

PRESS BOOK

db Clifford



Février 2007 : Elle Canada



RADAR MUSIC

PROFILE

jazzman

Db Clifford fell for a Canadian girl—and we fell for him.

TEXT: KAREN BLISS

Db Clifford's soulful, jazzy-piano pop sounds innocuous enough on his debut album, *Recyclable*, but the first single, "Simple Things," juxtaposes the sweet with the nasty. The chorus bounces happily along with lines like "I need peace / I need love / I need chocolate cake and lemon pie," but in the verse, Clifford sings "Checking out the headlines...picture of the nations fighting" and "Soon the politicians will be touching little boys with the Pope's permission." "It was very loosely inspired by 'My Favorite Things' from *The Sound of Music*," says 26-year-old Clifford, who was born in France but lives in Toronto with his Canadian wife. "I love that theme. As much as it's sweet and naive, it's a childhood thing. So when I wrote 'Simple Things,' I thought I'd try for an opinionated, modern version of that."

Clifford's childhood was spent in a village of about 120 people, just outside Bergerac, France. A musical prodigy, he started playing classical piano at age five and switched to jazz at 15 when a family friend showed him the basics. At 18, he attended the prestigious music school Le CIAM in Bordeaux. After a record label signed him in his early 20s and wanted to make his music "hipper," Clifford decided not to sway from his vision and to make an album independently. "The first thing was that it had to be pop," he says. "The jazz—I couldn't help it." He produced, sang and played guitar, piano, drums and bass on 10 songs, and it's those songs and recordings that comprise *Recyclable*. "I did plan for it to go on a major label and be released the way that I recorded it," says Clifford, who signed with Sony BMG Music Canada. "It's not very conventional for a foreigner to come to Canada and sign an international deal. This country has so much to offer. It's brilliant." □

Octobre 2007 : Number One in Japan

本年度再注目！新たなる希代のPOP職人、dbクリフォード
日本デビュー＆初来日公演緊急決定

db Clifford
dbクリフォード first live in Japan

10.3 [wed] 19:00 open 19:30 start **UNIT**

TICKET=¥3,800(税込) INFORMATION=キヨードー東京 03-3498-9999
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Debut Album 2007.9.26 IN STORES
RECYCLABLE

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dbClifford's Debut Single Takes Japan by Storm

'Don't Wanna' hits # 1 on Japan's Official Radio Airplay charts and # 2 on the Video Charts This Week

- Album Released in Japan This Week -

(Toronto, ON) The timing couldn't be more perfect. On the eve of his arrival in Tokyo for a two week promo trip to promote his Japanese release, dbClifford's first single 'Don't Wanna', from his debut SONY BMG MUSIC (CANADA) INC. release, *RECYCLABLE*, reaches the #1 spot on Japan's Official Radio Airplay Chart this week. The video for the single, self-directed and produced by dbClifford himself holds the #2 spot this week on the Japanese Video Chart.

During his two week trip to Japan dbClifford will have an extensive media schedule, including radio events, in-store appearances and full band performances for his fans. dbClifford starts his journey in Tokyo and will continue to make his way to Niigata, Fukuoka, Nagoya, Osaka and Sapporo .

RECYCLABLE was released in Canada March 13th. Deemed a 'world class multi-talented performer' by *Canadian Musician Magazine*, dbClifford has won the hearts of audiences across the country. He is a young magnetic artist that wrote, produced, recorded and played all the instruments on the album. The 27 year old is a seasoned trained songwriter and a respected musician with abundant talent set for discovery across the world.

A major coup for a Canadian recording artist, dbClifford 's album is now set for the worldwide stage. The next region to be graced with the release of *RECYCLABLE* are The Benelux Territories (comprised of Kingdom of Belgium, the Grand Duchy of Luxembourg and the Kingdom of the Netherlands in Europe) set for later this year.

