



AMA LOU

SPRING 2018

Authentic, natural, soulful, Ama Lou has already gracefully established herself as a rising star with just a handful of songs.

Born and raised in London and classically trained as a singer, she began writing music at the age of 11. She made her musical and visual introduction to the world with “TBC” in 2016, which immediately put her on the map as an artist to watch from north London’s fertile grounds.

A complete DIY artist, Ama writes and produces her music (often with collaborators), and creates all her own visuals and films with her sister Mahalia; citing influence from a wide range spanning a complete love of classic film all the way to social activism, bringing classic and contemporary together in the process.

Her next project “DDD” is a three-part film and EP directed and co-produced by her, made up of a triptych of music videos individually set at Dawn, Day, and Dusk, following the character of Ama Lou, a younger in an LA crime ring, over the course of a single day.

DDD

▶ DDD - MUSIC PREVIEW

DDD is a three-part film and EP directed and co-produced by Ama Lou, made up of a triptych of music videos individually set at Dawn, Day, and Dusk. The film follows the character of Ama Lou, a younger in an LA crime ring, over the course of a single day. Soundtracked by her three song debut EP, the project features lead track "Tried Up", the vividly vintage "Wrong Lesson", and achingly raw cut "Wire".

VIDEOS



▶ TBC



▶ NOT ALWAYS

PRESS

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