

June 12, 2019
For Immediate Release

Shura Announces New Album, *forevher*, Due August 16th Via Secretly Canadian

Watch the Video for “religion (u can lay your hands on me)”



(Photo Credit: Hollie Fernando)

New York-based **Shura** is pleased to announce her sophomore album, ***forevher***, due **August 16th via Secretly Canadian**. Written primarily about Shura’s relationship with her girlfriend and its long-distance conception, *forevher* covers the initial pull of desire to recognising the moment when the connection develops into something scarily meaningful: it’s a classic

NYC-to-London love-story, but one told through the totally modern filter of dating apps, unanswered texts, and Skype chats. Following the “swelling synths and pings of saxophone” (*The FADER*) of “**BKLYNLDN**,” she offers a new single / video, “**religion (u can lay your hands on me)**,” - a mediation on queer desire that explores the concept of sex being like a religion. The song was inspired by the burgeoning love affair, a time of constant texts and phone calls on different continents, where the phrase “you can lay your hands on me” takes on a playful meaning.

On her 2016 debut, ***Nothing’s Real***, the half-Russian singer, songwriter and producer became an accidental ambassador for the lonesome and rejected. Its themes of anxiety, unrequited romance and the outsider were articulated in fantastical bedroom-pop, which earned Shura an impassioned global fanbase. Unsurprisingly, if you’d have told her just a few years ago that she’d make a follow-up exploring “*all that love is*,” few would have been as surprised as herself. And whilst how to live – and love – as a queer woman has always been integral to Shura, it’s remarkable to hear the timeless stories of *forevher* twisted into new sonic fabric: this time around, the inspiration of Joni Mitchell, The Internet, Prince and Minnie Riperton formed the basis of a record that (despite its universal theme) still in many ways runs counter to the dominant cultural narratives.

Co-produced alongside **Joel Pott** - with musical turns from **Jona Ma** (from Jagwar Ma), **Will Miller** (Whitney), **T-E-E-D** and additional vocals from Rosie Lowe, Kerry Leatham, Reva from Nimmo - Shura describes *forevher* as “*a soul record, sung by someone who doesn’t have a traditional soul voice. And I quite enjoy the antagonism of that.*” A passionate, tactile album about connection in times of distance, that unmistakable feeling is apparent from just a glance at the album’s artwork, which reworks **Rodin’s *The Kiss*** to feature two women bathed in an all-encompassing blue. “*I wanted to create something that people could look at, in the way that you look at *The Kiss*, and think: I recognise that. Or I want that, or I crave that, or I miss that. I wanted to make something that was specific to my experience of being a queer woman that anyone of any gender or sexuality could look at and think ‘yeah, I understand’ or ‘that’s beautiful.’ Because that’s all love is.*”

The video for “religion (u can lay your hands on me)” presents striking imagery, exploring the relationship between the body, sin, and faith. Taking Shura’s initial visual inspiration - Jude Law in *The Young Pope* - director **Chloe Wallace** creates “*a certain kind of Eden. A new kind of Religion. For centuries we have been told by different faiths so much what is right, what is allowed...but here the leader is a woman, and the women are encouraged to love each other. We wanted to make a world of sexiness without being exploitative and iconography without being disrespectful.*” Shura wrote the track about a specific time in which she was on a first date with her current partner. Shortly after, they were on opposite sides of the world, where

they couldn't physically be with each other and had to rely on texting and talking on the phone.

Shura will tour North American this fall. Additionally, she will play shows across Europe - including an appearance at the UK's **Glastonbury Festival** and two warm up shows at **London's Moth Club** and **Bristol's Louisiana**. All dates are below.

Pre-order *forevher* -

<https://shura.ffm.to/forevher>

Watch Video for "religion (u lay your hands on me) -

https://www.youtube.com/watch?v=HHI_WpVLT1g

Stream "BKLYNLDN" -

<https://shura.ffm.to/bklynldn>

Stream "BKLYNLDN" (i_vu London Dub) -

<https://youtu.be/kAxprvn2IGI>

***forevher* Tracklist**

1. thats me, just a sweet melody
2. side effects
3. religion (u can lay your hands on me)
4. the stage
5. BKLYNLDN
6. tommy
7. princess leia
8. flyin'
9. forever
10. control
11. skyline, be mine

Shura Tour Dates (new dates in bold):

Wed. June 19 - London, UK @ Moth Club

Thu. June 27 - Bristol, UK @ Louisiana

Sat. June 29 - Worthy Farm, UK @ Glastonbury Festival

Thu. Sept 26 - Vancouver, BC @ Venue

Fri. Sept. 27 - Seattle, WA @ Crocodile

Sat. Sept. 28 - Portland, OR @ Doug Fir Lounge

Mon. Sept. 30 – San Francisco, CA @ Independent
Tue. Oct. 1 – Los Angeles, CA @ Teragram Ballroom
Thu. Oct. 3 – Phoenix, AZ @ Valley Bar
Wed. Oct. 16 – Chicago, IL @ Empty Bottle
Thu. Oct. 17 - Columbus, OH @ The Basement
Fri. Oct. 18 – Washington, DC @ Union Stage
Sat. Oct. 19 – Philadelphia, PA @ Johnny Brenda’s
Sun. Oct. 20 – Toronto, ON @ Horseshoe Tavern
Tue. Oct. 22 – Boston, MA @ Brighton Music Hall
Wed. Oct. 23 – Brooklyn, NY @ Music Hall of Williamsburg
Mon. Nov. 4 – Paris, FR @ Café de la Danse
Tue. Nov. 5 – Cologne, DE @ Luxor
Wed. Nov. 6 – Munich, DE @ Ampere
Thu. Nov. 7 – Berlin, DE @ Lido
Fri. Nov. 8 – Hamburg, DE @ Mojo
Sun. Nov. 10 – Copenhagen, DK @ Hotel Cecil
Tue. Nov. 12 – Amsterdam, NL @ Melkweg
Wed. Nov. 13 – Brussels, BE @ Botanique Orangerie
Thu. Nov. 14 – London, UK @ Roundhouse
Sat. Nov. 16 – Dublin, IE @ Academy
Sun. Nov. 17 – Glasgow, UK @ Oran Mor
Mon. Nov. 18 – Manchester, UK @ O2 Ritz Manchester

Download Shura hi-res images & jpegs -

<https://www.pitchperfectpr.com/shura/>



Forevher Artwork

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