Sarah Chengde Winne

PORTRAIT
— of a —
SINGER
Songwriter

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WWW.SARAHCHENGDEWINNE.COM

— ABOUT SARAH —

Luscious vocals is simply an introduction to award-winning singer-songwriter **Sarah Cheng-De Winne**. A multifaceted artist, singer, songwriter, and ex-Radio DJ, Sarah's unique brand of "faith-inspired soul-pop" combines her eclectic influences of R&B/Soul, soft rock, jazz, gospel and electronic music with lyrical honesty and poeticism. Sarah's music reflects her vivacious outlook on love, life and hope — embodied in two releases of self-penned songs: 13-track album ***Brand New*** (2012) and 7-track EP ***Let's Pretend*** (2010).

INTERNATIONAL RECOGNITION & AWARDS

Internationally, Sarah was awarded in 2013 as **Winner at the 12th Annual Independent Music Awards (IMAs)** for her song **"Love-Shape Void"** (Contemporary Christian/Gospel), with an additional nomination for **"Diagonal Rain"** (R&B/Soul). Sarah received further songwriting accolades in the **UK Songwriting Contest 2012** by clinching multiple Finalist positions for her songs "Diagonal Rain" (R&B/Urban), "Parallel Lives" (Pop), "Love-Shape Void" (Faith/Christian) & "Past Midnight (Remix)" (Electronic/Dance/Ambient). In addition, Sarah performs the theme song of Starworld's ***The Apartment Style Edition***, where her voice has been heard in 18 countries worldwide. Her songs have also entered international radio playlists such as Japan's no. 1 station InterFM, Hong Kong's RTHK Radio 3 and the Asia Hitlist on major airlines.

In Singapore, Sarah's songs **"Happy Ever After"** and **"Love-Shape Void"** were featured on the soundtrack of MediaCorp Toggle's telemovie, ***Love...And Other Bad Habits*** (2013), the former being the movie's promotional theme song. The producers of the movie further commissioned Sarah to produce — "通往幸福的路" (Tong Wang Xing Fu De Lu), a Chinese version of "Happy Ever After" — in order to further promote the movie to Chinese audiences. Since its local release, Sarah's album *Brand New* has spawned at least 8 singles being rotated regularly on radio, including Singapore's top English and Chinese music stations.

FEATURED PERFORMANCES & REPRESENTATION

Noted for her "delightfully soulful" voice and dynamic performances, Sarah has featured on local and international platforms such as international music event ***Music Matters Live 2013,*** Kuala Lumpur's ***International Jazz Series 2013 (Alexis Ampang)***, Taiwan's largest indie music festival ***Spring Scream 2013***, Singapore's largest music festival ***Mosaic Music Festival 2011, LIVE! Singapore 2010, Singapore Wine & Jazz Festival 2010***, Esplanade's ticketed ***Late Nite @ Esplanade Series*** (2012) and ***Celebrate December*** (2009 & 2010). She has also opened for Hong Kong diva ***Frances Yip*** and performed backing vocals for platinum-certified singer-songwriter ***Corrinne May***'s Singapore concerts – including a 7000-strong crowd at Gardens by the Bay. Having toured Hong Kong, Malaysia and Taiwan in 2013 to promote *Brand New*, Sarah was chosen as Singapore's sole bilingual representative at ***The Voice China***'s Season 2 (2013) regional closed-door auditions. Sarah is currently in production for her debut Chinese EP, due for release in early 2014.

BACKGROUND & TRAINING

Trained in classical piano up to Grade 5 and having studied voice under Australian voice coach Amanda Colliver (Moulin Rouge, Hugh Jackman), 25-year old Sarah holds a double major degree in Psychology (Hons) and Theatre Studies. With staunch family support, Sarah involved herself from age 6 in numerous school musicals, choir performances, church services throughout her most formative years and sharpened her performance skills under the tutelage of Cultural Medallion Recipient (Music) Iskandar Ismail and Speech-Level Singing coach John Lee during her time at the National University of Singapore's Jazz Band ensemble.

One of her earliest breaks was being selected from over 300 youths to be one of main cast members in the hit teen musical, It's My Life! (2008). Over a year-long process, she honed her musical theatre skills under the tutelage of theatre, music and movement veterans Tan Kheng Hua, Lim Yu-Beng, Bang Wenfu and Ricky Sim. Inspired to create her own work, Sarah co-produced and wrote original musical Saving Grace (2008), which included 7 original musical numbers. Following this, she was selected to be part of young & W!LD (2009-2010), local theatre company W!LD Rice's youth division, where she trained intensively for 12 months under theatre director Jonathan Lim — culminating in the showcase performance Family (2010).

After interviewing as an artist on Singapore's premier information station 938LIVE to promote her EP Let's Pretend, she clinched a coveted Radio DJ position at the station in 2011 and extended her talents to broadcast journalism, live hosting, voiceovers and radio programme production.

