



NEW MUSIC ACTS

Fresh, young and rooted in Britain – they're the sound of now



Shura: 'I like weirdness in music'

1. SHURA @WEARESHURA

In a nutshell: Blissful synth-soul

Listen if you like: Haim

Key track: *Touch*

Get to know: With dark brows, bleached bedroom hair and dance-pop tunes, it's not hard to see why Russian-English singer-songwriter Aleksandra Denton (Shura is a Russian nickname for Aleksandra) is being compared to a young Madonna – and she's the first to acknowledge the Queen of Pop's influence: 'If I was stuck on a desert island, I'd take *The Immaculate Collection*.' The 23 year old produces her own tracks, self-labelled as 'psychedelic guitariness' and 'tainted pop vibes'. 'I like weirdness in music,' she says. The song that best sums up her life? 'Tchaikovsky's *Dance Of The Sugar Plum Fairy*, from Disney's animated classic *Fantasia*.' Shura headlines *Village Underground*, London, on 25 March. For more, see villageunderground.co.uk



HEAR IT

2. RAE MORRIS @RAEMORRISMUSIC

In a nutshell: Unapologetic pop

Listen if you like: Lorde

Key track: *Do You Even Know?*

Get to know: Blackpool-born singer-songwriter Rachel Morris doesn't think small. Her dream collaboration? Kate Bush. 'Actually, even a conversation would do,' she says. The 21 year old has supported Lianne La Havas and Tom Odell, and featured on three Bombay Bicycle Club tracks from their most recent album, notably *Luna*. Morris describes her music as 'organic and electronic'. *Rae Morris' debut album, Unguarded, is out now*

3. LÅPSLEY @MUSICLAPSLEY

In a nutshell: Downtempo electro ballads

Listen if you like: James Blake

Key track: *Falling Short*

Get to know: At just 18, Liverpudlian Holly 'Låpsley' Fletcher is another self-producing maverick lighting up the new music scene. She's already caught the attention of BBC Radio 1 DJs Annie Mac and Huw Stephens. 'My sound is chilled electronic touching on acoustic, minimal and experimental realms,' she says. Her career highlight is being longlisted for the BBC Sound of 2015 ('My greatest achievement so far'). The song she wishes she had written? *Feel Good Inc.* by Gorillaz. *Låpsley's EP, Understudy, is out now*

James Bay: need-to-know



1. At 24, he is a cross between Damien Rice and Johnny Depp.
2. James took up guitar at the age of 11 after hearing Eric Clapton's *Layla*.
3. After a performance in a Kentish Town pub, a fan uploaded a video of him playing and a Republic Records A&R took notice.
4. James stood in for a sick Lana Del Rey in the BBC Radio 1 Live Lounge.
5. He won the 2015 BRIT Critics' Choice Award. *James' debut album, Chaos And Calm, is out 23 March*

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