

Dan Armstrong Music

Biography

Hailing from the rural setting of Herefordshire in the UK, Dan became a musician at an early age. Always being fascinated with synthesisers and keyboards, his parents recognised this talent early on and to this day, along with his friends and family, support his ventures.

Early memories of spending Saturdays in local music shops, playing the instruments of the 70's & 80's, developed into a love of music and the associated technology – something that became both a vocation and a passion.

Dan has many styles of interest – predominantly focusing on material that creates an interest or intrigue: be it sounds or music.

This venture focuses on his love of electronic pop music and collaboration. After being introduced to Sarah through her involvement with the Nature of Wires album (of which Dan mixed and produced), they realised they shared a love of the electronic music genre, and set about writing songs that they both liked.

As such, a new venture was created.



Sarah B Ladyknow has been in the music business as a vocalist and latterly songwriter from the age of 22. Born in Hampshire, ending up in Herefordshire where her journey began with cover bands and original music. She was offered a deal by the infamous Jazz Summers (Lisa Stansfield, The Verve) at 23 only to be told she was too posh for the NME & Melodymaker! Crestfallen but not defeated she carried for a further 5 years.

After a 25-year hiatus, Sarah came back in 2019 to write an electro album with Nature of Wires. Performed live in Germany, London, Birmingham, Manchester and Ledbury! She is an emotive songwriter, and most themes are based on her experience and feelings. Dan and Sarah came together for their love of nineties music; hence they're creating a modern uplifting approach with a strong live vocal performance.....AudioGenika is born!

The sounds used range from the synths of the 70's through to the latest modern-day equipment. Production and mix-values rank very highly in Dan's creations. Sarah's emotive vocals and melodies, combined with the music production form a very commercial product.

Dan has many influences, and draws as much inspiration from as far as possible.

Right now, the focus is the release of collaboration material, with a view to providing adaptation to a live environment, thus bridging the studio with more live environment to incorporate that interaction with the audience. Ambitious, but a challenge is always fun!

Social media & website links

Website – www.danarmstrongmusic.co.uk

Facebook - [@danarmstrongmusic](#)
Instagram - [@danplayskeys](#)
Twitter - [@danplayskeys](#)
YouTube - <https://bit.ly/danarmstrongYT>

<https://soundcloud.com/sarah-bouchier-ladyb>
<https://www.facebook.com/LadyBNOW>
<https://www.instagram.com/ladybnow/>
<https://twitter.com/LadybNOW>