But music remains Sarah's first love. Since leaving her high-profile media career to write and complete production for Brand New (2012), Sarah has come full circle — and is now wholly focused on developing her music career. "Winning my first solo singing competition at the age of 14 was a defining moment for me," Sarah reflects. "It made me think — I could do this for the rest of my life." Armed with a faith in God and plenty of drive, Sarah continues to inspire audiences with a message of love, self-empowerment and hope through her unique brand of faith-inspired soul-pop — a Brand New sound.

— CONNECT WITH SARAH —

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THE 12TH ANNUAL INDEPENDENT MUSIC AWARDS

Sarah Cheng-De Winne

Nominated in Multiple Categories

"The 12th IMA Nominees represent an eclectic mix of established and rising talent including Ben Kweller, Band of Skulls, Bright Eyes, Omar Sosa, Little Freddie King, Willie Nile, Killer Mike, **Sarah Cheng-De Winne**, Paper Lions and The Congregation, among many other deserving artists whose recordings were released during the 12th IMA program eligibility period."
—The 12th Annual Independent Music Awards, 19th March 2013

25th March 2013 — Sarah Cheng-De Winne Nominated in Multiple Categories for The 12th Independent Music Awards.

In a streak of successes since the October 2012 release of her debut LP *Brand New*, singer-songwriter Sarah Cheng-De Winne puts Singapore on the international music map with her multiple nominations at **The 12th Annual Independent Music Awards**. **"Diagonal Rain"** has been nominated in the R&B/Soul Soul Category alongside jazz darling Renee Olstead; while **"Love-Shape Void"** garnered Sarah's second nomination, in the Contemporary Christian/Gospel category.

As part of nominations in more than 80 Album, Song, Music Video and Design categories, Sarah's nominations were culled from thousands of submissions from North America, South America, Asia, Africa, Australia, Greenland and Europe.

"Love-Shape Void", nominated in the Contemporary Christian/Gospel category, is incidentally one of Sarah's songs featured on the soundtrack of MediaCorp's telemovie, *Love... And Other Bad Habits*. Sarah reveals that the song was written for an old friend who "has everything she could want, but has a deep need to simply be loved for who she is".

Sarah's nominations come just ahead of Sarah's Brand New Spring Tour 2013, which kicks off with a performance at Taiwan's popular Spring Scream Festival 2013 on 5th of April in Kenting, which sees an average attendance of 50,000 people a day.

Sarah Cheng-De Winne Brand New Spring Tour 2013

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5 APRIL, 5PM
Spring Scream Festival 2013, Kenting, Taiwan

12 APRIL, 11AM
RTHK Radio 3 Interview, Hong Kong

12 APRIL, 8.30PM
The Wanch, Hong Kong

12 APRIL, 9.30PM
Joyce is Not Here, Hong Kong

13 APRIL, 7.30PM
Peel Fresco Music Lounge, Hong Kong

26 APRIL, 9.45PM
Blujaz Cafe, Singapore

Brand New, which features the songs "Diagonal Rain" and "Love-Shape Void", is available in Singapore at HMV, Gramophone, That CD Shop and internationally on iTunes.

Listen to "Diagonal Rain" and "Love-Shape Void"
www.soundcloud.com/sarahchengdewinne

THE 12TH ANNUAL INDEPENDENT MUSIC AWARDS

Sarah Cheng-De Winne

Wins for Singapore with "Love-Shape Void"

culture&lifestyle

TODAY • WEDNESDAY 10 JULY 2013

Sarah Cheng-De Winne wins at the IMA

SINGAPORE – Sarah Cheng-De Winne, the Singapore soul-pop singer-songwriter best known for her "delightfully soulful voice", was among the established and rising stars named as the judge-determined Winners of The 12th Annual Independent Music Awards (IMA), the influential international awards programme for independent bands and fans.

She picked up the award for Contemporary Christian/Gospel Song with Love-Shape Void, taken from her debut album, Brand New (2012).

"I am truly amazed, because all the other nominees are much more established in the United States, and winning this award is such a strong endorsement of my work as an artist," said the singer.

"The exposure I'm gaining through this win is the biggest blessing so far. Music is such a powerful gift and I'm humbled by the chance to share my songs with even more people."

Cheng-De Winne was also nominated in the R&B/Soul Song category (for Diagonal Rain), but lost out to former America's Got Talent contestant Dezmond Meeks.

A team of judges picked the winning entries. The IMA provides winners with performance, promotion and distribution opportunities that will place them in front of music supervisors, talent buyers, record label executives and fans worldwide.

"There's no question that independent artists excel at creating original music that takes risks and wins over new fans," said Martin Folkman, executive director of the IMA.

