



IRASCIBLE MUSIC



NOGA EREZ & ECHO (ISR)

Single: Chin Chin

Label: City Slang

Release Date: 15.07.2019

Web: nogaerez.com

EPK: irascible.ch/releases/noga-erez/chin-chin-ft-echo/

Alt-pop dissident Noga Erez has shared a new standalone collaborative single with fellow Israeli MC and producer ECHO. The new track and accompanying video, "Chin Chin," is out on City Slang. It sees Tel Aviv's Noga Erez team up with rapidly rising producer, ECHO, known for her Hebrew language MCing on debut album *"Achat"* which put women at the centre of the Israeli hip hop scene for the first time.

Together they deliver a sassy, defiant two-woman skit on two of the most celebrated yet controversial topics in music: money and sex. The collaboration came about whilst working together in the studio with Erez's partner and co-producer Ori Rouso, the duo decided to take a stab at creating a track which takes on these brazen subjects. The result turned out to be a funny, light hearted, tongue-in-cheek tune that takes the cult out of this culture and jokes about the importance so many people place on these two topics

Noga Erez burst onto the scene with 'Off The Radar' in 2017, winning acclaim across the globe. While the music she makes in collaboration with her partner and co-writer, composer and producer Ori Rouso, exploits many of the more physical, dynamic elements of electronic music, it also embraces a cerebral sensitivity that's made her one of her home city's most exciting, idiosyncratic artists. The grainy textures and potent atmospheres forged with her synths and ingenious beats bravely straddle genres. Her 2018 standalone singles "[Bad Habits](#)" and "[Cash Out](#)" saw her continuing to forge a path of uncompromising and unpredictable, gritty, truth-seeking alt-pop. Her recent collaborative album with Israel's Camareta Orchestra 'RADAR Reworked', drew a line in the sand, ready for new music this year.

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