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## MONOLINK

Embassy of Music, Berlin's leading independent record label, signed German electronic music artist Monolink (also known as Steffen Linck) in 2017.

songs. That was it."

Despite the lack of finished music, the label could already Under Darkening Skies, Monolink's eagerly anticipated followrecognise the global potential that Monolink had to offer

in those songs and knew that he had potential to reach a worldwide audience. He didn't necessarily want to be a huge, mainstream EDM artist, but that was fine. We always want to let Coachella. artists be who they want to be.

"The key for us when we sign an artist is knowing who will and who could like their music, and then making sure that we reach artist, which we thinks makes him really interesting. It also that audience."

Together, Monolink and his dedicated team at Embassy of Music everywhere." worked to create his debut album Amniotic. Released in 2018, Amniotic, along with its included remixes, has clocked up over 250 million streams to date, with Monolink becoming a truly global artist in the process.

Once the album was out, the world started to react. Löhneysen adds: "People were coming to us from all over the world, asking us if they could remix his tracks."

Embassy's team reacted quickly to help fuel international growth for Monolink by co-ordinating a series of strategic remixes of Amniotic's most popular tracks by artists from regions as varied as Ukraine, Brazil and Italy.

The remix of Return To Oz by Kiev-based DJ/Producer duo Artbat proved especially popular, with over 80 million streams.

With the first album's success in hand, Embassy and Monolink began to turn their attention to his follow-up record, finding time for him to write and record amongst a touring schedule that included bigger and bigger headline shows.

the best results are always produced."

up album, was released in 2021 and consolidated his position

Lebanon. He sold over 10,000 tickets for a concert in Tel Aviv recently and he's huge at festivals like Burning Man and

"Monolink probably has more in common with Radiohead than Calvin Harris, despite the fact that he is a purely electronic means that there are no geographical boundaries for his music and so as a label we make sure it is heard and promoted

