

IMOGEN HEAP

Imogen Heap will release the first song and video from her new album on the **28th March 2011**. However, the catch is... she hasn't written the song or any other material yet for the album. The album will gradually reveal itself over the next three years as every three months Imogen will write and release a brand new track, video blogging as she goes.

Rather than wait and release all the tracks as an album in the conventional way, Imogen plans to put the songs out as soon as they are ready and keep them relevant to the time they are created. Then, as Imogen still wants to have another physical album to put on her shelf next to Ellipse, she'll release the album for those who'd like to hold it.

With this first song (working title of #HeapSong1), Imogen will turn the tables on her audience, inviting them in essence to begin the album as they become the spark of inspiration. It could be a word, or the sound of twigs breaking in someone's back garden that spins her off on a tangent from the most intimate humble seeds of the song to it's blossomed release into the big wide webbed world!

Further to this. Imogen will be asking fans to upload images and video to feature in accompanying the release "coz there are already many visual artists looking to add to the creative pot in friendly circles, why source further?".

The Timeline for '#HeapSong1' is as follows;

14th March: The 'recording' process will begin with Imogen's fans uploading sound 'seeds' for the song (a cat's meow, rustling leaves, banging on pots and pans) from all over the world via *Soundcloud* to her #heapsong1 microsite. Imogen will be online chatting about and choosing those sounds her instincts draw her to.

15th March: People can submit words to a 'wordcloud' where more popular words visually grow in size. Imogen will be watching and writing at home being inspired by these 'buzz' words with an aim to encapsulate that day in time, lyrically.

16th March: A space for people to upload their own photographs/ drawings/ stencils etc they feel connect to the past two inspirational 'seed' day's themes in some way. The favourite/s will be incorporated into the *3DiCD* (a virtual 3D CD) digital artwork.

17th March: Thursday is for moving image (animation/film etc). These will be the core of the video for the song. Again, urging people to choose clips they feel flow with the direction of the song.

18th March: Imogen will reveal the middle section of the song only... here she will encourage people to record a 'solo' (beatbox, cello, vocal, spoons, you name it) via *Soundcloud* over this section.

19th March: Imogen will discuss and choose one or some of these solos which will be added into the mix.

21st March: The song will be written and completed by the morning of the 21st March just in time to make the video which will be filmed, edited and ready for release 28th March.

26th March: Imogen, during this period will be inviting/challenging fans to draw inspiration from those same initial seeds and finish a piece of work of their own. On this day they can upload their work for all to see and hear on an 'inspiration wall', whether that might be poetry, music or a video

blog response.

28th March: Taking things to the extreme, Imogen will reveal the first listen of the song publicly on her website on 28th March in parallel with a live remix by Tim Exile who will also be hearing it for the first time. <http://www.timexile.com>

All submissions go through the #heapsong1 microsite specifically built for this project where fans, friends and interested onlookers can watch the whole process over two weeks via blogs and daily live webchats on Ustream. Contributors will be credited and paid appropriately.

Imogen comments on why she chose to work this way; *"There's so much going on in my life with touring, talks and tech that the choice to do this was both a temporal necessity coupled with my passion for collaborative, spontaneous and creative projects. I also love the idea that the seeds of the song begins with the fans making a full circle when it's experienced as a finished piece."*

"The unknown nature of what it will sound like is so exciting to me. I often thrive on a deadline (Speeding Cars + Can't take it in both written/recorded in a week) and creative limitations (Glittering Cloud - a song about locusts using purely locust samples as the rhythm track). I want to really put myself to the test and I'm going to have fun doing it!"

To cap it all off, on the night of the 28th Imogen will be hosting a release party for those fans involved in the final recording and visual aspects. We may well see her online with a glass of champagne!

The whole event can be followed at www.imogenheap.com

Partners;
www.soundcloud.com
www.ustream.com
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