



# hearts

HEARTS is an Open-Act. Probably even the first of its kind. But what is an *Open-Act*?

For some time now, we have all had enough of self-portrayals, which aim to suggest how supposedly perfect and successful their lives are. HEARTS turns the camera around, in the truest sense of the word. Because HEARTS avoids interchangeable performance concepts. The focus is on only one big thing here:



**YOU! ARE HEARTS.** You do not need to imitate anybody. You are the perfect original.

HEARTS invites interpreters - amateurs and professionals from the most diverse genres. Background or status are not important. What counts is the personality and the enthusiasm in *what* they do and *how* they do it.

**Are you already celebrating or are you still performing?**

HEARTS bids farewell to the idea of serving an audience. That is why HEARTS deliberately positions itself behind the rows - and turns the audience into friends. And friends don't perform. They celebrate! On stage, in videos and on social media.

HEARTS wants to bring the Love Generation closer together. Whether online or in person, in a club or among a small circle of friends. And if we are allowed to hug in public again, HEARTS will be the first to do so and will encourage it.

**HEARTS is where you are.** So, show *who* you are, *where* you are and *how* you celebrate.

Behind HEARTS there is a team of creatives and producers who have sold several million sound carriers worldwide and are responsible for dozens of campaigns: *The Candyman Crew*. They are the masterminds behind the open HEARTS party.





## Hands Up! – The Debut

The track is being launched at the right time. Now that everybody really knows how to wash their hands, we have nearly forgotten what it's like to throw our hands up to celebrate life and love. HEARTS reminds us of this > Heart-Hands up ... if you're looking for love!

YUMI's prominent voice whips you into a very good mood with its commanding tone, wherever you happen to be.



**Hands Up!** feat. Yumi is fresh out of Sterling Sound Studios. The team has made a great effort to put the sound above the run-of-the-mill formulations. And so HEARTS is in the best of company: Dua Lipa, Selena Gomez, Halsey and Lizzo also swear by the sound of star engineer Chris Gehringer.

HEARTS launching with suitcases packed to the brim full of celebration content:

- ♥ The **Radio Version** is just long enough that you want to hear it again.
- ♥ Retro-cracks will celebrate the **Red-Room Edit** in the booming Disco-House genre - a collective *hands up* is inevitable.
- ♥ Anyone who has been able to hold back until now will have their glass spilling over at the **Global Deejays Remix**.



Click for your exclusive previews:



- ➡ Click to hear **Hands Up!** >
- ➡ Click for your **Red-Room Edit** preview >
- ➡ Click for your **Video** preview >

Follow your HEARTS and dance on:

