



## STERLING EQ



Known for changing the face of instrumental music in South Africa and beyond with their extraordinary fusion of virtuosity and fresh beats, **Sterling EQ** boasts four successful releases, three major awards, over 700 live performances since 2007, and thousands of followers worldwide.

The multi award-winning instrumental pop group is made up of electric flautist Carina Bruwer, electric violinist Luca Hart and electric cellist Ariella Cairra – three Classically trained virtuosos with dozens of awards, degrees and distinctions between them, who share a passion for the latest beats and pop music trends.

The all-woman supergroup has performed in 11 countries across 4 continents and for live audiences of up to 40,000, and on live broadcasts to millions of global television viewers. They have played at SA's most coveted events, shared stages with global music icons, and enjoying extensive media coverage across all mainstream media.

Career highlights include winning an SA Music Award in 2011 (becoming only the 2nd all-girl band in a decade to do so), signing a major record deal with EMI South Africa in 2011, performing across 9 countries at top events like the SAMA Awards Show, the FIFA Congress Opening Ceremony and Official World Cup Banquet (2010), the World Travel Awards in India, Dubai, Durban and Johannesburg, SA Idols 2011 (guest artist), the IPL 2009 Opening Matches and the Cape Town Stadium launch and numerous private and corporate parties, events and showcases; as well as collaborating with the likes of Boney M, Dave van Vuuren and Loyiso Bala, and sharing stages with artists such as Snow Patrol, Carole Samaha and Lira.

Further international recognition include playlisting on international satellite channel CMusic TV, being chosen by The Guardian (UK) as one of its "Musical Movers and Shakers" from across the Globe in its "March Best Music from Around the Map", and song submissions from top international songwriters and instrumental music producers.

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*Entertainers\***MUSIC SUPERSTARS\*Jazz\*Classical Music\*MCs\*COMEDIANS\*Celebrities\*Speakers\*BANDS\*DJ's\*SHOWS & ACTS***

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## **RELEASES**

Sterling EQ's latest album, PULSE, was released in August 2012 under the EMI label, and won a Ghoema Music Award as well as a Huisgenoot Tempo Award. The band had previously released 2 studio albums as an Indie – Sterling Speel Afrikaans in 2010 and Nova in 2009 – as well as a live DVD, Sterling EQ Live in Concert (2010). All three these releases were nominated for SAMA's (and Sterling Speel Afrikaans for a Tempo Award), with the Live DVD clinching the coveted award in 2011.

## **AWARDS**

Sterling EQ boasts wins in all three major music awards competitions namely the SAMAs (South African Music Awards), Huisgenoot Tempo Awards and the Ghoema Music Awards.

- Sterling EQ Live in Concert (Live DVD) - Winner of SA Music Award 2011
- PULSE (Audio CD) - Winner Ghoema Award 2013
- PULSE (Audio CD) - Winner of a Huisgenoot Tempo Award 2013
- NOVA (Audio CD) - Nominated for SA Music Award 2009
- CARNAVAL (Music video) - Nominated for Ghoema Award 2013
- Sterling Speel Afrikaans (Audio CD) - Nominated for SA Music Award 2010
- Sterling Speel Afrikaans (Audio CD) - Nominated for a Huisgenoot Tempo Award 2012
- Youtube channel: Under Top 40 Most Subscribed (All Time) South African Musicians Channels

## **INTERNATIONAL NOTEWORTHY PERFORMANCES**

- World Travel Awards (Europe), Turkey, 2013
- World Travel Awards (Middle East), Dubai, 2009 & 2012
- World Travel Awards Grand Finale, India, 2012
- Dunhill party, Dubai, 2009
- Royal party, Seychelles, 2009 & 2013
- Numerous events in neighbouring countries such as Zambia, Namibia, Botswana, Zimbabwe and Swaziland

## **NOTEWORTHY PERFORMANCES - SOUTH AFRICA**

Sterling tours extensively, performing over 120 shows per year, which include concerts, festivals, media events, corporate events and showcases, fundraisers, etc. The quartet has performed in 8 different countries, to live audiences of up to 50,000, during live worldwide television broadcasts and to top international celebs, and the have shared stages with top names in global music. Some local highlights include:

### **PERFORMED AT TOP LOCAL EVENTS SUCH AS:**

- Standard Bank Joy of Jazz Festival
- SAMA Awards Show
- SA Pop Idols
- Starlight Pops
- Indian Premiere League (IPL)
- ICC Awards
- Cape Town stadium launch
- FIFA Congress Opening Ceremony & Official FIFA World Cup Banquet
- J&B Met
- Nederburg Wine Auction
- Gary Player Invitational
- World Travel Awards
- World AIDS Day Spectacular
- Numerous local arts festivals including KKNK, Cultivaria, Whale Festival, Champagne Festival, Wacky Wine, etc

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- Shoprite / Checkers Woman of the Year Awards
- And 100s more!

**FOR INTERNATIONAL CELEBS LIKE:**

Elizabeth Hurley, Elton John, Annie Lennox, Lance Armstrong, Dr Robert Rey 90210, Wilbur Smith

**SHARED STAGES AND/ OR COLLABORATED WITH:**

Boney M, Snow Patrol, Carole Samaha, Phil Perry, Johnny Clegg, Loyiso Bala, Lira, Soweto Gospel Choir & more

**MEDIA**

- "Simply delightful"... The Guardian (UK)
- "Iconic music"... All Access
- "All-girl sensation, popularized classical music into a world wide experience"... Expresso
- "Sterling EQ's music not only entertains, it also brings Classical music to life with a sparkle of rhythmic ingenuity and musical variety... Cape Times
- "So good they'll have your pulse racing"... Cape Argus
- "... a new, unique place in the world of contemporary instrumental music"... Classic Feel
- "Sets new standards for the instrumental genre"... The Times
- "Iconic music"... All Access
- "Bringing sexy back to the male-dominated music industry"... New Age
- "Sterling EQ's music not only entertains, it also brings Classical music to life with a sparkle of rhythmic ingenuity and musical variety"... Cape Times
- "A high energy feast!"... Herald

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