

SOCIAL AMBITIONS return with new album “A NEW FRONTIER”

Release date: 2020-06-12

Swedish pop duo **SOCIAL AMBITIONS** release their third full-length album **A NEW FRONTIER**.

The duo returns after three years of musical quarantine and ten years after the success with their debut album **ALMOST GONE**.

“It is the love for analogue synths, pop, “back to basics” and the same mix of naïve and epic as in the debut ten years ago” says Anders Karlsson and Mikael Arborelius, who founded the band in 2005.

Their latest release was 2016. A turbulent year of separations, existential crisis and the loss of loved ones, greatly affecting them. From a musical and artistic point of view, the duo had great ambitions, resulting in two innovative ISM:s (SA ISM I and SA ISM II). Since then, the duo has stayed alone in a healing musical quarantine - to find the core and magic again. Now, on the other side of their metamorphosis, there is a clearer vision.

The duo has written and produced their album free from external influence. Their love for the roots and the genuine analogue sound has been at the center of the production and songwriting. *“The simplicity and focus were a catharsis that helped us, really, since we were down but got up again. On nine.”*

Why release a full album? **A NEW FRONTIER** with eleven songs can be enjoyed as a classic listen-from-start-to-end. *“We wanted to give our listeners a complete experience, and we feel that the album in itself is an artform with its selection, order, lyrics and visuals.”*

The lyrics of the album include subjects such as the friction between fellowship and privacy, youthful confusion and passion. *“We all find it hard to understand feelings sometimes, and also have a hard time finding the right words to explain them. This is our way of communicating it. Everybody has their own way forward in life and you’ve got to find the balance between being singularly unique and at the same time belonging to a context.”*

We believe that summarizes the journey of SOCIAL AMBITIONS.”

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SOCIAL MEDIA: [Facebook](#) - [Twitter](#) - [Instagram](#)

DOWNLOAD ALBUM RESOURCES, SONGS (MP3), PRESS RELEASE TEXT, COVER & PHOTOS:

<http://www.socialambitions.com/pr-sa-anf>



A NEW FRONTIER – FACTS

Songs:

1. Space (2:51)
2. I Want You, I Need You (3:06)
3. Kincroft Chaos (3:37)
4. Reckless Child (3:05)
5. Turn the Tables (3:10)
6. Chemicals (4:31)
7. Temper (3:22)
8. Show Me Love (4:13)
9. Everytime (3:44)
10. Young Hearts (3:05)
11. Do You Remember the First Time? (3:33)

Artist: Social Ambitions

Album title: A New Frontier

Producer: Social Ambitions

Music: Anders Karlsson/Mikael Arborelius

Text: Anders Karlsson

Release date: 2020-06-12

Label: Social Ambitions

Studio: SA Studio, Stockholm

Mastering: Henrik Sunbring, Helter Skelter Studio

Cover: Social Ambitions

Distribution: DistroKid

Streaming & download: Spotify, iTunes, Amazon, Google, Apple, Deezer etc...

WEB: www.socialambitions.com

DISCOGRAPHY: <http://www.socialambitions.com/discography/>

FULL BIO: <http://www.socialambitions.com/biography/>

PHOTOS: <http://www.socialambitions.com/media/>

SHORT BIOGRAPHY- SELECTED YEARS

2005 - Founded in STOCKHOLM in conjunction with participating in the SVT TV-series "Lite som du" as the fictitious synth band "Das Sterbhus".

2006 - The first single BURNING 2006 released at Electric Fantastic Sound

2007 - Becomes a duo when Frank Ekelund leaves the band.

2010 - The debut album ALMOST GONE (Electric Fantastic Sound) ... acclaimed by Sveriges Radio (best of P3 LAB), nominated as synth album of the year at Manifestgalan, Best-of-this-year at synth.nu.

2012 - ANTICIPATION - a mini album with five songs released digitally only.

2013 - The CD-collection limited collectors edition PURGATORIO 07-13 released by the USA label A Different Drum

2014 - The second album HUNGER released digitally and as a limited CD edition.

2016 - SA ISM I & SA ISM II - a double concept-EP released digitally - an experimental collaboration with the producer Peter Lönngren (Peter Aries) and gospel vocalist Mofte Lundberg.

2017-2020 - Enter a musical quarantine and new song writing.

2020 - Releases three singles and the album A NEW FRONTIER 2020-06-12

