

March 1989

ONE 2 MANY

Rarely does a debut album resonate with such a seasoned level of craftsmanship. **Mirror**, the exceptional first record by One 2 Many, approaches a degree of confidence one would not expect from a group on their first go round.

One 2 Many, a remarkably talented trio, hail from faraway Norway. In the tradition of Abba and a-ha, One 2 Many are purveyors of an infectious brand of pop laced with scintillating melodies captured in larger-than-life panoramic production.

Formed in April 1987, One 2 Many is the brainchild of writer/arranger/producer Dag Kolsrud. Kolsrud paid his dues and honed his craft as a session keyboardist, and later as musical director for pop sensations a-ha. Dag is the multi-instrumentalist behind the group's enormous sound. Guitarist Jan Gisle Ytterdal and singer Camilla Griehsel round out the group.

Together they have already captured the charts of Norway. "Down Town" exploded into the Number One slot on Norway's pop charts in just three weeks. It subsequently spent nine weeks at #1. **Mirror** quickly followed, debuting at Number Fifteen before making a jump to the top of the charts, and eventually going gold.

Before forming One 2 Many, Dag studied music in the U.S. at the University of Miami, the alma mater of such notable musos as Pat Metheny, Jaco Pastorius, and more recently, the Miami Sound Machine. After school he lived in Los Angeles for a year working as an arranger and studio session player.

A big break came his way when he learned that fellow Norwegians a-ha, flush with the success of their "Take On Me" single, were looking for a musical director for their world tour. "I had sent a tape of me playing their music. They liked it. One week later I was in Norway rehearsing."

The tour spanned the globe during 1986 and '87, and when it ended, Dag began recording demos of his own material. He enlisted guitarist Jan and the two of them were soon joined by Camilla.

Like so many accomplished vocalists, Swedish-born Camilla started singing in a church choir, performing at regular services, weddings and funerals. In fact, in 1983 she came to U.S. and ended up spending a year singing with a Baptist choir in Waynesboro, Virginia.

Camilla was introduced to Dag in the spring of 1987 through a mutual friend. "I had been asked to send Dag some demos, and I did. He was interested, and I went to Norway to audition." She auditioned by singing "Answer" — her vocal tracks from the audition ended up on **Mirror**. Not bad for a girl who was singing in a Swiss piano bar only a week earlier.



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B I O G R A P H Y



By June, record companies were falling all over themselves trying to sign the group. A&M won out, and work began in earnest in May, 1988 toward the album **Mirror**.

Dag co-produced the LP with John Hudson, long admired for his engineering work with Tina Turner. The result is a sonic tour de force that promises to saturate the American airwaves.

Dag and Hudson's epic-scale production aesthetic is perfectly complimented by Jan's searing, biting guitar work. Camilla sings at times with a sweet, cherrubic innocence, only to grab you unexpectedly by the ears with her powerful throaty, Alison Moyet-like soulfulness.

Not since the peak years of Abba has Scandinavia exported such a hot product. **Mirror** is a 10-song collection which will quickly place One 2 Many at the head of the list among other Scandinavian pop sensations to dominate American radio.