

KEYS & MACHINES VIVEK SHRAYA

KEYS & MACHINES is Vivek Shraya's brattier, boomier, bassier follow-up to 2007's *If We're Not Talking*, reuniting the Toronto synth pop artist with producer Meghan Toohey (Weepies, Lenka, Rachael Cantu) for nine new songs inspired by late-night Paris clubs and the broken spaces in relationships.

After three singer/songwriter albums in the early '00s, Vivek hung up his acoustic guitar and started setting his powerful vocals, incisive lyrics, and tight pop hooks against synths and beats instead. He's toured across North America, showcased at NXNE and CMW, and appeared with Tegan and Sara, Dragonette, and Melanie C. He was recently featured on ABC's *Private Practice*.

God Loves Hair, his first collection of short stories, is due next summer. *Keys & Machines* drops **17 NOVEMBER 2009**.



Vivek Shraya could easily be Canada's next major pop act.
Arjan Writes

Finely tuned to the pulse of the electro-indie-pop sound.
SoundProof

Literally...the best kept secret in electronic pop music.
Neu Magazine



MYSPACE.COM/VIVEKSHRAYA
VIVEKSHRAYA.COM
VIVEK@VIVEKSHRAYA.COM