

INTERVIEW QUESTIONS SIGALA

Bruce Fielder aka Sigala - we all know this talented British DJ and producer since his debut "Easy Love" in 2015, which hit the charts across Europe. Many Chart Bangers followed this song, including "Sweet Lovin'", "Give Me Your Love", "Came here for Love" or "Wish you well". Since then, Sigala has worked with many well-known artists, including Becky Hill, Ella Henderson and the one and only Kylie Minogue. In addition, this successful artist was represented on all main stages of the festival, such as the Fusion Festival, the Open Beatz, Parookaville and the Tomorrowland Festival, to name but a few. We are proud to be able to ask him some questions about his music, his career and his future plans - let's go!

It all started for you and your career in 2015 with "Easy Love". To that point did you already have a professional team of managers, label workers and distributors behind you?

At that time, I was working as a songwriter producing and writing music for other people. I did have a manager, and that was my entire team. I was feeling a bit creatively frustrated and that's when my manager encouraged me to just go off and do something for myself rather than for others - I had a few beers one afternoon and started on it. This sounds so obvious now, but it was something I hadn't done in ages. Easy Love was a result of this! My manager sent the track over to Ministry of Sound and that's when things really changed for me and my artist career began.

"Easy Love" uses a sample from the Jackson 5 song "ABC". It shows once again that a good song can inspire people for more than four decades. What is the key to a really long-lasting, successful song?

I think the key is for that song to feel authentic! I always say to the writers and producers who I publish, a great song should sound great at its core – whether that's just the vocal, a vocal and a guitar... you get the picture! You should really be able to understand the song at this point, and I believe when you nail this, you are half-way to creating an authentic and long-lasting piece of music.

The vocals seem to be a really important part of your songs - how do you find the perfect voice, the right singer for your work?

It really depends, each of my songs come about in such different ways! Sometimes from working collaboratively in sessions with that artist, sometimes I will be working on a track and in my mind I will know exactly who I want on the track to really bring it to its potential. It's so important not to force this part of the process as it can really define the destiny of a song.

Who do you really want to work with in the future? Is there a collaboration that is right at the top of your wish list?

It would have to be Chris Martin! I feel like I have been saying this for a while... but maybe if you put it out to the universe enough times it will happen!

Can you tell us something about how a song of yours usually evolves? What phases does it go through in progress?

The piano is my home away from home, so this is usually where I start the whole process! As mentioned earlier, if I can get the track sounding great at this point, then the likelihood is by the time I start producing the track, it's hard to go seriously wrong (I hope!) The process can take anywhere from hours to years, its evolution is influenced by so many factors that I just try and focus on what I have in front of me; the music.

If we look at your biography, we can read there that you are a trained piano player. I really love your live performance of "Wish you well" with Becky Hill. Is this kind of interpretation of a song something that develops retrospectively or is it part of the creative process the first time?

Haha I think I have kind of answered this in the previous question, but to elaborate I grew up playing the piano. My parents would 'make' me sit through hours of lessons when I was younger, when I say made me, I really did enjoy it. The piano is extremely grounding to me, so this is where all my tracks usually originate from.

How does it feel when you give your baby to the outside world, your fans and followers? Are you looking forward to the feedback?

It can be such a scary thought putting something so personal out to the world! But when I hear my track on the radio, it is still the same excitement I feel as when I first heard Easy Love. I am incredibly lucky to have the most unbelievable fans filled with so much love and positive energy. I just finished the UK leg of my tour and it's these moments, when the whole crowd are singing back at you that everything seems worth it!

Your music is as full of positive energy as I think. What is your very first intention in creating your songs? What do you want people to feel when they listen to your music?

I want to have a positive impact on people's lives, so I am definitely conscious of this when making music. Maybe if someone's feeling down, they'll listen to one of my songs and it might cheer them up, and that's a really powerful element to have in a song. That's important to me. I find that if I really enjoy making a song, people tend to enjoy listening to it – obviously I make many songs and I can tell those which give me that feeling and really uplift me, and nine times out of ten that usually translates to other people as well.

Are you more of a producer who likes to sit in your studio, develop new songs or prefer to go to festivals or clubs?

Don't get me wrong, I love listening to music at festivals and clubs but I can listen to more in a studio XD

The 2020 festival season is just around the corner. What are your plans for this year and which festival are you most looking forward to?

As everyone is aware, sadly all of the upcoming festivals have had to be postponed due to the Coronavirus outbreak. It is an incredibly scary and difficult time, and all I can ask is that everyone stays safe, practices social distancing and looks out for each other. We will get through this together, and I can't wait for everything to resume and be back out and playing again.

Is there a moment, be it at a festival or in the studio or anywhere else that you're most proud of? Please tell us about it!

It would have to be my first Capital Summertime Ball. Capital FM is a big radio station in the UK and they supported my music from the start. I was invited to play in 2016 and it was at Wembley Stadium - an incredibly surreal experience at the time, as it was my first taste of having a huge crowd of people singing your songs back to you!

What can we expect from you as your fans and listeners in 2020 with regard to new music?

2020 is a big year for me but there is only so much I can disclose! I released a rework of John K's 'If We Never Met' a few weeks ago which I absolutely looove, all I can say for the rest of the year is keep a close eye on my Instagram and Facebook to keep up to date as there are some huge tracks in the making!!