

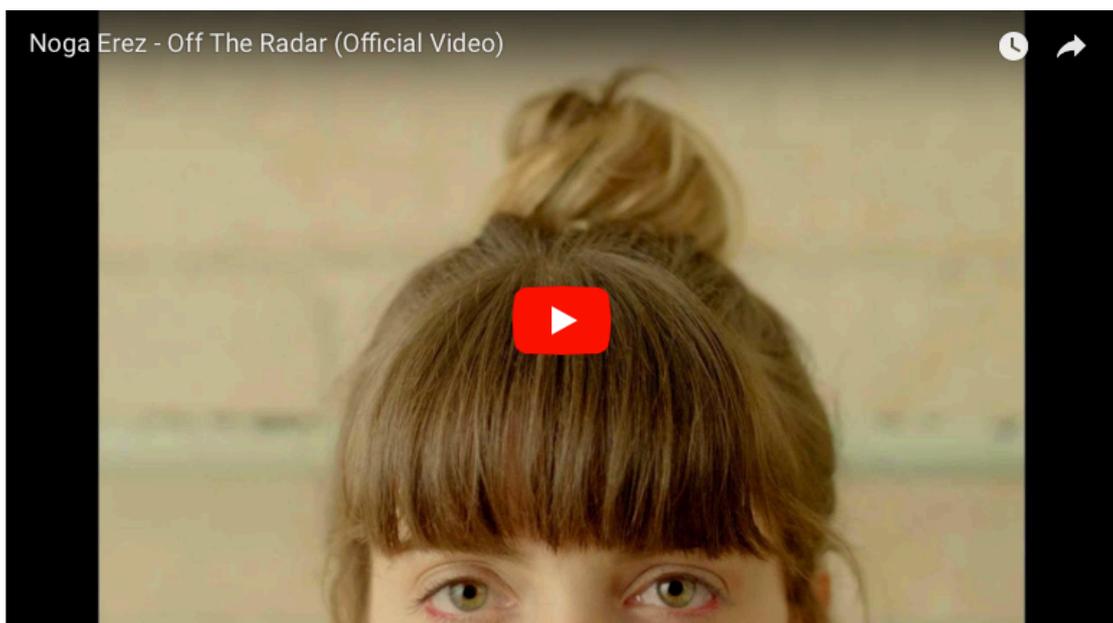
## Noga Erez: M.I.A. in late 2010's Tel Aviv



This article will be polymorphic, or will not be. This article will take the shapes of a love letter, apologies, as well as a wishful invitation to take the time and watch, not only flowers, but solid trees bloom. Dear Noga Erez...

### *Dear Noga Erez...*

Apologies come first, as this introduction to Noga Erez could have happened a sturdy couple of months ago –while the feline Pop-warrior rumbled for the first on a wave of European stages. A love letter then, as we're talking here about a solid visionnary, morphing her political activism into challenging Electronic Pop hits. Ultimately, this letter is a naïve dream that, despite the indisputable hype we like to/(have to) give the über-speed of our lives, we can still take the time to give a rising start an ear beyond a *one gig stand*.



## A Jewel Of Innovation

Allow me to start with the fact that Noga Erez is a pure innovation jewel. Resist the temptation to be bored already cause we mentioned "Pop"; Noga's music could not have existed in any other times. Her magic consists of exploiting to the best all elements of her creativity in order to produce this stunning, rock-solid banging interpretation of contemporaneity.

And the artist is far from being an unidimensional master – we'll get back to that. Noga possesses an undisputable talent for propelling the weirdest spot-on loops and percussion combinations. Weaving a complex web, the kind of complexity mastered so remarkably that it appears hardly perceivable to ordinary mortals. Noga Erez harnesses us, and blows us away though as if we were gliding off a kids' slope.

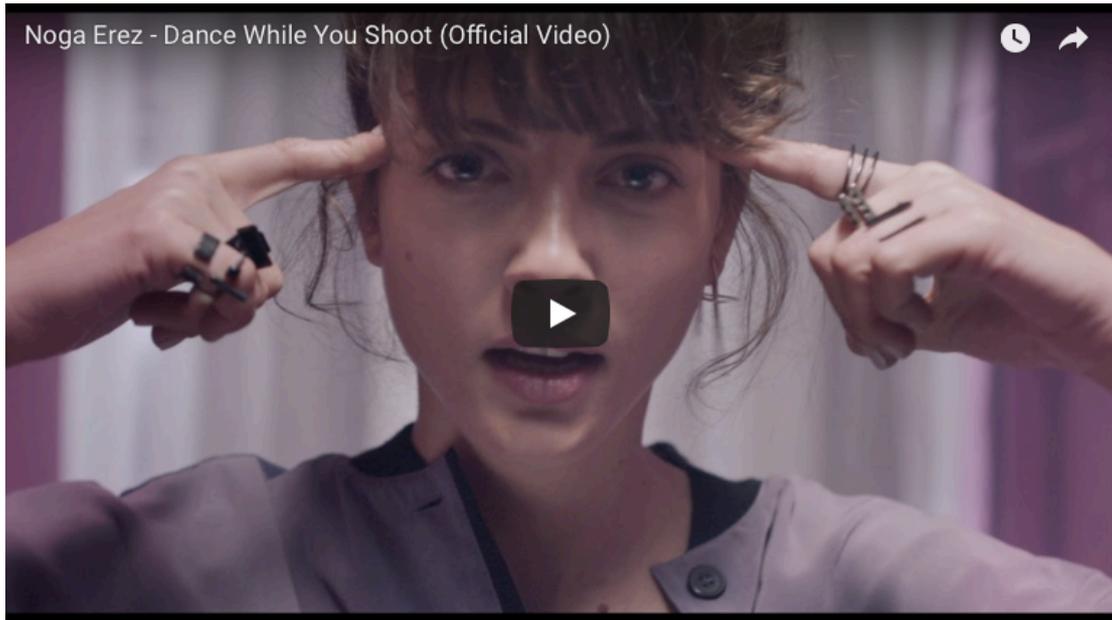
To perfect the picture, the young talent could easily make a good batch of the trap scene call for their mom if she was to face them in a battle. Drinking game suggestion: Try to correctly pronounce the chorus to the song *Dance While You Shoot*. Have a shot every time you fail. Alternatively, if you don't feel in your best day, you can leave your butts safe by sitting and watching Noga kill it on Kendrick Lamar's *Black Friday*: watch this [here](#).