In the meantime, fans can still vote for their favourite IMA Vox Pop winners. Voting ends at midnight on July 19 and the fan-selected winners will benefit from additional marketing support from the IMA. Both of Cheng-De Winne's songs are in the running, but does she think she has a shot at winning?

"Well, if the whole of Singapore votes — I'm sure I'll stand a good chance!" she said. "So support from every single vote would count!"

CHRISTOPHER TOH

You can vote for Sarah Cheng-De Winne at The IMA Vox Pop Jukebox (http://www.independentmusicawards.com/ima/Sarah-Cheng-De-Winne)

"Well, if the whole of Singapore votes — I'm sure I'll stand a good chance!"
Sarah Cheng-De Winne

July 5, 2013 — Sarah Cheng-De Winne, Singaporean singer-songwriter best known for her "delightfully soulful voice", has been named as one of 80 Judge-determined Winners of The 12th Independent Music Awards, the influential international awards program for independent artists and fans.

Sarah's winning song, "Love-Shape Void" from her debut LP Brand New (2012), placed her ahead of 4 other international nominees in the Contemporary Christian/Gospel Song category. Sarah's win is a first for Singapore at the IMAs. Having been winnowed from thousands of submission from around the globe, her win was determined by a panel of influential artists and music industry executives.

Her song "Diagonal Rain" was nominated in the R&B/Soul Category alongside jazz darling Renee Olstead; while "Love-Shape Void" garnered Sarah's second nomination, in the Contemporary Christian/Gospel category — which she went on to win.

In addition to the judge-determined winners, music fans from around the world have until midnight Friday, July 19th, 2013 to champion their favorite Nominees and determine The 12th IMA Vox Pop Winners.

— WHAT THEY SAY —

« A gifted vocalist with extraordinary range, unique tone and strong expressiveness. »

—

Iskandar Ismail,
Music Producer &
Cultural Medallion Recipient

« Versatile and elegant. Sarah sings in a polished manner with thoughtful arrangements and textured melodies. »

—

Rani Singam,
Jazz artist & Singer-Songwriter

— WHAT THEY SAY —

« Sarah's theatrical training enhances her interpretation, in that she understands the subtext of her songs and gives them nuance. »

—

Dr. KK Seet,
ST Life! Theatre Awards Judge

« Sarah stretches her versatility muscle...as she tackles R&B, pop and urban rhythms...Plus, she's got an emotive voice that's engaging. »

—

Christopher Toh,
TODAY

Brand New *Perspectives*

...

Brand New *Music*

« The accident prompted me to reflect on my purpose in life. *It made me realize just how fragile we are, but also how strong we can be.* »

– SARAH CHENG-DE WINNE

***Singapore, 1st October 2012* — What would you do after having miraculously escaped a horrific car accident? Within 2 months after her near-death experience, rising R&B/ Pop singer-songwriter Sarah Cheng-De Winne completed and launched her debut full-length album, Brand New, at a ticketed showcase at the Esplanade Recital Studio on 28 Sep 2012.**

Fittingly, Sarah delves into the lyrical themes of love, redemption and self-empowerment in ***Brand New***. Featuring anthemic melodies delivered in her distinctively soulful voice, *Brand New* embodies Sarah's renewed philosophies on life, relationships and music-making, especially influenced by life events that occurred within its two-year incubation period.

Her powerful anthem, "Just Me", was written in response to her miraculous escape from the accident with only minor injuries. "The accident prompted me to reflect on my purpose in life. It made me realize just how fragile we are, but also how strong we can be."

The 13-track album features 8 original songs, 2 covers and 3 bonus tracks including 延续到永远, a Chinese version of "Make Me Love You Less". Delivering lyrical hooks and foot-tapping grooves in a significant progression from her first EP, *Let's Pretend* (2010), *Brand New* highlights the rising songbird's talent for creating evocative melodies and emotional atmospheres. Sarah's rich, powerful and expressive vocals create a dramatic canvas of audial landscapes — from the energetic and pulsating beats of "Past Midnight (Remix)" and the lyrical hooks of "Parallel Lives", to the dark and woeful cries of "Diagonal Rain" and catchy strains "Happy Ever After".

Drawing from diverse influences including The Carpenters, Stevie Wonder, Bread, John Legend, Sade, Corrine Bailey Rae, Anita Baker and Simply Red, Sarah joins the new wave of female singer-songwriters like Adele, Leona Lewis and P!nk in creating a distinctive sound that crosses the genres of Pop, Soul and R&B.

Co-produced with Los Angeles-based music producer Kavin Hoo (Corrinne May, Tanya Chua) and mixed by Bob Horn (Ne-Yo, Usher, Ashanti), *Brand New* continues to embody her signature style of expressive vocal performance while featuring a radio-friendly approach to songwriting.

