

# ANSHELLE

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Album 2012 / Tour 2012

## Anshelle – All In and Playing For Keeps

There comes a point in the timeline of any band or musician where you decide you're going to quit, become a weekend warrior, or go All In.

Anshelle have chosen the latter, announcing their decision with confidence. Their new album, All In, shows a band that continues to evolve artistically in the midst of an ever more complex world. Vocalist and lyricist Michèle Bachmann digs deeper than ever into the depths of her soul, giving a performance that's breathtakingly personal and vulnerable, yet full of a quiet confidence. The band crafts arrangements around her that blend Anshelle's distinctive pop sensibilities with an edgy, post-pop aura that sucks you in. Whether you're into edgy rock and roll ["Two More Miles To Vegas", "Ghost Town"], lushly scintillating adult pop ["I Can See Your Beauty", "Running Back To You", "Diving Into The Night"] or singularly emotive ballads ["I Wanna Try", "My San Francisco"], Anshelle finds a way to capture your attention.

"I Can See Your Beauty", the first single from All In, makes a distinct impression; showing off Anshelle's edgy feel and pure pop disposition in a finely crafted bit of modern pop/rock songwriting. Full of hope for tomorrow amidst the wreckage of the present day, "I Can See Your Beauty" is socially, lyrically and musically uplifting. Driving the song is the voice of Michèle Bachmann, who owns one of the most distinctive voices in pop music. Bachmann evokes thoughts of Chrissie Hynde (Pretenders) and Sharleen Spiteri (Texas), while retaining a sound that is wholly her own.

Anshelle has been on a slow build in the nine years they have been together. The Berne, Switzerland quintet's first national acknowledgment came in the form of a 2006 nomination for a Swiss Pop Award. Since then they have seen real chart success, with their most recent album, Betty's Garden, peaking at #31 on the Swiss charts. But Anshelle's reach quickly became international as well, with the band playing at such well-regarded events as the Montreux Jazz Festival, Gampel Open Air and Blue Balls Festival. Anshelle has also garnered three awards from Toronto Exclusive Magazine: Best International Pop Song - 2007 ["Rewind Please"]; Best International Pop Group - 2007; and Best International Rock Album - 2010 [Betty's Garden.]

For All In Anshelle has gotten back to their Indie roots while continue to develop their sound and style. Moving forward sans label, the band focused on making music for the fans that have supported them all along. Anshelle is determined to creation their own art, their own way. It's working. All In is the band's most sonically stunning album to date, evoking the highs and lows of life in artistically honest and musically accomplished songwriting. The level of intensity on All In is something you have to hear to believe. Anshelle doesn't just declare their intention with the album title - they live it within every single song on the album.

Michèle Bachmann [vocals]; Sandro Marretta [keys]; Phil Küffer [bass]; Martin Kissling [drums]; Marc Hügli [guitars] have reached new artistic heights on All In, but it would be hard to call it a peak. Pick up the new album or catch them live and you'll agree - this is a band that's still growing artistically and as performers. There's just no telling how high they'll fly. One thing is for certain, it's an ascent that any fan of truly inspired pop/rock music will not want to miss.