For more information:

www.dbclifford.com

<http://www.myspace.com/dbclifford>

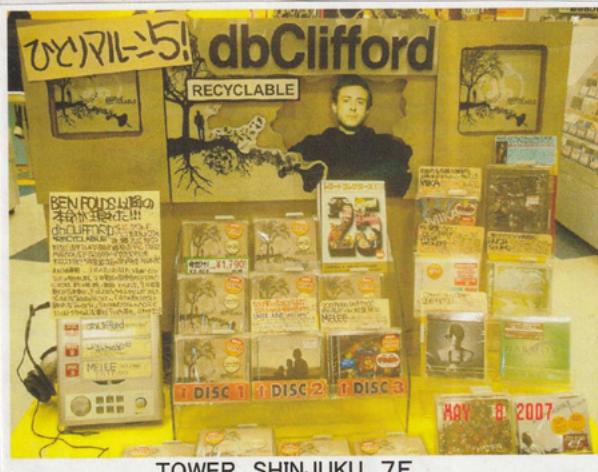
Octobre 2007 : Promo Japan Discaires



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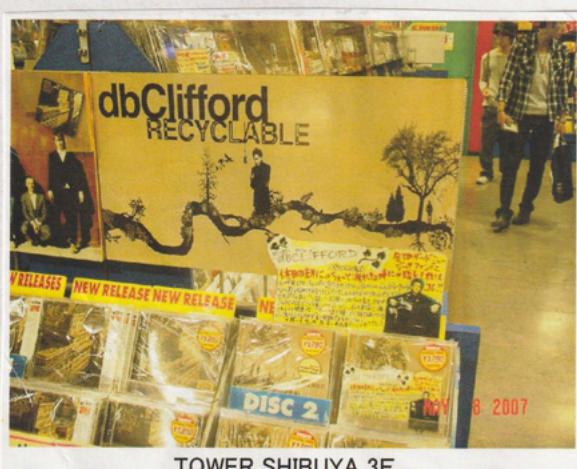
TOWER SHINJUKU 7F



HMV SANNOMIYA



HMV SHINSAIBASHI



TOWER SHIBUYA 3F

Avril 2008 : Inrockuptibles Firetrap



Photo : Bertrand Véron

DB CLIFFORD sera en tournée CUSTOM le 15 avril à Bordeaux, le 16 à Paris, le 17 à Lyon, le 18 à Nantes et le 19 à Lille
Gagnez des places sur blogs.lesinrocks.com/custom

DB CLIFFORD est habillé en FIRETRAP
Retrouvez FIRETRAP, partenaire de la tournée CUSTOM, sur www.firetrap.com

DB CLIFFORD - Premier album *Recyclable* - Sortie le 12 mai



Mai 2008 : WestCoast Rendez-Vous



The Official Blog for Westcoast Music in France

db Clifford's debut album "Recyclable" now available in Europe!

May 14, 2008

dbClifford's debut album RECYCLABLE proves him to be a young magnetic artist with abundant talent that is already known in many parts of the world. Having written, produced, recorded and played all the instruments on the album, the 27 year old artist is a seasoned trained songwriter and a respected musician.

RECYCLABLE is a brilliantly unique record that is filled with funky pop melodies, unforgettable hooks and expressive lyrics. *"Opinionated, romantic and naïve are the three words that would best describe the album's goals and themes,"* explains dbClifford. *"Each element of the album had to fit the three word description."*

dbClifford used the song "Simple Things" as template for the rest of the album. It is a funky, poppy and opinionated song. The lyrical concept was loosely inspired by "My Favourite Things" from the musical The Sound of Music: a description of the simple things that help you get through the harsh and sometimes unfair realities of life.

Other songs on the album bring up heavier subjects such as racial equality in "I Have A Dream" inspired by the Martin Luther King Jr's speech where dbClifford shares more individual feelings. *"Musically this track is very challenging to play because of the constant change of key throughout the song,"* explains dbClifford.

