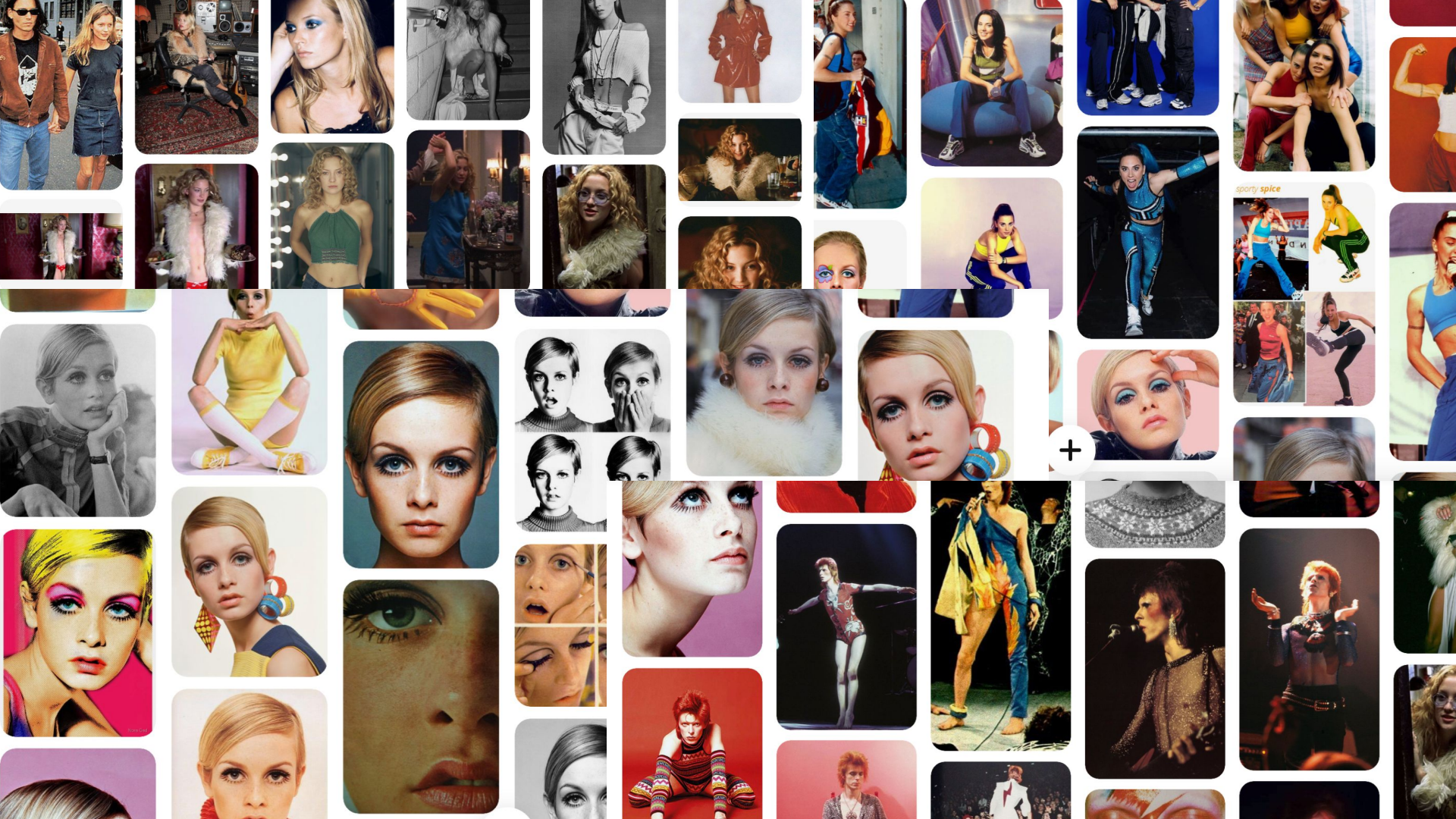


Amanda Alexander

Artist Brand Photography Brief



Context

These new songs are love letters to my younger self, an ode to the 20 something year old girl in Hornstull with big the dreams, big coats and a tender heart. With a true sense of gratitude, this is a toast to her resilience, and the strength that kept her going, even though she had every right to just stop and leave it. I won't have blamed her if she did.

Growing up for me was synonymous with moving, but around my 20th birthday I got the keys to Slipgatan 11, my first flat; a 40m2 haven, freedom and friend. With walls that felt like a warm embrace, and floors strong enough to carry all of my baggage, it was a home like the kind of place people used to describe when talking about **home**. At Slipgatan 11 I was the one deciding who was allowed in and what to forever close the door on.

The first thing I did was to paint the walls white and turned into the whole place into a blank canvas. In here I was going to love, create, make love and all of the above.

I've always been a social camelot, out every night, belonging to everyone and no one. Never sticking around long enough for any of them to fully get the hang of me. So many nights ending in tears walking alongside the water with the glittering lights from längholmen, reimersholme och söder mälärstrand serving as lighthouses guiding me back.

Six months later he moved to Hornstull and it was inevitable that after all those nights of him passing beneath my balcony it was going to be the two of us. Me choosing him and him choosing me.

Haunted by recurring dreams of abandonment and an even stronger fear of relaxing in comfort, I craved for the ability to take care of my self in case any silly illusion of safety ever going to be pulled away from me when I wasn't expecting it. But with him under my skin, I have found safety in knowing we will at least fight for each other til the very end, and that is enough.

I'm scared to death of what I've gotten myself into, but perhaps more sacred of how hard I know I'm capable of being on myself as a result. Too many demands and high expectations, paralyzing thoughts and self doubt. Trying so desperately to remain in control but ending up strangling any opportunity at the freedom I've always longed for.

Documenting this period of my life through these songs has been a form of therapy for me. With the 30s just around the corner, it's all finally making sense. What needed to be was, and as the old cliché goes, I wouldn't have had it any other way.

There was never a plan B.

With love,
Amanda

Mood and colour palette

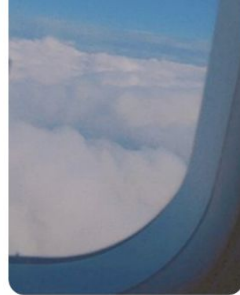
Like the light in the end of a tunne. The other end of hardship. When the dust sets and a new spectrum of colours appears.



Untitled



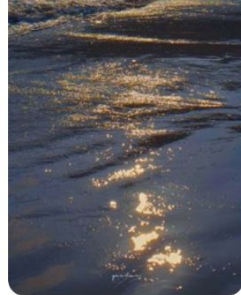
Pinterest



Air in sky



your names haunt my brain



insiamhwanxdhx배경화면



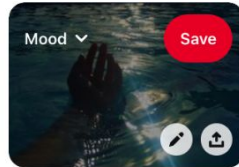
perspective;harry
styles;mysterymixtapes



Blue wallpapers에 있는
wallpapers에 있는



RiverWind-Photography



Mountain moon



Stormy night and night sky



Setting and contextual references



Aesthetic references and key words

Meet me in the bathroom

<https://www.youtube.com/watch?v=UgHN-YE7IPI>

Titiyo - Drottningen är Tillbaka

<https://www.youtube.com/watch?v=uwh2WXbqilk>

The Blaze - Virile

<https://www.youtube.com/watch?v=UivZrL2znh0>

Movement

Freedom and improvisation

Hornstull

Dusk and dawn

Colourful Coats

Flow

Warmth

Hopefulness

Deliverables

1 x EP artwork

3 x Single Artwork

3 x Press pictures

6 x Social content