

Lose Heart by COY Swede

Closer Review by:

Jose Carlos B. Mendez. Musicologist and lyrical singer.

UNICA

University Cecilio Acosta in Venezuela



'Coy Swede' is the artistic project from the Swedish producer and composer Thom Holmberg whose beginnings and roots are from Stockholm; as a very shy person (perhaps the nickname) Coy Swede doesn't say much about himself but talks about his works instead and lets it speak by itself, his raw passion for music making comes from a very visceral need to express his pure feelings to the world.

Although not being a pretentious project seeking for recognition and fame his productions are very high level, giving an impression of always aiming high, his new single '**Lose heart**' is the greatest example of his musical creative intelligence so far, not many people would've guessed that bringing together different modern and contemporary music forms would result into a very interesting proposal if you also happened to mix them with a little classical touch.

The Scandinavian artist spilled the whole tea about his track: "*The song is about getting through challenges without losing heart... I want this song to make you feel good and strong*". Well, I have to say he succeeded at that goal because the song is pure gold, the mood and atmosphere is beautifully enveloping with a smooth and relaxing chill vibe to get you there.

"*From the beginning it was an ambient instrumental song*" He says; but you know, when you're a hard worker and the muse spots you in the works, inspiration hits you to take you to better places; that's how the drums came into the equation and all the synthesizer magic

did happen, *"I wanted it to be a hybrid sound between modern EDM drums and classic sounds"*.

In addition to the dazzling arrangements there's the melodic line with a mellifluous and dramatic female voice, featuring *Ellae* a singer yet to be known; Thom himself has admitted that he loves to collaborate with singers with a unique sound. The harmonies and progressions are also something to pay close attention to, it's nothing like whatever you're listening to on the radio now since the track is entirely discursive, something that's very rare today.

The fusion between pop ballad, synthpop, EDM and Ambient music is a display of Holmberg's creativity and ability to fearlessly experiment with sound and deliver a fresh and original product, he's clearly making a statement of doing chill music that's not going to put anyone to sleep, his proposal is rather interesting and worthy of recognition.

It is no secret that when somebody dares to break standards and starts setting their own guidelines in order to create and manifest the result is always successful, although being extremely shy as a person Coy Swede is definitely not holding anything in when it comes to produce and create, that's what his craft is all about.

So far, Swede has not yet considered performing live as he still rather to stay in his laboratory experimenting and devoting himself into the making of his upcoming album, which apparently will have a lot of material to talk about and we all must be ready for the moment when the album drops.

What can we expect from this album? I couldn't tell whether to have any expectations or not since the promotional track '*Lose heart*' is not another predictable song in which you may predict where the melody or the chords progressions is going, that's what makes this project so interesting it just keeps you waiting for the next thing to come.

[Stream LOSE HEART on Spotify](#)

Don't forget to visit and check all of Coy Swede's social media to stay tuned for more information, news and further releases. Follow him on his journey and get inspired by his amazing music.

I did REALLY enjoyed writing this review. Coy Swede is a very creative and amazingly talented person. I'll look forward to hear more from his music. My most sincere respects to him.

Jose Carlos