

# STAGE RIGHT SECRETS

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If you're looking for a triple threat, look no further than Daniella Mason. Besides being an artist, Daniella is a songwriter and vocal producer. Her visual aesthetic and music combined are unlike anything you've heard or seen before. Daniella's latest EP 'Technicolour' has astounding artwork accompanied with the five songs. "I kind of like to start the vision for every facet then hand it off to different people" Daniella shares. "One of my good friends is my photographers, I created a mood board and sent it her way and she ran with it. The cover that you see is not edited in post at all."

The title track off the album is Daniella's latest single and music video, naming the album was an extremely easy task. "It seemed like an all-encompassing song for the record, the sounds, the lyrical content, the story, it seemed to kind of summarize the rest of the album. We didn't think too hard about it."

The tracklisting was a somewhat simple task for her. For older fans of Daniella's music, Daniella wanted to share the new songs first to give a fans a taste of her newer music. "From there we sort of just listened to a couple of different combinations to see how it flowed best. Just what key they're in, how each song ends and begins, the track listing that we came up with ended up sounding the best, I like it" Daniella smiles.

Being in Nashville, co-writing sessions are always around. Daniella says she enjoys both writing solo and co-writing depending on what's going on in her life. "So 'All I Want' I wrote by myself and that was what I like to call a 'vomit moment' where I had something go on and I had to write immediately. So my husband left on tour and he was only in town for a day and we had this whole whirlwind, he left and I just wrote 'All I Want' in twenty minutes. Some of the other ones I co-wrote, so it depends on who's in the room I like to work off of the other people and what they bring to the table. Some of them we've started off with the production, with 'Distant Lover' we actually had a song that we'd been listening to a Tears For Fears song that was really inspiring us we kind of started with the vibe on that one and grew from there. Each one I try to tell a story that's true for me I think at my base I'm a storyteller. So if I can have a record that tells some true stories about my life, then I'm happy and I think people can relate to it. A good road trip record, that's the goal."

Besides choosing co-writers, Daniella's team surrounding her and her music consist of her friends. "A lot of people on my team are my friends, it sort of just happens. They're working toward something and I'm working toward something and we end up merging somewhere along the way. I just want to work with people



#### HOW DANIELLA GOT HER RECORD DEAL

I was independent for ten years before I signed to Warner. I had released a few records and singles on my own. 2014 I released a couple of singles and I started my own label, it was fun and hard we had a little team and we were just grinding. We released 'Slide of You' as a single and it did a lot better than we anticipated as independent release. We got some really great press and we ended up charting on iTunes, that's when some of the labels are like 'Hey what's up?' What's cool is Warner actually just heard my music in a pretty organic way didn't even know I had charted or I had all of this press. They just reached out because they liked the music, it ended up being a really great partnership and a nice transition they sort of have pushed me keep doing my thing, which is what I wanted. I'm very happy, this EP is the first release with them.





that are really passionate. We've slowly but surely grown the team, they're all really good people and I'm really thankful" Daniella shared.

Before becoming more of an alternative/pop artist, Daniella started music with an acoustic style. Daniella doesn't forget her beginning and even considers doing an acoustic rendition of "technicolour". "I have a new song I wrote on piano that I just performed at my Nashville show that I just did acoustically at the show. I think every once in a while I'll fit stuff like that in, I used to do a lot more acoustic stuff. I don't mind doing something that's reminiscent of where I came from" Daniella said.

Vocal producing came natural to Daniella in her own music at first, then realizing it was a combination of skills she's picked up. "I went to music school and I'm a little bit of a nerd. I super nerd out over harmonies and vocal arrangements, and I also taught vocal performance for a little while, so it's sort of combining all of those things into one" Daniella gushes. "It's like vocal coaching plus vocal editing plus vocal arranging. I've known Kari for a while she's a friend of mine and I had worked on something that her husband did, vocal produced him and she asked me to do her record and she's one of the most amazing singers I think in the industry. It was really fun working with her, half of the time all I really did was like "that's really amazing, do that again." I've gotten to do a few

other artists over the last couple years and I hope to continue to do it as a side thing, it's really fun for me."

Daniella knew Nick Jonas for a few years before beginning to writing with him a couple years ago. She previously wrote with him on the song 'Push' off his self-titled album released in 2014. Her latest collaboration with Jonas was on the bonus song 'When We Get Home' off of his latest album 'Last Year Was Complicated'. Daniella recalls the experience. "My husband and I were just hanging out with him one day, and he was like 'Do you guys want to write' yeah let's write. He actually already finished his album at that point, we wrote a song that we all really liked and it was sort of this rush to make the album as a bonus track. I sang some background vocals on the day we wrote it, thinking he would come back in and re-record it, and then he left everything I did. Added me as a feature, he kind of threw me a bone and I didn't even know it was happening until it was going to press."

"My next project I just finished with" Daniella smiles as she gives us a hint of new music in the works. Besides the new music, Daniella just shared the music video for 'Technicolour' and more! Daniella shares, "We just did an alternate version that's a secret. I'm also working up a little live video situation." We can't wait to see what's in store for Daniella Mason in 2017!