

BOVIY



SHORT BIO 2025

BOVIY is the new Art-Pop insider tip from Germany. The young artist breaks through the generic pop-sky-cloud cover with her unique songwriting and individual sound, captivating everyone with her compelling live performance. In her music, she addresses important societal issues, standing boldly at the edge of the stage to advocate for minorities and loudly proclaim the demands of a strong, confident, vibrant young woman to the world. BOVIY is a character, an attitude, an opinion, a statement. Her Music: a new, overwhelming universe in the Pop genre.

Raised on a tour bus, the stage is her home. Early on, renowned orchestras and conductors like Jules Buckley (BBC Symphony Orchestra) took notice of her, and global stars such as James Morrison, Jessie Ware, and Walk Off The Earth brought her along as a support act on tour. In early 2025, she's set to play a sold-out headline show at the Elbphilharmonie Hamburg. It's no surprise that *VOGUE Germany* named her one of the six most promising emerging artists in Germany in 2023.

But BOVIY is so much more than catchy hooks, bold sound, and wild chords; she's a character, an attitude, an opinion, a statement. She uses her songs to tackle the issues of her generation and address the major societal questions of our time, standing loudly for self-love, modern feminism, and the FLINTA* community. Her music creates a new, overwhelming universe within the pop genre.

A quick glance at her lyrics reveals that BOVIY bares herself to the bone - no filter, no team of songwriters - everything she sings is lived, endured, processed, and written by her alone. Her storytelling couldn't be more honest. Her music: couldn't be freer. The question: "Sounds like...?" refreshingly doesn't have an easy answer. What's clear, though, is that BOVIY succeeds in conjuring an extraordinarily wild blend of art-pop, indie, and all the good stuff that does wonders for today's mainstream radio. It's no surprise her last three singles landed in the German Airplay Charts.

LONG BIO 2025

'The times they are a-changing', the music industry is at a turning point. The voice of strong female artists is getting louder and more diverse, women are being heard and they have a hell of a lot to say. BOVIY is one of them. She is an indie artist to the core, making pop music for as long as she can remember. As the daughter of two professional musicians, she has been on stage since she was a child, growing up on a tour bus, sleeping backstage in cases. Clubs, halls, opera houses and concert halls were her nursery.

At an early age, renowned orchestras and conductors wanted to work with her. Among others, she was booked as a soloist by Jules Buckley (Heritage Orchestra / BBC Symphony Orchestra) and the WDR Funkhausorchester and made a name for herself as a singer. At the same time, she wrote one song after another, moved to Hamburg, founded bands, produced her own music videos, booked concerts herself, designed her own artwork and everything that went with it. Artists like James Morrison and Jessie Ware invited her to perform as their support act.



The music industry soon became aware of her and she had to painfully realise that there is a very clear idea of how a singer has to look, act and present herself. A&Rs and managers, all male and clearly older, told her how she should behave, what kind of songs work for her, what she should and shouldn't wear. Even in the closest of circles, band members parted ways with her when she got pregnant for the first time at a young age, because they believed that was the end of her career. In the meantime, she is now a mother of two schoolchildren - the third is only a few years old - and has proved beyond any doubt that it is possible to have a career - even as a young mother.

In addition to her own concerts, she tours as a keyboardist and singer with BOSSE, but also likes to drive home six hours through the night after the show, to wake up her kids in the morning with a birthday cake.

After years of letting others tell her how the world works, and certainly after corona reshuffled all the cards in the music business, the time for compromise is finally over.

With the founding of BOVIY, there is an end to being quiet, an end to looking away and saying 'yes', saying nothing to a sexist comment, smiling away jokes that disrespect women or minorities. She goes the indie and self-made way, without toxic influences from the outside. Logically, she releases her music on her own label 'My Oh My-Records'.

BOVIY **debut EP 'The Upside Down'** (Release: Nov 2022) marked the start of a whole series of songs, many of which were written in Los Angeles. At a time when she was seriously considering quitting, on the verge of folding under the pressure of expectations on a young woman with which she didn't want to identify at all.

But if this exile has made one thing clear, it is: 'Now more than ever!'.

So the two Concept Eps 'The Upside Down' and 'The Right Way Up' (Release: Sept 2023) are the first releases of the artist. They're both like Ying and Yang, light and shadow, two sides of the same medal the starting point of her career.

BOVIY songs are disarmingly honest, they tell stories from her own life, nothing embellished, nothing left out or added, everything experienced herself, she sings without mincing her words. Of course, it's also about the morbidly distorted image of women these days; how fucking hard it is to find yourself beautiful or even okay in a world, where only top models and seemingly never-aging Size Zero stick figures smile down from posters and record covers. There's not much room for individuality in between, where apps and filters make you plump your lips, shrink your waist and then you 'duckface' into the camera in order to fit the current trend. It's about finding yourself in a role model that others have created for you, then breaking out of it and finding your own. It's about not lying and pretending but coming to terms with it and thus perhaps getting a little bit closer to the legendary ideal of self-acceptance.

As the daughter of a chanson singer and a jazz pianist, BOVIY is shifting the horizons of pop music and shining a light far beyond the rims of 4-chord songs. Complex melodies, visually stunning lyrics and unusual chords are intertwined with trap hi-hats, 808 basslines, brass stabs and synth worlds to create an exciting genre mix of pop, indie and everything that is missing in today's mainstream radio.

BOVIY does what she wants, conceives and edits her music videos herself, designs her own artwork, lets her songs be as poetic, complex and intricate as they come out of her. If you're looking for references, you might find Regina Spektor and Ashe in her songwriting. When it comes to the sound of her instrumentals, which she screws together with producer artist NAKED CAT, you might associate Maisie Peters, Taylor Swift, Maggie Rogers, Sigrid or Noga Erez, but when it comes to the question, 'sounds like?' you actually have to open a new door.

BOVIY has spent most of her life on stage, is an extraordinary singer with unimaginable power, who immediately emotionalises with her songs. Her stories affect everyone and hit you deep in your core.

After the release of her interdisciplinary **'The Upside Down' live sessions**, which BOVIY produced together with more than 100 artists from Hamburg and which visually and conceptually present her first EP as live music videos, it is no surprise that **VOUGE Germany** lists her, as one of the six **most promising rising female artists of 2023**, together with Nina Chuba and Esther Graf. She is currently on tour as support act for artists like 'Walk Off The Earth' (CAN), BOSSE and Johannes Oerding and is playing a sold out show at Elbphilharmonie Hamburg in January 2025.

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