

THE IMPOSTER
Joel Sarakula
(Elevate Records)

Release Date: 06/11/15

'This is a really cool new release by talented Aussie singer-songwriter Joel Sarakula. I love this actually. It's like modern Northern Soul, it's what it should sound like: gets under the skin, refuses to budge',

– Craig Charles, BBC 6 Music (2015)

The new album The Imposter is dreamy and Bowie-esque... It's a really engaging and adventurous record, I would highly recommend it... It takes you to lots of different places

– Lauren Laverne on The Imposter, BBC 6 Music (2015)

"Northern Soul" is that rare thing: a pop song that would sound equally at home on Radios 1, 2 and 6.

– Independent on Sunday, Future Classic Alert on 06/09/2015

Joel Sarakula is an AUS/UK artist who writes, produces and sings soulful indie-pop. Born in Sydney and now based in London, his debut UK album The Golden Age racked up generous plays across BBC Radio 2, BBC 6, BBC London, XFM, Q Radio, Absolute Music and internationally. He is a regular fixture on the festival and club circuit in the UK, Europe and Australia, including appearances at Scala, Latitude, The Great Escape and Reeperbahn Festival Hamburg.

Sarakula is a songwriter who has travelled the world in search of his muse, experiencing everything from Caribbean carjackings to performing in the remote fishing villages of Norway, via the dive bars of Europe and the US. It was the hodge-podge musical tapestry of England's capital that finally drew him to a settling point, in the wake of seemingly never ending run of shows. With personal tastes that span from the more avant-garde to soul and pop greats like Sly Stone, Todd Rundgren and Elvis Costello, there are clear nods to contemporaries like Beck, Unkown Mortal Orchestra and Erland Øye in terms of ambition and style.

Joel Sarakula's new single Northern Soul is a driving turn through retro-soul stylings that reflects his love of the genre. Playing on the title's double meaning it depicts a desperate, late night search for understanding in a grim northern town climaxing with the iconic lyrics: 'I wanna touch your northern soul'. With the video racking up more than 150,000 views within it's first few months of it's online release and a limited edition 7" release by mod and soul specialists Heavy Soul Records (UK), Sarakula has definitely touched more than a few Northern Souls with this single.

Following Northern Soul is the release of his new long player The Imposter (We Are Elevate Records) due Nov 6, 2015. With The Imposter, Sarakula lovingly indulges his late 60s and early 70s references while executing them with a colder, contemporary vision. Ever the internationalist, Sarakula recorded The Imposter in studios spread across London, Berlin and Sydney with a host of his musical comrades appearing on the record. It's a fitting album title for a man unafraid of playing his various roles as singer, artist, writer and producer. Joel Sarakula is The Imposter.

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