



## SANANDA MAITREYA CELEBRATES 35TH ANNIVERSARY

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Powered by his unforgettable hits ‘Wishing Well’ (UK #4), ‘If You Let Me Stay’ (#7) and ‘Sign Your Name’ (#2), ‘Introducing...’ was unmissable. It debuted at #1 in the UK and returned to the top spot several months later for a seven-week run. Certified 5 x Platinum, only four records spent more time at #1 in the entire decade. It was similarly successful in the States, where it reached #4 and double-Platinum status, while the single ‘Wishing Well’ flew to #1. The album climbed charts the world over, also reaching #1 in Australia, Italy and Japan. It would lead to award recognition

too, winning the BRIT Award for International Newcomer and a Grammy for Best Male R&B Vocal Performance. The album is now over 10x Platinum worldwide.

**Sananda Maitreya celebrates the 35th anniversary of his landmark debut album ‘Introducing The Hardline According To...’ with today’s digitally remastered and spatial audio edition, overseen by original producer Martyn Ware, under the new abridged title – removing the artist’s former name.**

Originally released in 1987, album ‘Introducing...’ made a phenomenal global impact that has rarely been matched. The singer, songwriter and multi-instrumentalist inspired feverish comparisons with a multitude of iconic artists, from the era’s biggest talents – Michael Jackson and Prince – back to some of music’s most influential forefathers: Sam Cooke, James Brown and Jimi Hendrix.





The new spatial audio edition of the album provides a deeper immersive quality and physicality, which presents it in a whole new light. While the record is synonymous with the late '80s, it has aged just like fine wine: his heady mix of superstar vocals, classically-informed songwriting and surfeit of charisma means it more than holds its own today. The big hits remain irresistible, but they never overshadow the rest of the album – 'Dance Little Sister' is another global smash, and the closing Smokey Robinson's 'Who's Loving You' a Motown classic.

The Album was remastered by the album's original producer Martyn Ware who also mixed the spatial audio.

Sananda says, *"Veni, Vidi, Vici. Before the internet, before YouTube, this album led into my initial foray after which things wouldn't be the same again. I am very proud; what remains 35 years later is a work that still has the blessing of time upon it. Sometimes you just find yourself fortunate enough to be at the right time and the right place. And such was my luck. I am who I am (for better or worse) because it was what it was. And as I like to say, "It Ain't What You THINK It Is, But It IS What It Looks Like". The album arrived in 1987, the year of 'Harmonic Convergence'. My old friend & the album's producer, the great MARTYN WARE was of the utmost value to bring back into the project that together we initiated 35 years ago. As in the beginning, his contribution was incalculable & worth the wait."*