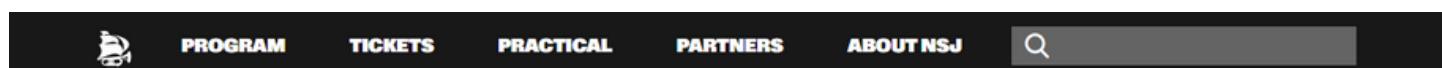
He also delves into more intimate and personal experiences on the album. From "Give Me Another Day", an intense heartbreak experience, to 'About A Girl' that was inspired by his first crush.

By the end of 2005 he had signed with Nettwerk Management and Nettwerk One (publishing). Early in 2006 he signed on with SONY BMG MUSIC (Canada) INC.

RECYCLABLE's depth and focus attest to dbClifford's vision as an artist. *"I wanted to create a timeless record and RECYCLABLE seemed to be the perfect description."*

This August Daniel moved to Toronto from Victoria and will soon be hitting the road with his two band members to introduce their unforgettable live show to audiences across the country.

Juillet 2008 : North Sea Jazz



DBCLIFFORD

SINGER-SONGWRITER

FRIDAY 11 JULY 2008

YUKON

22:30 - 23:30

^ Lineup

dbClifford (vocals, keyboards); Rick May (bass); Johnny Andrews (drums).

About

Singer, songwriter and multi-instrumentalist **dbClifford**, known for his recent chart hit *Simple Things*, has been surrounded by music his entire life. At the age of five he already played the opera Carmen on the piano. At age eleven dbClifford began branching out towards drums and eventually bass, guitar and sax. His debut album *RECYCLABLE* proves him to be a young magnetic artist with abundant talent. It is a brilliantly unique album that is filled with funky pop melodies, unforgettable hooks and expressive lyrics. "Opinionated, romantic and naïve are the three words that would best describe the album's goals and themes," explains dbClifford. "Each element of the album had to fit the three word description." Having written, produced, recorded and played all the instruments on the album, the 27 year old artist is a seasoned singer-songwriter and a respected musician.

[Artist website](#)

2010 : The John Lennon Songwriting Contest



Grand Prize Winner

*This is to certify that
dbClifford's song*

“New State Of Mind”

*is the Grand Prize Winner in the
Pop category
of the*

*2010 John Lennon Songwriting Contest
Session-II*

A handwritten signature in black ink that reads "Brian Rothschild".

March 1, 2011

Brian Rothschild
Executive Director

Mars 2018 : Blues & Soul Cover

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**#LuckyMan
db CLIFFORD**

WORLD GET READY

This month finds award-winning soulful singer-songwriter Daniel Clifford returning to the UK for the first time since 2011's "Feel Above The Ground" which prestigiously saw the now-London-based artist receive the John Lennon Award for Best Pop Song Of The Year for his song "New State Of Mind".

Indeed, featuring the talents of world-class session musicians like Matt PJ, May (Mumford & Sons), Devendra Banhart and a killer horn section who between them have played on such classic albums as Amy Winehouse's "Back To Black" and Jamie Cullum's "Emergency On Planet Earth", "Lucky Me" boasts musical moods ranging from the pulsing soul jazz groove of its first single "Lucky" and the brassy, scatting funk of "Outta My Head" to the smooth, sombre soul sway of "Looking For One" and the chunky, pounding drive of its insistent upbeat title-track. All of which is in turn overseen by the production skills of Clifford himself alongside co-producers Joby Baker and John Cartwright.

Born Daniel Clifford in Bergerac, Dordogne, France in 1979, on English mother from Bradford and a French/Tunisian musician father, Clifford grew up in his formative years growing up in the South of France surrounded by music before at 18 (having already mastered piano by the age of five and drums, bass, guitar and sax by eleven) attending the prestigious CAM School of Music in Bordeaux. Following MA in 2002 he would travel to Los Angeles, California to sign briefly with NuAmerica/Interscope as one half of a short-lived pop/soul duo named Supernova before in 2003 being forced to return to France following the death of his mother.

