

Despite being a youthful 31, it's actually been a long, but worthwhile road for Copenhagen's Jepp Riddervold. His early experiences include sailing the world with his parents, and even from an young age, it was clear that he would be a musician. In school he immersed himself in song writing. "For three years, from the age of 16, I tried to convince everybody, especially myself, that I should make records, go on tour, perform on TV and what have you" he laughs, adding, "mind you, some of that I eventually managed to achieve".

With a growing collection of self penned material and growing multi instrumentalist prowess, he released a solo album, *On My Own* in 1995. A low key entry to the music world, the album opened doors for Riddervold, resulting in an increased determination to get his music heard. By 1999 he went the group route, touring and demoing with pop rock band Lipstick, . "I was quite happy with my songs, but I still hadn't tried them out with a band," he remarks. "I was looking for a sound that could express what I felt, through my songs, and convey the attitude and message through the music. And I wanted to be able to take that on the road."

Lipstick weathered numerous line up changes, all helmed by Riddervold's musical vision. Honing his skills at producing, arranging and songcraft, Lipstick eventually released a promo only CD of nine demos in 2002, with the hope that the songs would build industry interest, and they did. But not quite the way expected.

"The songs initially are all real singer/songwriter material" Riddervold notes. "In the beginning it's just my guitar, my voice, inspiration and my imagination. I try to build the perfect platform for an artist to build on." "Survive" was included by Daniel Hall in 2003 on his album *System Overload*, recorded for Germany's Safety Records, just the opening salvo from a catalog rich with ballads and rockers, soulful laments and anthemic singalongs.

Currently Riddervold is a blur of activity. Early 2007 finds him back in his native Denmark, fresh from song writing sessions in Nashville. At this point a seasoned veteran of sessions world wide, he continues to work at his own Copenhagen studio, Chelsea Avenue, located in the heart of the city. He also continues to compose hook filled tunes for the likes Natasha Thomas and Patrick Nuo, with much more on the horizon. He also writes both on his own and with an impressive group of collaborator's including Amy Foster-Gillies, Leah Crutchfield, Robin Lee Bruce, and Bart Mendoza.

Listening to Riddervold's songs you'll find out that they come straight from the heart and that every little detail is built up around a catchy and well written melody. Don't bore us get to the chorus! Well, you'll get there and it wont take long. For Riddervold it's all about the hook and an attempt to harness the perfect combination of music and lyrics.

2007 brought Riddervold both gold and platinum albums and several other succesful releases..stil, the best is yes to come if you ask Jepp Riddervold.