



# beverley Knight

**Beverley Knight is without question one of the defining artists in modern pop music. We had the opportunity to speak with her about her latest album, '100%' and the forthcoming tour which kicks off in Hull on Easter Weekend.**

**T**he show at the City Hall on April 1 will be Beverley's second performance in Hull. She said, "I am just hoping that it will have the same vibe and atmosphere as it did the last time I came. It's lovely when I perform and people get behind me. So, I'd like more of the same!"

"When I am in the studio, it's me with my own thoughts and feelings but when I am on stage it is a shared experience. I feed off of that immediate response from a crowd and being able to experience their love and warmth"

Beverley maintains that anybody inspired by her music or with a similar passion to perform should be supported by the local music scene. She says, "If people in Hull want to see new music and live events then it's going to take a concerted effort on the part of councillors, promoters and pub

owners to get live music on the map so that local artists can be heard.

"It's important to not give up if you are a musician, don't ever think that nobody will hear you - keep practising and use the internet, you

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can reach a lot of people, even if you're not in a venue."

The singer moves on to discuss her latest album and its personal significance. She says, "I wanted a sound that was very different to my last album which looked at the concept of 'old-school' soul whereas this album is very contemporary.

"100%' symbolises my first steps within the independent world because I am not signed to a major

label any more, thank God - I own this record, the label Hurricane Records and I've written all of the songs - this is the first time in my life where I have complete control, so it's like my baby."

Looking back at the recording process, Beverley recalls some of her standout moments. She says, "Every single day a new melody and vibe would pop into my head and each track ended up being very positive and up-tempo with a few exceptions.

The vocalist also elaborates on

the background of her latest single 'Soul Survivor'. She comments, "That started when I went in the studio to write songs for Tina Turner I wrote the song in about half-an-hour because everything just flowed. Though I wrote the lyrics for Tina, and they were about her life, I eventually realised that the words echoed mine as well - I decided to keep the song for myself and turned it into a duet

with another 'Soul Survivor', Chaka Khan and I am absolutely thrilled with how it turned out."

On a more personal note, Beverley discusses her day-to-day life which includes juggling her K make-up range and label alongside performing and various public appearances. She says, "I have to be ruthlessly organised - I get up early so I can go to the gym in the morning because without that I would go insane. Every single day is different which is wonderful - it's a crazy life, but I wouldn't change it."

"My mum keeps me inspired. She is really driven and has worked very hard. She's also very ambitious and has instilled all of those things into me. Everything that I know about what I do and any success that I have ever achieved can be traced directly back to her."

With a career that has progressed so much over the last fifteen years, Beverley says that despite all of her star-studded achievements its easy to pick out one highlight as she looks to the future "Without doubt I would say that singing on stage with Prince at his Oscars party in Los Angeles last year, and then having Stevie Wonder join us on stage is quite easily the highlight of my musical career!"

Following on from her hugely successful tour in November 2009, UK Queen Of Soul Beverley Knight has announced that she will be playing five more shows around her Royal Albert Hall show including Thursday 1st April at Hull City Hall (£22.50).

Hailed for her incredible stagecraft, and dynamic live

shows that span soul, rock, r'n'b and funk influences, Beverley's reputation as one of the UK's most enduring live performers continues to grow and is a show not to be missed.

March 8th will also see Beverley releasing 'Soul Survivor', the third single from her acclaimed 6th studio album, '100%'. The single is the lead

track from The Soul Survivor EP, which will also contain 'Turned To Stone' as well as live tracks from Beverley's hugely successful 100% tour this

Autumn. A defiant, old-skool stomper of a track, Soul Survivor sees Beverley teaming up with the force of nature that is mighty soul legend Chaka Khan.

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