Nevertheless, early 2009 would find Clifford – now based in Paris, France – back in America – signing a sole deal with Sony BMG Music (Canada) Inc., through whom in 2007 he would release his debut album "Recyclaire". Which – written at his home studio in South West France and entirely played, sung, written and produced by Clifford himself – would impressively spawn the Japanese Number One single "Simple Thing" and the US Number 44 single "I Don't Wanna". After which 2011 would see Clifford, while remaining true to the soul'

"I really wanted to dive into the emotion of just being super-honest with what I'm talking about"

jazz/pop roots that were so prevalent on his debut, additionally giving a firm nod to his rock influences for his harder, darker aforementioned sophomore set "Feel Above Ground" which would again find him writing, recording and producing all the songs himself at his own studio, as well as for all the instruments.

Meanwhile, despite his enormous success having initially led to high-profile tours across North America and Europe with such big-name acts as James Blunt, Counting Crows and festival headliners like Amy Winehouse, Clifford's next move – following a painful divorce – would see him taking a break, making a challenging relocation to London to "start again from scratch". Which in turn brings us neatly back to today and this month's release of the primarily-London-recorded, aforementioned "Lucky Me". As an upbeat Mr Clifford joins "Blues & Soul" Assistant Editor Pete Lewis for early-afternoon drinks at Central London's street-level bar/restaurant The Heights for a bright-in-breeze, yet in-depth, interview.

Let's discuss the background to your titling your new third album "Lucky Me". "Well, while I'm not gonna go too far into detail, the guy I co-wrote a lot of the songs on this album with is Matt PJ. Coming from the States he's not that nationality used to be signed to EMI in New York and write a lot of songs for (English rock singer-songwriter) Jess Rhodes back in the Seventies. Plus on a more personal level, he was also kind of my mentor. Because with him being in France at the time when I was 18 he was the one who actually put me on his shoulders and got me on the music scene starting out. But then what happened was, a few weeks after writing the songs for this album, he died of a heart attack literally four days after the last day of recording. So with it in my mind being kind of dedicated to him, when I was looking for a title I just thought 'Well, the one song he actually came up with a title for was "Lucky Me"'. It's kind of the pure basic essence of a song as opposed to just showing off maybe with a few fancy tricks."

Why not call the whole thing "Lucky Me" and why not emphasise the fact that yeah, shit happens but at the end of the day how lucky am I that I'm alive and that I'm in this town and I'm healthy and I can play music and I've got friends? ... So yeah, in a nutshell, that's how "Lucky Me" became the title."

So what did you primarily want to achieve lyrically and musically this time around?

"Well, as far as I'm concerned this is almost like my first proper album. Because with my previous two albums, whilst I'm very proud of them, what I found I did with them was going by numbers and trying to get it out there as quickly as possible. I wanted to make stuff that really had touched me, as opposed to maybe the songs I'd written before which were a bit more ethereal. So whereas previously I'd talked about stuff like war when I'd never actually grown up in a war-torn country, or the lyrical side of things this time it was all about personal experiences. I'd been an engineer myself and he's not that nationality used to be signed to EMI in New York and write a lot of songs for (English rock singer-songwriter) Jess Rhodes back in the Seventies. Plus on a more personal level, he was also kind of my mentor. Because with him being in France at the time when I was 18 he was the one who actually put me on his shoulders and got me on the music scene starting out. But then what happened was, a few weeks after writing the songs for this album, he died of a heart attack literally four days after the last day of recording. So with it in my mind being kind of dedicated to him, when I was looking for a title I just thought 'Well, the one song he actually came up with a title for was "Lucky Me"'. It's kind of the pure basic essence of a song as opposed to just showing off maybe with a few fancy tricks."

Your first record deal was actually with NuAmerica/Interscope in The States as one half of pop/soul duo Supernova...

