark) and Sori Arts Festival (South Korea). She's headlined sold-out shows in the UK, France and New Zealand and has been twice nominated for NZ Music Awards, including Best Producer (2018) and Critics Choice Award (2015).

Her third album - 'Archetypes' - created with Massive Attack producer Stew Jackson - is due for release later this year.

[WATCH: CALCULATED RISK](#)

GUEST WRITER / PRODUCER



SIMON GOODING

AUCKLAND

Simon's early love of playing and performing music led him down the path of audio engineering and production. Beginning his career at Studios 301 in Byron Bay (Aus), he's since worked as the in-house producer and engineer at Neil Finn's Roundhead Studios in Auckland, where he also ran one of the three studios set up to capture the iconic 'Seven Worlds Collide' album project.

With intensive experience both locally and internationally, Simon has worked with Ed Sheeran, P!nk, Migos, Dua Lipa, Neil Finn, Fazerdaze, Tiny Ruins, Alien Weaponry and many more.

More recently he's worked on new music for Six60, Mitch James and Drax Project, including their chart topping single 'Woke Up Late'.

Simon's diverse resume of projects reflects both a commitment to the highest quality sound and the desire to take artists' work to the next level.

GUEST WRITER / PRODUCER



MATTHEW YOUNG

AUCKLAND

Matthew Young began his career in the band Artisan Guns. Their first EP, "Bird and Bone" was released by EMI in 2009 and spawned the single, 'Autumn' which was play listed on Triple J in Australia. They went on to be nominated for best Breakthrough Artist at the NZ Music Awards and their single 'Autumn' was a Top 20 finalist for the APRA Silver Scroll Award.

Matthew went solo in 2014, with his EP 'Dive' which he released quietly on Soundcloud, to huge acclaim.

His second EP 'Fruit' generated three #1 airplay tracks on Triple J and has amassed more than 20 million collective streams along with nods from Oyster, Hilly Dilly and more.

Matthew's first ever show was supporting Lorde for Melodrama, and his second was a showcase for Laneway Australia.

He's collaborated with the likes of Djeisan Suskov, Josh Fountain, Rook Monroe (Rihanna, Travis Scott, Ryan Destiny), Trackside (Selena Gomez, Chris Brown, The Chainsmokers), Leroy Clampitt (Madison Beer), Sachi and Church & AP.

His debut album is set for release in 2021.

[LISTEN: HEY](#)

ARTIST / WRITER



GIRL.

AUCKLAND

A hugely promising artist at the very beginning of her career, 16 year old Sophie Brown has been gathering momentum since 2019.

She's won the Play It Strange Daffodils Competition, the Play It Strange School of Rock Competition, the Hook Line and Sing-Along Competition and reaching the Top 10 in the Rockquest solo/duo Competition.

She has spent the past year developing her skills and collaborating with other musicians.

Her music has already gathered more than 100,000 streams on Spotify.

[LISTEN: FOGGY HEAD](#)

ARTIST / WRITER



SYLVEE

NELSON

Sylvee started out releasing music as one half of a duo called 'Bank Land'. Their first release was premiered on the 'I Love Ugly' Journal.

She later started releasing music under her own moniker 'Sylvee' - working with with artists and producers in New Zealand, the US and England including Olivia Nott, Eddie Rayner, Mt Eden, The Upbeats, Josh Edmonds and Joseph Corban-Banks.

She released her first EP 'Life On Mars' in 2019.

Her latest single 'Champagne' was released this month.

[LISTEN: NEVER A GOOD TIME](#)

ARTIST / WRITER



MIKEY DAM

PALMERSTON NORTH

Solo artist and collaborative writer, Mikey Dam, has recently signed to Republic Records NYC.

His music has enjoyed serious support from streaming heavyweights, landing the cover of New Music Friday, multiple key Spotify / Apple playlists, and A-rotate spots on Mai FM for his original music.

Mikey's had multiple co-writes in Shazam's Top 10, and A-rotate placements on ZM, The Edge, Mai & more.

He works across genres - from Pop to R&B, Rap to Trap, and Country to Reggae.

Moving between Auckland and Palmerston North, Mikey works extensively alongside producer Rory Noble on studio sessions with artists such as Niko Walters, SACHI, LA Women, JessB, Smokey Beatz, Madeleine Bradley, Watson and many more.

