

# ARIELLE

## “ANALOG GIRL IN A DIGITAL WORLD”

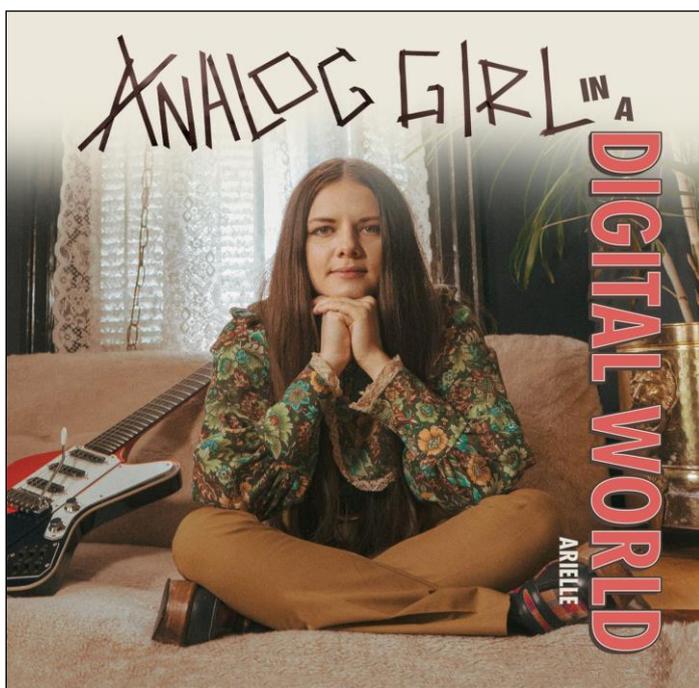
**NEW ALBUM RELEASED FRIDAY 7<sup>th</sup> MAY 2021**  
**AVAILABLE ON CD, Vinyl, Digital Download**  
**PRE-ORDER FROM: <https://smarturl.it/officialarielle>**

**NEW SINGLE ‘PEACE OF MIND’ RELEASED FRIDAY 12<sup>th</sup> FEBRUARY 2021**  
**Available from <https://smarturl.it/officialarielle>**

**ARIELLE’S NEW GUITAR “THE BMG ARIELLE”**  
**RELEASED BY BRIAN MAY GUITARS.**  
**PRE-ORDER THE GUITAR FROM**  
**<https://shop.brianmayguitars.co.uk/products/bmg-arielle.html>**

Arielle announces her ninth album ‘Analog Girl In A Digital World’ – released on Friday 7<sup>th</sup> May 2021. The album is available to pre-order on CD, vinyl and digital from <https://smarturl.it/officialarielle>

The first single “Peace Of Mind” will be released on Friday 12<sup>th</sup> February. The second single “Inside & Outside” will be released on Friday 16<sup>th</sup> April. Both singles are now available to pre-save from <https://smarturl.it/officialarielle>.



Arielle is a 21st century classic rock artist who recorded half of the new album in digital, and the other half in tape, to try and capture the impact the music of the 60’s and 70’s had on her.

As a writer, guitarist, and singer, when Arielle produced this album, she insisted on recording each song in one take.

Recording the album in studios in Nashville and Austin, Texas, Arielle set out to capture the energy of each city and their musicians.

The album features her self-built guitar **Two-Tone**, as well as her new guitar, “**The BMG Arielle**,” released by **Brian May Guitars** in **March 2021**. Arielle will plant a tone-wood tree in honour of the first 24 guitars sold.

Pre-order the signature guitar from <https://shop.brianmayguitars.co.uk/products/bmg-arielle.html>

“This is the very first guitar that Brian May guitars has ever offered that is not based on my original Red Special,” says **Brian May**. “Designed by and named after Arielle, it’s a new dimension. To understand why



this guitar was irresistible to me, you have to hold her in your hands. The guitar is light, and smooth and agile. She sings like a bird.”

Continues Brian, “Arielle is an awesome musician. She is a truly phenomenal player, with an ability to produce the most beautiful tones as well technical mastery. Of course, it is in the fingers, but I was keen to discover how she had fashioned her own instrument to achieve her sound. We collaborated in making the Arielle a new mission to guitarists everywhere - to open up a new door to excellence!”

“Arielle’s playing reaches places I never knew existed,” says Brian. “I believe this guitar will do the same.”

Arielle is a young woman who was born in the wrong generation. At times facing depression in

being a child of the new millennium versus the boom of musically creativity that emerged in the Sixties and thrived through the Seventies. And on a broader basis, a time even earlier where things were done by hand, with a level of craft that could not be hidden behind technology.

“I take and protect those principles inside my music,” says Arielle. The new album takes you on a journey through the trials, tribulations, and confusion of an old-school artist in a fast-paced world.