Yeah, we were signed to Interscope but at the same time an amazing one for kids who'd grown up in the middle of nowhere. You know, I'd grown up in a village of 100 people in the South of France and the next thing I know is we're being flown out to meet Dr Dre and (Interscope Records co-founder) Jimmy Iovine in their massive mansions in LA and it's all a bit of a dream. But at the same time you have to remember it's a business that's well-oiled, and over the course of a couple of years we ended

up getting pretty much gobblin'-up and spout out. Which is something that happens to a lot of people. Because the truth is I think they signed us because we were a bit of a novelty, but then these two little kids from England and the South of France who were doing a very similar kinda music! And so basically they shelled us! They signed us, gave us a big advance, and then put us in the cupboard and forgot about us!... So yeah, in a way it was quite sad. Because we were these punks from the UK, you know, we didn't have to compete with anyone else for any of that other music industry bullshit. I genuinely just wanted to release a good album and start gigging, and that was it! So it was a bit difficult to cope with that. But I guess at the end of the day you get these experiences and you grow from them."

So let's discuss your experiences with your first two albums and how those experiences are helping you today.

I'm actually very proud of what I achieved with them. Because making an album all by yourself is a feat in itself. It takes a lot of hard work and a lot of shaving away all of that unnecessary stuff. You have to do so much to learn a helluva lot when you're weasing all the hats from writer to producer to musician to even putting the label hat on sometimes. Because what happens is you end up generating a lot of stuff that sometimes your managers or your labels just don't deal with, because big labels sometimes are not that interested in it. Like this is why I've always pushed through a lot. Like on the first single "Sonic Things" came out, the label – Sony – spent 60 grand on the first video but then when it came to doing a video for the second single they were like "Oops, sorry – we've got no more money!" Which is when I basically said "Screw you guys" and went out and made a video for 100 quid myself, which ended up being the best video I've ever done for several weeks! You know, basically, I was just trying to say "Well guys there's always a solution – for one don't spend 60,000 on the first video!" And it's always like that with majors – you have to push them all the time!... So yeah, those two albums I think did help teach me the business side of it. Well, I mean, I really enjoyed it and which has really influenced my attitude with this new album, to where I've been able to find my own investors and really create my own thing, where I'm pretty much in control of everything that's going on. Like we've got a really good distribution deal with PIAS right now, through which I've got a lot of support. I mean, I think it's based up in Manchester... So yeah, it's really just the beginning for this album. Where right now we're very much focussing on the UK, but then I want to go to France with it, to Canada, Japan, Germany... And while I know it's gonna take a couple of years of constant pushing and going to these places and doing this and doing that, as I say, I really do like that side of it all."

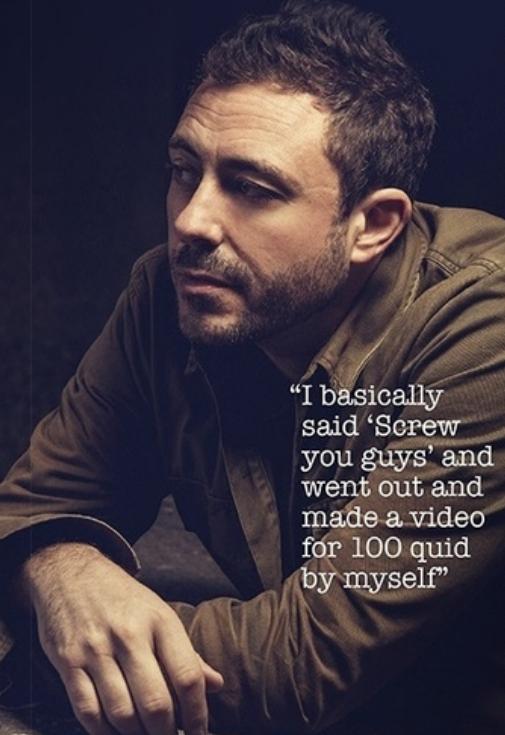
dbClifford performs at The Finsbury, London on April 9

The album "Lucky Me" is released through Samadhi Music on April 13

WORDS: PETE LEWIS

blueandsoul.com Issue 1085

"I basically said 'Screw you guys' and went out and made a video for 100 quid by myself"



Mars 2018 : The Live Review



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ALL, MUSIC

NEW ALBUM FROM THE AWARD-WINNING dbCLIFFORD

07/03/2018



'Lucky Me'

Release date: 13th April 2018 Label: Smadhi Music Format: Digital single

NEW ALBUM FROM THE AWARD-WINNING dbCLIFFORD

The award-winning singer and multi-instrumentalist **dbClifford** will release his third studio album '**Lucky Me**' on April 13th 2018 via the independent Smadhi Music label.

