

Alan Walker: the voice of a generation

His mask and hoodie are his trademarks, making him immediately recognisable while retaining an air of mystery. Welcome to the world of Norwegian artist, producer and songwriter Alan Walker.

With more than 15 billion downloads, plays and views throughout the world and nearly 40 million followers on social media, it is clear that this 21-year-old artist has already made a lasting impression on the music scene in just a few years.

Different World, his first album, marks a new phase in Alan Walker's career. Born in Northampton, England, to a Norwegian mother and British father, Walker moved to Bergen in Norway with his family at the age of two. A true post-millennial child, he grew up on a diet of technology, programming, video games and graphic design.

Inspired by the pioneers of the electronic dance scene and his natural love of film soundtracks, Walker quickly allowed his inspiration and musical influences to merge together when he took his first steps into music production. His compositions soon conquered the world via digital era tools, with his early songs rapidly gaining popularity on YouTube and SoundCloud. Through innovative and avant-garde formats such as the online label NoCopyrightSounds, his music quickly spread to fans all over the world. One of his tracks, *Faded*, was turned into a video at the end of 2015, and subsequently received multiple awards all over the world, while his songs had already attracted billions of plays on streaming services. A series of hits followed, including *Alone*, *All Falls Down* and *Diamond Heart*.

During the course of his successful career, Walker has also collaborated with and remixed tracks by Noah Cyrus, Sia, Bruno Mars, Avicii, Coldplay, Miley Cyrus, Kygo, Charli XCX, Julia Michaels, and many others.

Alan Walker is today one of the world's most sought-after artists, and maintains his position among the 100 most popular artists on Spotify. He has put on an impressive string of more than 500 performances, including solo shows and appearances at festivals such as Coachella, Tomorrowland, Ultra Music Festival, Lollapalooza, etc.

He has also performed with global superstars like Justin Bieber, Rihanna and Kygo. Although his career has so far been short, he has already won some prestigious awards (two Norwegian Grammys, three MTV Europe Music Awards, a BRIT Award, his spot on the Billboard and seventeenth place in *DJ MAG's* Top 100).

Beyond this recognition, what sets Walker apart is his ability to appeal to fans from all over the world through his compositions. The "Walker" community is genuine, sharing the same attraction to melancholic, emotional music, via a unique, refreshing and mysterious world.

With the planet as his playground and a long career ahead of him, who can say what the future will hold for this young artist, who is already the voice of his generation?