[LISTEN: SONDER](#)

ARTIST / WRITER



MIA JAY

NAPIER

Mia grew up in Hawke's Bay and then moved to Dunedin to study music, playing local gigs every weekend as a solo artist and performing in numerous bands.

At Otago University she was top of the contemporary music school for 3 years running and a finalist for the MLT Songwriting Awards in 2018.

She independently recorded and released her debut EP 'Eye To Eye' and has recently released her second - 'Stalled on the Highway'.

A regular live performer, she's played numerous festivals in Dunedin and Hawke's Bay including the Dunedin Craft Beer & Food Festival, the Cape Estate Boxing Day Festival, and Outfield.

She'll be touring her new EP over the summer with her new band.

[LISTEN: DRIVE](#)

ARTIST / WRITER



ALEXANDER LUCK

NAPIER

Alexander Luck is a 23 year old songwriter and producer based in Napier, NZ.

He started out recording demos from home and began releasing music officially in 2018 with his band Wet Bandits.

With two E.P.s and an album gathering momentum online - as well as a number of live performances happening around the country - Luck began to release music under his solo name.

He spent most of 2019 in Europe, recording an EP - 'So Far'.

[LISTEN: NO MORE](#)

ARTIST / WRITER



ASHLEY ALEXANDER

KAPITI

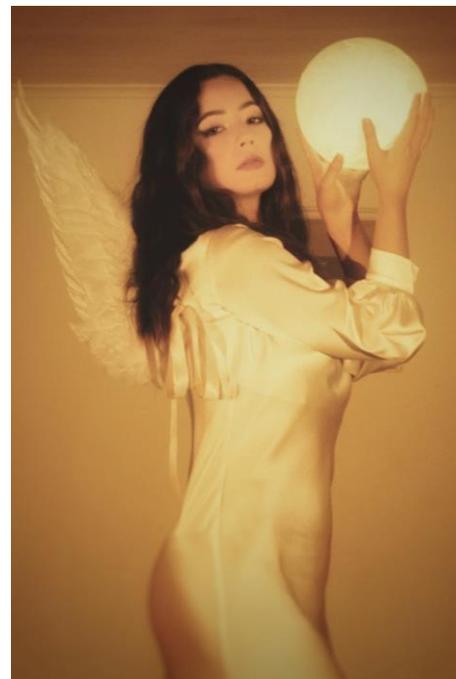
Ashley Alexander's debut single 'Best Song' was released in April 2019 and was included in NZ On Air's New Tracks compilation and featured on local and international blogs.

His sophomore single 'Nicotine', was released in June 2019 to instant acclaim and was featured on major Spotify playlists including New Music Friday, Just Chill, Unwind, Low Key Weekend, Chill AF in Australasia - and Fresh Finds and Fresh Finds Poptronix in the USA.

Nicotine debuted in the NZ Top 40 Hot Single chart at #8.

[WATCH: NICOTINE](#)

ARTIST / WRITER



MCK

AUCKLAND

Mckenzie has travelled to Nashville and around the United States recording and playing music.

At 18 she moved Auckland where she met Jordan Arts, who became her mentor.

They worked on her first single 'Magnets' together which was released in 2018.

Since then, Mckenzie has self-produced an EP called "Confessions", and is currently working on a new project called 'Hot Sounds' featuring tracks 'Muse' and 'Better' ft. Wells*. Josh Naley

[WATCH: MUSE](#)

ARTIST / WRITER



DANICA BRYANT

NAPIER

Danica has been writing and performing her own work for seven years.

She began releasing work in 2016, and her debut EP, 'Cider' came out in July of this year. Danica has opened for several major artists including Jason Kerrison, Jon Toogood, Foreigner, Albi and the Wolves, and Sir Elton John.

She has won the Smokefree Rockquest APRA National Best Lyric Award, the Play It Strange Who Loves Who self-produced cover competition, and has been a finalist in the Play It Strange Lion Foundation Songwriting Competition finalist twice.

In 2019, she was selected to take part in a series of songwriting workshops at the Christchurch Arts Centre with Bic Runga.

[LISTEN: PLAINS OF VENUS](#)

ROLE



BELLADONNA

WELLINGTON

Bella was part of the Parachute Artist Development programme in 2019.