Written and recorded over a six month period at Abbey Road Studios and Metropolis Studios in London, British Columbia and France, dbClifford's new album will be his first since 2011's '**Feet Above The Ground**', which saw the London-based artist receive the **John Lennon Award** for **Best Pop Song of The Year** for his song '**New State Of Mind**'.

With its pop sensibilities firmly in place, the album's opening track (and first single) 'Away' is a heavy slice of deep soul and a statement of intent for the year ahead, as Clifford explains, "Away marks a turning point in my career, as it was written after a challenging move to London and is one of the most honest and heartfelt songs I've ever recorded."

With a reputation as a talented songwriter and singer with a natural aptitude for playing drums, piano, guitar and bass, Clifford graduated from the prestigious C.I.A.M. School of Music in Bordeaux, France. Shortly afterwards, in 2002, Clifford signed to **NuAmerica/Interscope** as part of a pop/soul duo under the name of **Supanova**. However, shortly after moving to Los Angeles, Clifford lost his mother and was forced to return to France.

In early 2006, Clifford signed a deal with Sony BMG Music (Canada) Inc. and released his debut solo album '**Recyclable**' in 2007 in Canada, Holland, France and Japan. Recorded at his home studio in south west France, Clifford drew praise from music critics for not only playing all the instruments on such an intricate album, but for also writing, recording and producing it without any help from fellow songwriters or producers.

As Clifford's single '**Don't Wanna**' topped the international radio charts for three weeks, word began to spread about his must-see live shows, leading to tours across North America and Europe with artists such as **James Blunt**, **Counting Crows** and festival headliners such as **Amy Winehouse**.

Whilst still remaining true to his soul/pop/jazz roots that were so prevalent on 'Recyclable', dbClifford's second album '**Feet Above The Ground**' (2011) also gave a firm nod to his rock influences, giving the album a heavier, darker feel to its predecessor. Again, Clifford wrote, recorded and produced all the songs at his own studio and played all the instruments. Clifford also directed and produced the [music video](#) for the album's title track.

After his overseas success, dbClifford moved to London for the next phase of his career, but it wasn't an easy move to make. "Life got in the way," says Clifford. "I'd got married, then divorced, before deciding to start again from scratch."

dbClifford soon started playing the UK club circuit with his red-hot backing band, and they soon becoming the house band at Abbey Road Studios. "That kept me much busier than I first imagined," says Clifford. "But it also afforded me breathing space I needed when it came to writing 'Lucky Me'."

The production for 'Lucky Me' also raised the bar for Clifford, thanks to a combination of the album's co-producer and engineer Joby Baker and recording in legendary studios such as Abbey Road and Metropolis with the crème de la crème of session musicians – including bassist Rick May, who has worked with Michael Jackson and Depeche Mode, and a killer horn section who between them have played on classic albums such as Grace Jones's 'Slave To The Rhythm', Amy Winehouse's 'Back To Black' and Jamiroquai's 'Emergency On Planet Earth'.

