

eM releases single *You Don't Know* from forthcoming album *DHF*

You Don't Know OUT NOW



You Don't Know
(Radio Edit)
eM

Gearing up for the release of her next album *DHF* in early 2012, the vivacious eM brings forth the first single from the forthcoming record, *You Don't Know*. Available online now, *You Don't Know* marks a progression from eM's earlier work, and shows a maturity in her musical style. Mature not only in its style, but in its content, *You Don't Know* is a harsh look at drugs, and the film clip is a whirlwind of that confusion.

Situated firmly in the dance scene, eM's latest release incorporates high energy beats and ambient influences. The new songs were written across the past few years and feature a tighter production quality. The whole album is more 'doof doof', as eM says, than her previous release and has those subtle beats

that will ensure listeners want to get up and dance, right from the onset. *You Don't Know* is an apt representation of the album, and the perfect first single from the release.

eM says she wanted to tackle the topic head-on. "The song is about losing control on drugs," she explains. "You don't know where you'll be when the sun refuses to shine... and not being able to keep a grip on life. All the trippers on the dance floor should stop and think about what I'm singing about." eM earmarked the track for single release way back in July when she recorded the film clip. "I think it is one of the strengths on the album," she says. "It has a strong message and the video works in conjunction with the track."

The video also shows a progression in maturity and production for eM. Its theme is consistent and hits right to the heart of the matter. "As the song is about losing control on drugs, we wanted to reflect this in the video, but in a different way," she says. "I play an alien barmaid who spikes people's drinks. It was lots of fun to shoot. I used a friends' warehouse apartment in Richmond for a few hours on a Saturday afternoon. The crew rocked up, had a few drinks, had a bit of a dance, and then went home. It was kind of like a mini party."



eM hasn't been out of the studio for long. It was only last year that she released the acclaimed *Darker, Harder* which saw remixes by some of the biggest names in the international dance scene. Originally from New Zealand, eM relocated to Brisbane, finally settling in Melbourne in 2000 to pursue a music career. Having paid her dues in the industry (everything from working at radio stations, singing with DJs and acoustic duos and running club nights all over Australia), eM has been writing songs since she was thirteen- composing when some were still drinking Milo in front of Saturday morning cartoons!

***DHF* is due for release in January 2012. *You Don't Know* is out now.**

You Don't Know video is online now at www.youtube.com/mzzemmusic

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