Having dipped her feet into co-writing, she began working on her debut project under the moniker Belladonna, with producer Shannon Fowler.

In 2020 she released her debut single "Hands" - which was a Top 20 finalist for the Apra Silver Scrolls.

After a string of singles received glowing coverage from the likes of sniffers, coup de main and RNZ, Bella released her EP 'Salty Dog' in 2020.

[LISTEN: CALLING OUT YOUR NAME](#)

ROLE



ISIAH NGAWAKA

NAPIER

Isiah started out in bands as a drummer, playing everything from punk, to drum & bass, to ska.

As self-taught musician, producer and engineer, he embarked on a solo career as Lucid Heist and released his debut album, 'Absence in Motion'.

Lucid Heist has opened for TY, Sid Diamond, Peter T, Scribe, Savage, L.A.B, The Black seeds, Tomorrow people and House of Shem.

He's currently recording new work for release in December

[LISTEN: ONE NIGHT](#)

ARTIST / WRITER



HARRY CHAMPION

WAIROA

In 2018 Harry was a Play It Strange finalist, winning the opportunity to record at The Porch in Hamilton where he worked with producer Regan John McKinnon.

In 2019, Harry and his band 'Fyveyes' collaborated with Regan again to record their single "Just A Dream" which has now amassed over 230k streams on Spotify.

The band has a new album due for release this year, recorded at The Porch, as well as at Roundhead in Auckland with Simon Gooding.

After winning Parachute Music's studio competition this year, Harry has also been collaborating with up-and-coming producers Christian Tjandrawinata and Harry Charles in Auckland.

[WATCH: JUST A DREAM / FYVEYES](#)

ARTIST / WRITER



RUTH SMITH

TE AITANGA A MAHAHI, NGĀTI KAHUNUNU

Ruth is a graduate of Victoria University and Te Panekiretanga i te Reo Māori.

She has been a lecturer of Toi Houkura Māori Arts at the Eastern Institute of Technology, as well as a kaiako reo at Te Awanuiārangī, and Te Wānanga o Aotearoa.

Ruth has also worked as a reporter and presenter for Māori Television and is now a freelance broadcaster.

She has performed with the Waihiere kapa haka since she was 13 years old and been a kapa haka composer from the age of 18.

MĀTANGA REO



VICTORIA KELLY

AUCKLAND

Currently the Director of NZ Member Services at APRA, Victoria has enjoyed a long career as a composer, producer and performer of music.

An award-winning film composer, she's worked with Sir Peter Jackson (The Lovely Bones), Robert Sarkies (Out of the Blue) and Jonathan King (Black Sheep) among others.

As a classical composer, her work has been commissioned and performed by the NZSO, NZTrio, Voices NZ, the NZ String Quartet and Michael Houstoun. In 2011 she was the Music Director of the Rugby World Cup Opening Ceremony at Eden Park.

Victoria began her pop music career as the lead singer of Strawpeople in 1995 and has since collaborated and performed with a huge range of artists including Moana Maniapoto, Shapeshifter, SJD, Don McGlashan, Anika Moa and Finn Andrews – recently arranging, orchestrating and conducting the instrumental arrangements for Neil Finn's 2017 solo album 'Out of Silence'.

[WATCH: WIDOW'S PEAK / NEIL FINN](#)

DIRECTOR / APRA AMCOS



ASH WALLACE

AUCKLAND

Ash is one half of Auckland indie-pop duo Foley.

Their debut EP, 'On my Conscience' was released earlier this year and hit #10 on the NZ Album Charts - with the tracks 'Midnight' and 'Cola' receiving widespread mainstream radio play in New Zealand. The single 'Can't Help The Way' was nominated for the prestigious APRA Silver Scroll Award in 2019 and hit #2 in the Official NZ Hot 20 charts.

Foley has played at some of New Zealand's biggest festivals including Rhythm & Vines and opened for Drax Project on their NZ tour, and Six60's stadium show in Hamilton early in 2020.

Ash works at NZ On Air / Music Promotions, where her work includes social media, artist communications, and the NewTracks monthly compilation. She works alongside Jeff Newton to promote funded artists - and other great New Zealand songs - to platforms, radio, media and wider New Zealand audiences.

[WATCH: RENDEZVOUS / FOLEY](#)

MUSIC PROMOTER / NZ ON AIR

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