Oh, by the way: did we mention she also co-produces all of those mad videoclips she's put out? You'll find something to suit all tastes in there, including a cool manga re-up in the video for *Noisy*.



## Electronic Loops

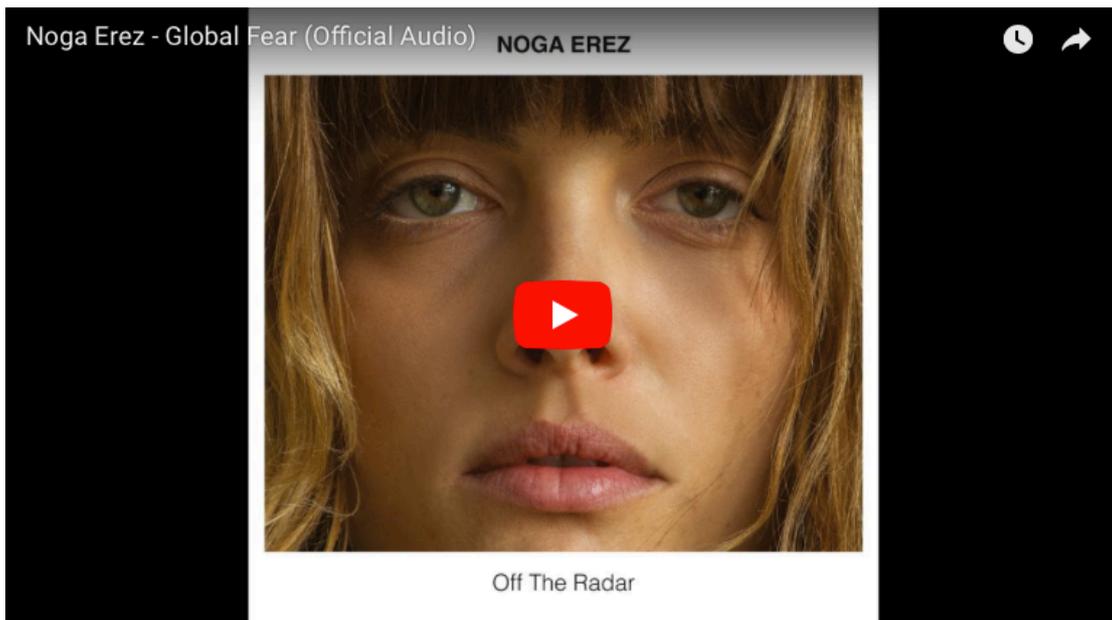
You get it by now, Noga Erez delivers a contentious Pop. Which bears a very special meaning when hailing from Israel. Her music is heavy in meaning, and in experience. Like M.I.A., who has never feared proclaiming solid beliefs (embedded so deep as in her stage name, which stands for *Missing In Action*), Noga Erez grabs the mic to say something. Listen. Listen again. Let the message sink in. And let it ease it thanks to the percussive electronic loops, each cautiously lined up toward the same goal: this of placing you in the theater of Noga's contemporaneity.



## Influences

While shortly venturing into Trip Hop fields and Badu type of languishing vocals with a song like *Global Fear*, Noga often unsettles us in a fashion you would tie much closer to **SOPHIE**. Her electronic production definitely recalls current Alternative R&B shades (like Sevdaliza or Tsar B), with this extra extravaganza touch with which you can only call Björk and Arca for fair comparison.

But if we come back to the core structure of her artistry -be it through the choreographies, the lyrical style, drumming flow, fierce, belligerent attitude.... The initial image remains. The depiction of this artistic vision bridges quite strikingly: Noga Erez is an M.I.A. in late 2010's Tel Aviv.



Couple of months ago, Noga Erez was introducing to the world her first masterpiece, an album consciously named *Off The Radar*. The first signal. She will soon be back to propell her vision onto European stages; so stay tuned to the blog's [agenda](#) to get a chance of witnessing the magic live.

Visit [Noga's website](#)

Or her [Facebook page](#)

*Written by Kiwii*