

## Omer Matz - Rising Tides

“Rising Tides” is the debut EP by Tel Aviv musician, Omer Matz. A smooth electronic offering of alternative rock, influenced by cinematic, classical sounds. Matz says “this album is a conflict between vagueness and clarity, darkness and optimism”. The musical production focuses on creating an atmosphere of harmonic steadiness, but with a lot boiling up and happening underneath the surface with dominant string arrangements, synth sounds and electronic touches.

His first single “[Hold](#)” was released earlier in 2018. The single has been mentioned by various music blogs such as: [Findasong](#), [Aupium](#), was chosen song of the week by [newleasemusic.com](#) , and was played on radio stations across London and Israel.



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Omer Matz has travelled across globe; living in the UK, US, Italy and Israel. His mixture of backgrounds influenced his musical inspiration and creativity via soundtracks, music in film and solo artists. After studying music in London and Israel, Matz has tested out different sides of the music industry: composing for short films, working on the production team of “The Voice” TV program, and built a business for music hobbyists to play in bands, guided by musicians. This platform, which became a musical home for hundreds of individuals, gave a chance for non professional music lovers the chance to play in a band no matter their skill set.

After a decade of exploring the different sides of music, Matz felt the urge to go back to his original, deeper desire- writing songs. He sold his business and took a job at an international start up. The entrepreneurial life was vibrant and exciting, however it drew him off course due to the demanding nature of working in a start up. It was then Matz decided to quit his job at the age of 32 and dedicate himself solely to creating his first album. Fully committed to what seemed back then like financial suicide and having to provide for his new family, the risky move brought a lot of passion and desire into the creation process. After 2 full years of exploration, the journey of creating a first album came to an end. During those 2 years, Matz has done consulting and independent marketing projects for start ups. One of them owned by **Will I.am**. He stuck to his promise not to go back to full time employment until the album was delivered.

“I have taken a lot from the start-up world into my career as an artist. The challenges of bringing an idea/creation into the world and spreading the word to make it catch, is definitely something that both worlds share and struggle with day by day. Musicians are essentially independent entrepreneurs who need to pitch their product, invest time and money, and be aware of legal, marketing, and so forth.”

Inspired by International and Israeli musicians such as Israeli producer and songwriter J. Views, Lola Marsh, TheAngelcy, Beck and Elbow, Matz describes his music as alternative rock rotating through a world of classical, cinematic and electronic music. His aim is to captivate a listener not only through chords, arrangements and lyrics but to also paint a world with colourful, expressive layers of sound. With the writing process being the most honest place for Matz, the lyrics are a blend of darkness and light. Expressing struggle resulting in resolution, optimism and hope.



About the creative process, Matz says: “Usually when I sit down and write, I’m trying to solve something that impacted me deeply. I usually sit on my piano and begin searching for an atmosphere or texture which can be expressed as a chord progression, a rhythmic sequence etc that connect me to what I am feeling. Then words begin to pop in usually with a story behind them. I take the time to try and communicate it in hope that others will be able to relate through their own life experiences. The writing process is the most honest place there is for me, a place for healing. All masks fall off. I will never try to be something I’m not, and I won’t be able to speak and sound in a way that I don’t truly feel. If I’m not honest, it doesn’t work and you hear it right away.”

These days, Matz has finalized and is releasing his debut EP “Rising Tides”, which will be released in May 2019.



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