"Sarah's chocolate velvet vocals are delightfully soulful," remarks platinum-certified singer-songwriter Corrinne May. Sarah performed backing vocals for Corrinne's concert to a 7000-strong crowd at the Gardens by the Bay.

To promote her latest release, Sarah is currently on an Asian Tour. Through Warner Music Singapore's distribution channels, her album is available at HMV, Gramophone, That CD Shop and internationally at iTunes.

www.sarahchengdewinne.com

— THE SOUND OF MOVIES —

"HAPPY EVER AFTER" & "LOVE-SHAPE VOID" FEATURED

13th February 2013 – The Sound of Movies - MediaCorp's telemovie*, Love...And Other Bad Habits, *features singer-songwriter Sarah Cheng-De Winne's songs "Happy Ever After" and "Love-Shape Void"

Fresh out of releasing her debut album *Brand New*, soul-pop singer-songwriter Sarah Cheng-De Winne's songs "Happy Ever After" and "Love-Shape Void" have been included on the soundtrack of telemovie *Love...And Other Bad Habits*, produced by MediaCorp's Toggle and starring Zoe Tay, Chen Hanwei, Kym Ng & George Young.

"Happy Ever After" was written by the singer-songwriter in response to her personal loss of a close friendship. "I wrote this song about new beginnings, because I believe there is hope for redemption despite the mistakes we've made in our relationships," says Sarah. Indeed, one of the sub-plots in *Love...And Other Bad Habits*, which features Zoe Tay and Chen Hanwei as a divorced couple, explores how the two ex-lovers move from their past into reconciliation.

The producers of the film liked "Happy Ever After" so much, that they comissioned a Mandarin version of the song, "通往幸福的路" (Tong Wang Xing Fu De Lu) to promote the telemovie across MediaCorp's Chinese-language broadcast platforms. "I'm grateful to be given the opportunity to share this message of hope and redemption with more audiences. It also affirms the relevance of my music to Chinese audiences," quips the bilingual songstress, who worked with Funkie Monkie producer Jim Lim and lyricists Alex Chua and Lynn Lee to produce the Chinese version.

The other song featured prominently in the film, "Love-Shape Void", explores a very personal and deep need for love. The song relates to a poignant part of the telemovie where the various characters are facing crises in their relationships. Sarah wrote this song for a friend who was in a depression some years back. "She had broken up with her boyfriend, and was on the verge of completely breaking down. Despite having all that she could need or want materially, what she really needed was to have someone love her unconditionally. I think there are many people like her, who I hope will be moved by my song."

Love...And Other Bad Habits opens at Cathay Cinemas on 14th February 2013.

Brand New, which features the songs "Happy Ever After" and "Love-Shape Void", is available at HMV, That CD Shop and internationally on iTunes.

MEDIACORP'S TELEMOVIE

LOVE...AND OTHER BAD HABITS

— GALLERY —

CLICK BELOW TO WATCH VIDEO LINKS

OFFICIAL MUSIC VIDEO: PARALLEL LIVES

LIVE @ MUSIC MATTERS 2013: LOVE-SHAPE VOID

LIVE @ SGMUSO HOUSE PARTY: LET'S PRETEND

« Sarah's chocolate velvet vocals are delightfully soulful. » — Corrinne May, Singer-songwriter

Brand New TRACK LISTING

1. Parallel Lives
2. Just Me
3. Happy Ever After
4. Somewhere Only We Know
5. Make Me Love You Less
6. Even in the Small Things
7. Dreams
8. Diagonal Rain
9. Past Midnight
10. Love-Shape Void
11. Past Midnight (Remix)
12. 延续到永远 *Yan Xu Dao Yong Yuan*
13. Love-Shape Void (Radio Edit)

Brand New was launched with a ticketed live concert, *Brand New with Sarah Cheng-De Winne*, where Sarah was accompanied by a 5-piece band at the Esplanade Recital Studio on Friday, 28th September 2012.

Official photos are available for press use upon request.

Brand New is available in Singapore at HMV and That CD Shop, and internationally from iTunes. Deluxe signed copies are available at www.sarahchengdewinne.com/shop

Let's Pretend TRACK LISTING

1. I Just Like You
2. Circles
3. Let's Pretend
4. Closer (When I Am Thinking of You)
5. Take Me
6. Maybe Forever
7. Maybe Forever ft. Casey Subramaniam

Let's Pretend was launched at The Bellini Room, St. James Powerhouse, where Sarah was accompanied by a 5-piece band on Monday, 23 August 2010.

Let's Pretend is available as digital download from iTunes. Deluxe signed copies are available at www.sarahchengdewinne.com/shop

« Her deep, Cher-esque tone works well with R&B-tinged numbers.. » — Victoria Barker, myPaper

DESIGN / PHOTOGRAPHY
Mark De Winne, Relay Room / Warren Tey

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