

## ALIANA — Bio

“ALIANA is inches away from a major festival tour on the strength of his new material. I've been covering pop culture for the Reader and other majors for, what, 20 years now? I am not wrong about this.”

Dave Good, award-winning journalist and author of *Jukebox Confessions: Conversations with Rock Stars*

Marc Aliana is an electronic rock singer, songwriter and guitarist born in Barcelona and currently located in Oakland, CA, who has earned nominations in the American Songwriting Awards and the Hollywood Songwriting Competition.

“The Entertainer” is Aliana's fourth single, and the title track to an upcoming concept EP. *The Entertainer* EP will follow the rise and demise of an anonymous character's desperate quest for success and celebrity. Edgy guitar riffs, 80's-evocative synths and leg-tapping beats provide a compelling and cinematic atmosphere to the story, blending an indie-rock and no-wave foundation with the more electronic side of krautrock.

Marc Aliana's adventure in the US started in 2011. Landing in LA with a cabin-size suitcase, his Telecaster guitar, and no plans beyond a one-night

stay at the cheapest hotel by the airport, he wound up in San Diego playing his first American show just a few days later. From there, he ventured out on multiple for-hire tours across the US, Mexico and Japan. The less glamorous side of touring came paired with survival-mode budgets which often had him sleeping on strangers' couches, airport floors, or *No-Country-For-Old-Men-esque* motels.

Attracted to its rock scene and cinematic history, Aliana relocated to LA and soon started writing his own material. However, vocal damage forced him to put singing on hold. In 2015, Aliana was hired as the lead guitarist with *Burn The Floor*, a Broadway show that took him on a year-long world tour. He used his time off to resume writing, while retraining his voice in empty theaters and noisy laundromats. Aliana later set up his home studio in Oakland, where he produced and recorded *The Entertainer*.

*The Entertainer* EP will be released in early 2019, along with a music video which Aliana recently wrote and co-directed in Los Angeles.

In 2015, Marc Aliana's composition "The Best Song In The World" earned him nominations in two international US-based songwriting competitions. This unreleased title was a tribute to the late Leonard Cohen, with whom Aliana had a fortuitous encounter in an unassuming cafe during his time in LA. It was also one of the first songs that Aliana ever wrote in English.