

art2o's recent past and outlook for the future

With the release of the album "**Horizon**" at the beginning of 2022, art2o experienced a significant forward development. At the beginning of this phase, the style description **New Vintage Art Pop** was created for art2o's music. This characterization sums up the band's orientation, which is marked by a modern retro touch. The many newly composed songs by Jasmin were increasingly integrated into the live program. In addition, the release strategy was adapted to consumer behavior in a highly digitalized world. In the early years, art2o released an album with a large number of songs on it every few years. Horizon marked a change in this respect. With 6 songs, this EP contained only about half the number of songs on the earlier albums.

The single "**People'd Rather Run Than Learn**" was released in October 2023. This composition was created under the impression of the Russian invasion of Ukraine. In this song, art2o clearly positions itself against war and points out the dramatic consequences of these senseless actions in our world today.

From this point on, art2o only released singles in order to achieve a sustained presence on streaming platforms. In November 2023, the Christmas song "**Give A Helping Hand**" was released and in December 2023, the LoFi Christmas mass song "**Christmas Time**" was published as a collaboration with Kevo Forever. These so-called collabs (collaborations with other artists) were increasingly integrated into art2o's work. In January 2024, art2o released the song "**Sweetest Depth**", which was created in a collaboration with Arlay. This was followed in March 2024 by "**Leaf In The Wind**", the second collab with Kevo Forever. In April, art2o released "**Is This Your Life**", a quiet number orchestrated exclusively with piano and bass. With "**Finding Hope**", art2o ventured into new fields in May 2024. Jasmin demonstrated her classical vocal talent to the neoclassical sounds played by Around the World Piano and composed by Athana Siva. This was followed in June 2024 by the remix of the song "**Alive**", which was realized by Brian Hartbeat. With the third collab with Kevo Forever, art2o once again released a LoFi work "**Between The Worlds**".

During this exciting phase with many releases, art2o established its ability to produce songs itself. The high number of high-quality productions could only be achieved due to the resulting cost savings.

In the middle of this creative phase, Lukas Schweizer and Daniela Bättig left the band art2o at the beginning of July 2024. The previous quartet, which formed the live band art2o, became a duo consisting of Jasmin and Thomas Schweizer. The band now has to reinvent itself in terms of live performances, but not in terms of creativity, as the two driving forces behind the art2o brand (composer Jasmin and co-composer and producer Thomas) will continue to drive the band's success. Many songs have either already been produced and are awaiting release or are already well advanced in their development process. Furthermore, many songs have already been composed and are "just" waiting to be given their final guise.

The band history in a nutshell

In the more than 20 years of its existence, art2o developed from a true rock band to a pop-rock combo to an unplugged specialist. Then, inspired by the production of the album Horizon, the band became increasingly electrified again, turning into an electrified unplugged specialist. This versatility and changeability are now being continued. The longstanding four-piece live combo is disbanding due to the departure of guitarist Lukas and percussionist Daniela. The quartet becomes a duo. However, this is not the end of art2o, but a new beginning. Collabs with other artists are increasingly used to create and release new music, adding further facets to the band's already broad musical spectrum.

The Frauenfeld band art2o first made a name for themselves in the summer of 2006 with the release of their debut CD "**Open Eyes**". With a very versatile pop-rock album, the musicians proved their independence, quality and depth. After several concerts, the band finally broke up due to internal differences.

After an intensive process of defining their position, the three remaining original members of the band (Jasmin, Lukas and Thomas) decide to act as a trio in future. The reduction becomes the program. The existing song material is rearranged and adapted to the new unplugged

instrumentation. "Reduced to the max" is now the motto and the new 'art2o' decide to record another album. New songs were written, and suitable covers selected. In June 2013, the time has come: "**Back to Basics**" saw the light of day. The powerful voice of singer Jasmin explores a wide variety of areas in the individual songs. Sometimes intense like Kate Bush, then rough like Alanis Morissette, she presents her own art2o songs as well as the cover versions, which are not simply replayed songs, but are given the typical art2o polish and thus become new versions of well-known songs.

Daniela joined the band in 2015 as part of a reorganization. The multi-talented musician is an ideal addition to art2o: "As a percussionist, pianist and backing vocalist, she is an inspiration and brings new drive to our program". The album "**Back to Basics Vol. 2**" is released in the same year. As the name suggests, this album is a new edition of the work released in 2013, now supplemented with percussion.

"We thought long and hard about how we could describe our music. It would be ideal if you could draw a comparison to a popular band: We sound like...". However, art2o have not found a suitable comparison, perhaps also because their varied program has an enormous number of facets.

Following the unplugged album "Back to Basics", "**Horizon**" is a pop album on which art2o once again reinvented itself during the work on this production. They created the style New Vintage Art Pop, which is characterized by a modern retro touch. Nostalgia is paired with modern arrangements and lots of playfulness. This work by art2o was produced by Anna Murphy at Soundfarm Studios.

The rest of the story is described in the first chapter "art2o's recent past and outlook for the future".