

Created by: Debra C. Argen
Jade Ell - Interview

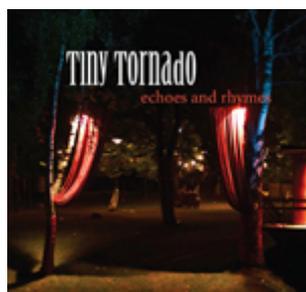
Swedish singer, composer, pop musician, Jade Ell takes time out to talk with [Luxury Experience](#) about her new band **Tiny Tornado**, which she formed with the multi-talented **Mats Hedström**, and their release [Tiny Tornado - Echoes and Rhymes](#). The lyrics are inspired, it is storytelling at its best, and Jade Ell's voice has never sounded better.



Mats Hedström and Jade Ell

LE

Jade, thanks for taking time to talk with Luxury Experience about your band Tiny Tornado's release [Tiny Tornado - Echoes and Rhymes](#), a great release that made its debut on March 29, 2013!



Tiny Tornado - Echoes and Rhymes

I love it, it rocks, it has great pace, and as always, the 12 original songs (*86 400*, *In The Cold Light Of Day*, *Echoes & Rhymes*, *Paperplane*, *Ghost Town*, *Not Lonely - Alone*, *Lie To Write Another Song*, [How Big The Sky Is](#), *Tu Me Manques*, *Talk Is Cheap*, *I'm All Poison*, *Now Is A Place of Grace*) have outstanding lyrics, as you are a consummate storyteller. Normally a solo performer, what were your thoughts behind creating a band with Mats Hedström?

JE

Mats Hedström and I have been collaborating and writing together for over 10 years, often writing songs for

Created by: Debra C. Argen

other people including the Mexican pop-rock group, RBD. We wrote the song, *Feliz Cumpleaños*, ("Happy Birthday" in English), with Carlos Lara, originally entitled *Happy Worstday*, which the band recorded for their *Nuestro Amor* album, that was nominated for a Latin Grammy in 2006.

We started writing together again and *Tiny Tornado - Echoes and Rhymes* just developed from our collaboration. It was a very good collaboration, writing and recording the whole time, getting it down with a first take, and going with it.

LE

Although *Tiny Tornado* is the name of the band, it could easily be your nickname, as you are someone who is ever in motion, ever evolving, someone who is never still for a second. What is Mats like to work with?

JE

He is very stable, very calm. Together we make a good collaborative team. I get bored so fast that collaboration is very special for me, and with Mats, it is very smooth, almost telepathic in a way.

LE

Tell me a little bit about the accompanying video.

JE

It is very deep, and tells the story behind the album. Mats and I did all of the casting ourselves, and Mats' son, Victor Hedström, a student filmmaker, directed the video.

LE

You play most of the instruments on the release, with the exception of the violin and the cello. Who are the other contributing musicians on the release?

JE

We have great strings on the album, Alexandra Ekelöf plays violin on the song, *Paperplane* and on the opening song, *86 400*, and Emeli Jeremias plays cello on the song, *I'm All Poison*.

LE

What was the inspiration for the band and the album?

JE

The idea just developed as we started writing and working together. We did not intend it to be like Simon & Garfunkel where two voices capture an audience, but we do sing together which gives it a folk-pop feel.

We wrote many other cool songs that did not make the album because we wanted to tell a story and the sequence was very important. We wanted to take the audience on a journey, create something that they could relate to, and create an album, because we are old fashioned that way.

LE

What is next for Jade Ell?

JE

I am working on another release and am back in the studio recording some of my own stuff with a string quartet and a grand piano. Like *Tiny Tornado's - Echoes and Rhymes*, it will be twisty, and more serious.

Created by: Debra C. Argen

LE

Will you be touring to promote the album *Tiny Tornado - Echoes and Rhymes*?

JE

Yes, we will be touring later this summer, although we have not yet set our tour dates.

LE

Jade, thank you for taking time to talk with Luxury Experience about your band and the new release **Tiny Tornado - Echoes and Rhymes**. Congratulations to you and Mats Hedström on creating an exceptional album. I look forward to hearing you perform when you go out on tour.

Read the review of **Tiny Tornado - Echoes and Rhymes** in the **Music Scene** section.

Follow **Jade Ell** on **Facebook** at www.Facebook.com/JadeEll

Follow **Luxury Experience** on **Facebook** at www.Facebook.com/LuxuryExperience.

© April 2013. **Luxury Experience**. www.LuxuryExperience.com All rights reserved.