

Mp3 Farita - Karma - The Ep



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Not afraid to experiment, creating a totally new vibe in music. Her delicate, feminine voice and a unique fusion of R&B/pop infused with the spicy, passionate and seductive sounds of the east creates a sound you won't find anywhere else. 6 MP3 Songs POP: Today's Top 40, URBAN/R&B: Urban Details: WINNER OF BEST FEMALE SOLO ARTIST AUSTRALIA in the INTERNATIONAL MUSIC AID AWARDS 2006... HAS BEEN IN THE USA BROADJAM.COM TOP TEN CHARTS IN OVER 6 CATEGORIES... 'KARMA' FINALIST IN WAM SONG OF THE YEAR - URBAN CATEGORY... "GIVING IT UP" ENTERS AMERICAN IDOL UNDERGROUND AT NUMBER 3 IN THE POP CHARTS FIRST WEEK OF ENTRY

Read on to find out more.... Unlike most aspiring artists, Farita wasn't one of those girls who thought "I wanna be a star". Growing up in a traditional Indian family meant studies first. She never thought her love of music would lead to a serious music career despite performing in school choirs from the age of 6 and being awarded a scholarship to study the clarinet in primary school, which she enjoyed for two years. An awkward, shy teenager, Farita began to sing, write and dance in the haven of her bedroom as an escape from the harsh realities of teenage life. As expected from a "good Indian girl" university followed but initially unbeknown to her parents she also began vocal coaching with Lucy D'limpio of Harmony School of Voice and Music. Instrumental in her decision to pursue a musical path, it was D'limpio who encouraged her creativity and passion for music. Not long after Farita was signed to a now defunct, rather questionable record label. The cruel reality of the music business set in. When the contract expired some serious soul searching was required. It seemed a constant uphill battle with little support or encouragement from those around her but Farita resolved to stay focused on her dream. She began to perform in bands, competitions, at functions and clubs in her hometown of Perth but soon realised that as a local there was little scope to pursue original commercial R&B/Pop music. She wanted more than to just

perform cover material. Her determination began to pay off when Farita was introduced to UK writers and producers "Cube", consisting of Dean Hopkins, a musician who'd been performing writing in London since the mid 80's, now living in Perth and a co-writer he worked with at the time. As a vocalist Farita recorded several tracks with Cube. "Boyfriend", which reached and remained number 1 for several weeks on the mp3.com.au charts as well as performing their track "Be What U Wanna Be" at a national song competition in Melbourne, Australia where she was chosen as a finalist out of nearly 150 acts. The tracks also received airplay on local radio stations. Farita soon realised she wanted something more unique to her sound and wanted to forge her own identity both personally and professionally. She approached Dean with the concept to bring her ethnic side into her music and an exclusive Indian-R&B project was born. Their first collaboration, "Don't Tell Me That You're Sorry" reaching No.2 on the mp3.com.au charts remaining in the R&B top 20 for over a year! New tracks followed with the creation of "Karma" - a spicy mix of R&B/Pop, with an ethnic world sound which was selected as a finalist in the Urban category of respected WAM Song of the Year Competition. Karma also went to No.1, in The Next Big Hit - a New York based internet broadcast reaching thousands around the world. Over 2006/2007 Farita's tracks have enjoyed success in the USA Broadjam Top 10 Charts including the Pop Top 10, Contemporary R&B Top Ten, Production (Other Mid temp) Top 10, The Female Vocal Top 10, The Australian Top 10, The California Top 10, and more - often with two tracks dominating a single Top Ten chart at any one time. She has also had several number one hits on the Broadjam charts. Her track "Giving It Up" also entered American Idol Underground at number 3 on the Pop charts. Working between Australia and the USA, Farita is working on her debut album which is set to include a collaboration with Deeps Pabla, a producer well known for his Urban/R&B collaborations with South Asian artists. FARITA: "I am really only at the beginning of my career. There is so much I want to achieve professionally and it is a gift to be able to have the opportunity to share my music. My goal is to create an 'international fusion' something different and unique and I hope people are open to that. I want to create my own vibe, something that most definitely says Farita!"

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