## **ALBUM CREDITS**

**Arielle – Vocals, Backing Vocals, Acoustic and Electric guitar, Synths, Harmonium**

**Justin Weaver - Electric Guitar, Acoustic Guitar**

**Kate Haldrup - Drums**

**Michael Davila - Drums**

**Bill Levsey - Keyboards, Piano, Synths, Organ, Rhodes, Harmonium**

**AJ Vincent - Hammond, Piano, Synths**

**Nick Byrd – Bass Guitar**

**Devin North – Bass Guitar**

**Guthrie Brown - Backing Vocals**

**Engineered by**

**Chris Mara (Welcome to 1979, Nashville, TN)**

**Michael Wagener (Wireworld, Nashville, TN)**

**Frenchie Smith (The Bubble, Austin, TX)**

**Assistant Engineer - Jeremy Bernstein (Welcome to 1979)**

**Mixed by - Chris “Frenchie” Smith**

**Mix Assisted - Christopher Messina & Jas Nowicki**

**Mastered by Dave McNair**

## **TRACKLISTING**

1. Dialup
2. Digital World

3. Peace of Mind
4. This Is Our Intervention
5. You're Still A Man
6. Inside & Outside
7. I'd Rather Be In England
8. Living In A Fortress
9. Reimagine Redefine

## **TRACK BY TRACK**

### **Dialup**

A familiar sound only some of us remember, with a strong message. Where would music be without the internet?

### **Digital World**

Warm analog sounds and lyrics explaining the wondrous time where communication was direct without a reliance on phones. Where times were slower and meant more.

### **Peace Of Mind**

This song's a reminder of the potentiality of a moment. "It could break you, but it very well might free you."

### **This Is Our Intervention**

When writing the lyrics, I was articulating how uneasy I am with the thought humans have somehow inherited that we must work relentlessly at something we hate, make money, and eventually die. This is for the people who desired and longed for something different, but just needed a sign or an intervention.

### **Still A Man**

There are undeniable challenges in the male/female dynamic in the music business and in general. "Still A Man," is merely my moment to share a shoutout to all whom have navigated less than ideal experiences.

### **Inside & Outside**

What we all see on the outside is one of our most cherished and cared for areas in our society. Enough merit is not given, in my humble opinion, to the interior heart of a person. This song is about that duality between the physical and the ethereal.

### **I'd Rather Be In England**

"A simple song for my love of England. I have always had a complete fascination and near-obsession since I was six years old. The fun part is the solo in the middle where my British musical roots and my American ones has a conversation. A little ditty dual!

### **Living In A Fortress**

Everyone has an opinion no one asks for, yet most seek acceptance from. I want to hide under a rock somewhere, away from all the chaos.

### **Reimagine Redefine**

I wanted to trip you out. Make you feel like you're on safe, healthy drug you're in control. One that opens your mind. Reimagine time and life as we know it. A reboot of the mind. A calibration of the soul.

## **Arielle Biography**

Born in the US, but a self-proclaimed wanderer, Arielle began studying music at the age of 5. A child prodigy, she attained a degree from Musician's Institute in Los Angeles, and continued her education at London's Institute of Contemporary Music Performance.

Discovered in 2010 by Extreme's guitarist Nuno Bettencourt, she signed with an American indie record label called 'Open E'. In the years that followed, she made a name for herself touring throughout North America and the UK, opening, and playing with Heart, Joan Jett, Graham Nash, Country Joe McDonald, Joe Bonamassa, Guns N' Roses, members of Deep Purple, Billy Ray Cyrus, Eric Johnson, Gregg Allman, Keith Urban and Cee Lo Green, which included a main stage slot at Coachella.

At the age of 18, good fortune ensued when Arielle was handpicked by guitarist Brian May for a key role in the London-based musical "We Will Rock You" – a production based on the songs of his band Queen. From the cover of Guitar Player Magazine, to being recognized by country superstar Vince Gill as one of the 'Top 5 Best New Guitarists,' to being cast as a guitar player on the hit TV show *Nashville*, to ascending to No. 3 on the CMT Pure chart with the song "California," as well as being featured on vocals and guitar on the new Joe Bonamassa documentary "Guitar Man" with the credit track. She has released 9 albums/EP's, one of which placed in 11 chart genres in 2017 independently, including #3 in the Heatseekers Chart.

Her pride and joy is the "Two-Tone," an extraordinary one-of-a-kind guitar she painstakingly designed, and hand-built, with her friend Patrick Yates. Brian May Guitars will release a signature model-based on Two-Tone and the Brian May Red Special called 'The Arielle' in March 2021.

## **ARIELLE ONLINE**

[WEBSITE](#) [FACEBOOK](#) [TWITTER](#) [INSTAGRAM](#) [YOUTUBE](#) [SPOTIFY](#)

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**For interview opportunities with Arielle and review copies of her album, please contact:**

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**[www.noblepr.co.uk](http://www.noblepr.co.uk)**

**For information about The Arielle Signature Guitar, please contact Brian May Guitars:**

**Tel: +001 (720) 908 8724**

**Press & Sales Queries: [sales@brianmayguitars.co.uk](mailto:sales@brianmayguitars.co.uk)**

**[www.brianmayguitars.co.uk](http://www.brianmayguitars.co.uk)**