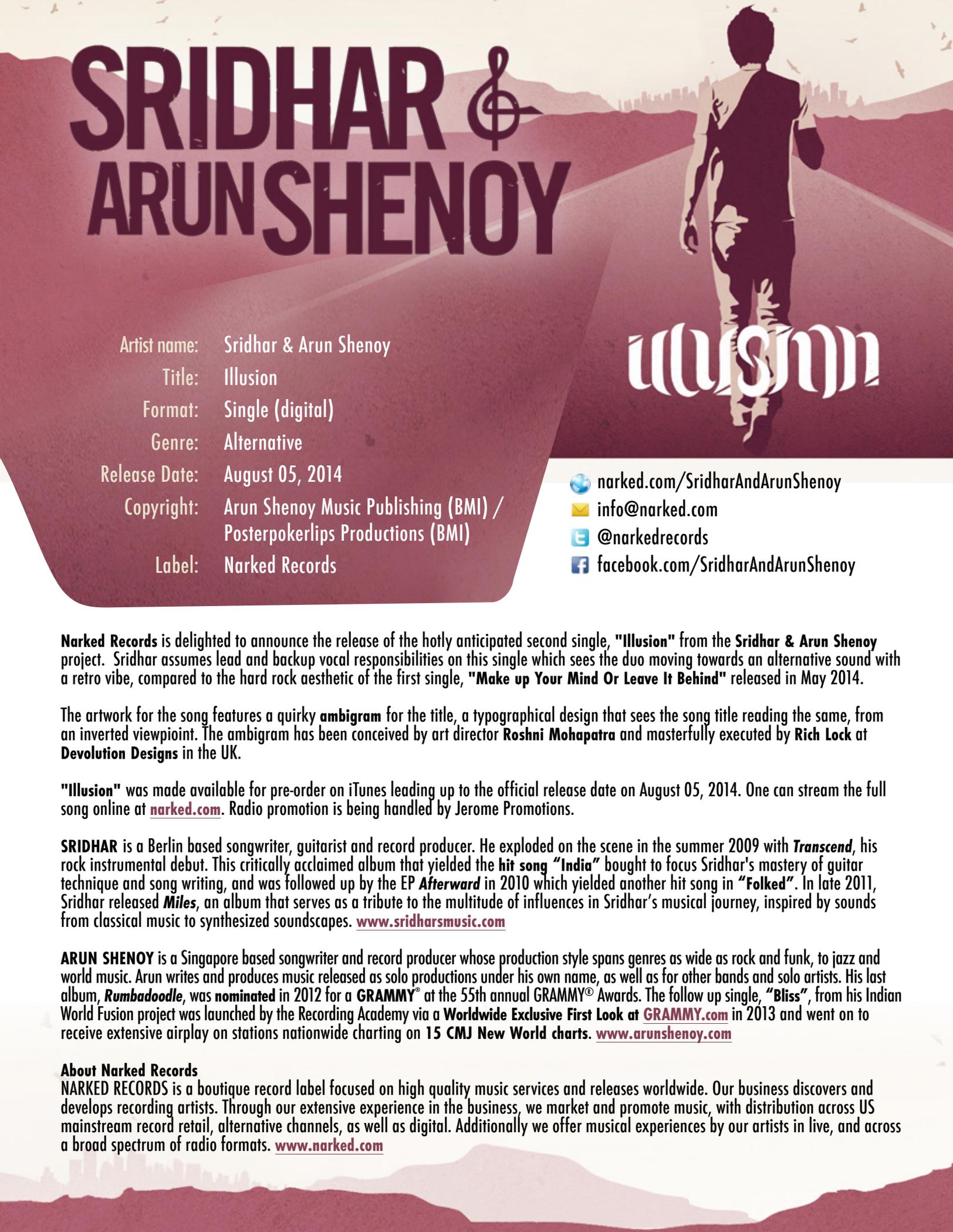


SRIDHAR & ARUN SHENOY



Illusion

Artist name: Sridhar & Arun Shenoy
Title: Illusion
Format: Single (digital)
Genre: Alternative
Release Date: August 05, 2014
Copyright: Arun Shenoy Music Publishing (BMI) /
Posterpokerlips Productions (BMI)
Label: Narked Records

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Narked Records is delighted to announce the release of the hotly anticipated second single, "**Illusion**" from the **Sridhar & Arun Shenoy** project. Sridhar assumes lead and backup vocal responsibilities on this single which sees the duo moving towards an alternative sound with a retro vibe, compared to the hard rock aesthetic of the first single, "**Make up Your Mind Or Leave It Behind**" released in May 2014.

The artwork for the song features a quirky **ambigram** for the title, a typographical design that sees the song title reading the same, from an inverted viewpoint. The ambigram has been conceived by art director **Roshni Mohapatra** and masterfully executed by **Rich Lock** at **Devolution Designs** in the UK.

"**Illusion**" was made available for pre-order on iTunes leading up to the official release date on August 05, 2014. One can stream the full song online at narked.com. Radio promotion is being handled by Jerome Promotions.

SRIDHAR is a Berlin based songwriter, guitarist and record producer. He exploded on the scene in the summer 2009 with *Transcend*, his rock instrumental debut. This critically acclaimed album that yielded the **hit song "India"** bought to focus Sridhar's mastery of guitar technique and song writing, and was followed up by the EP *Afterward* in 2010 which yielded another hit song in "**Folked**". In late 2011, Sridhar released *Miles*, an album that serves as a tribute to the multitude of influences in Sridhar's musical journey, inspired by sounds from classical music to synthesized soundscapes. www.sridharsmusic.com

ARUN SHENOY is a Singapore based songwriter and record producer whose production style spans genres as wide as rock and funk, to jazz and world music. Arun writes and produces music released as solo productions under his own name, as well as for other bands and solo artists. His last album, *Rumbadoodle*, was **nominated** in 2012 for a **GRAMMY**® at the 55th annual GRAMMY® Awards. The follow up single, "**Bliss**", from his Indian World Fusion project was launched by the Recording Academy via a **Worldwide Exclusive First Look at GRAMMY.com** in 2013 and went on to receive extensive airplay on stations nationwide charting on **15 CMJ New World charts**. www.arunshenoy.com

About Narked Records

MARKED RECORDS is a boutique record label focused on high quality music services and releases worldwide. Our business discovers and develops recording artists. Through our extensive experience in the business, we market and promote music, with distribution across US mainstream record retail, alternative channels, as well as digital. Additionally we offer musical experiences by our artists in live, and across a broad spectrum of radio formats. www.narked.com