Looking ahead to the rest of 2018, dbClifford said, "'Lucky Me' is by far the best album I've made. The songwriting is much richer than my previous work, as it was inspired by a difficult break-up and is rooted in honesty. I think it manages to express a positive attitude to life, which I had not yet achieved in previous records."

dbClifford will shortly announce live dates for 2018.

www.dbclifford.com / facebook.com/official.dbclifford / @dbClifford /

18 | BERGERACOIS

MUSIQUE

Passé par de mythiques studios, il est de retour

Musicien touche-à-tout, producteur et arrangeur, db Clifford a créé un studio dans sa ville natale de Bergerac. Il édite aujourd'hui son troisième album « Lucky Me »

Grégoire Morizet
g.morizet@sudouest.fr

Au coin des rues des Farges et des Fontaines à Bergerac, impossible de deviner ce qu'il se passe derrière les vitrines masquées par des rideaux noirs. Pourtant, il se trouve là des pianos, guitares, batterie et même un antique orgue Hammond, modèle portatif du mythique B3.

Bienvenue à l'Axess studio de db Clifford, musicien bergeracois qui a roulé sa bosse de Los Angeles au studio Abbey Road de Londres et a été signé un temps chez Universal puis Sony Music. Aujourd'hui, ce quadragénaire édite en vinyle son troisième album intitulé « Lucky Me ».

« Un café avec Dr Dre »

Fils d'un musicien amateur, db Clifford a été biberonné à la fine fleur de la musique des années 1960-1970. Assis derrière un piano dès ses 5 ans, c'est à l'adolescence qu'il a commencé à se forger ses propres goûts. « Ça a débuté avec Nirvana, mais c'est surtout Jamiroquai, en 1993, qui m'a ouvert d'autres portes. Ça m'a fait redécouvrir la musique de mes parents, Stevie Wonder notamment. »

Il s'est alors mis à la batterie, la guitare et la basse et a monté ses premiers groupes. « C'était le kiff pour moi : je ne faisais que ça, je jouais tout le temps. » La vocation était née. Il l'a confirmée en intégrant le Ciam de Bordeaux, la fois école de musique et centre de formation professionnelle.

Avec son groupe d'alors, La Cour des miracles, et au fil de différentes rencontres, un nouvel univers s'est offert à lui, « dans le monde professionnel



Né en 1979 à Bergerac, db Clifford est bilingue par sa mère britannique. CARSTEN WINDHORST

et international ». Âgé d'une vingtaine d'années, il s'est retrouvé catapulté à New York, courtisé par les labels qui tenaient le haut du pavé à l'époque : Def Jam, EMI, Sony...

C'était le kiff pour moi : je ne faisais que ça, je jouais tout le temps »

« C'était comme dans un film, raconte-t-il. Les Américains savent en mettre plein les yeux : j'ai pris un café avec Dr Dre, mangé avec Lionel Richie... » Finalement, c'est avec Universal qu'il a signé « un contrat de dingue avec un en-

gagement sur six albums ». Pendant quatre mois, il enregistre à Los Angeles un album de « blue-eyed soul » (NDLR : le nom donné à la soul faite par les musiciens blancs). Ce dernier sort chez Sony, au Canada puis au Japon, où il se taille un beau succès.

À Abbey Road

La carrière de db Clifford décolle en France aussi. Mais patatras ! En 2008, « le cancer de Napster et des plateformes dématérialisées est arrivé, dit-il. Les majors ont viré la plupart de leurs artistes, dont moi. » Il enregistre tout de même son second album dans la maison familiale, à Mescoules non loin de Bergerac, puis part à Londres.

C'est l'époque des vaches maigres : « J'étais au fond du gouffre. Pendant trois ans, j'ai fait « dog walker ». Je promenais des chiens. Je faisais des petits concerts dans des pubs. » Mais une fois encore, la chance a frappé à sa porte et, de fil en aiguille, il s'est retrouvé à multiplier les show cases au fameux studio Abbey Road.

Il y enregistre son troisième album puis décide de poser ses instruments à Bergerac, où il est né. En 2019, il y crée son studio. Mais six mois plus tard, le Covid l'a obligé à lever le pied. Si bien qu'il a mis son temps à profit pour peaufiner « Lucky Me », dont la sortie sur diverses plateformes se double désormais d'une édition en vinyle (lire ci-dessous).

Contact Management & Booking :

Tel : 06.23.38.00.12

Mail : contact@lproduction.fr