

Songwriter's move from UK to LA is nothing short of Genie-US

GENIE IN A BOTTLE WRITER Pam Sheyne is planning to establish her own production team in the US, three years after relocating to California.

The UK composer, who now lives in LA with her manager/husband Nigel Rush, says the move is a bid to set herself apart from the strong competition on the west coast.

She says having a production team, to be located at her studio, will make it easier for her to get a cut with a particular artist. She is also hoping to develop a number of artists and Sheyne says a production outfit will give her more muscle to do that.

"The team would be a 'go-to' team who would work with artists across the board for the commercial market," she explains. "I've been working

with lots of different people over the years and I have now got to the stage where I want to settle down and have my own team. It's taken a couple of years to find my people, those that I connect with. I am enjoying writing with a smaller bunch of people now."

Sheyne, who has recently spent time in the studio with Seal, Pixie Lott, rapper Fugative and RCA act Tanya Lacey, says she is still in demand from UK and European artists despite being based in the US. "I think the people in Europe tend to gravitate towards me because I used to live there," she explains, adding that the last year has also seen an influx of writers moving to LA from the east coast. "The whole industry is migrating to LA at the moment. The

entire writing fraternity seems to be moving here."

Sheyne decided to move to the US after travelling back and forth from Britain on writing trips for 12 years. She says the move is working out well because it has opened up opportunities she claims would not have become available in the UK, like composing the theme tune for period drama *The Young Victoria* last year. "I was asked to do it by a friend I met after I moved out here. Things like that wouldn't have happened if I was still based in the UK," explains Sheyne, adding that her new base also makes it easier for her to visit New York and Nashville and tap into the markets there.

"The US market is much more eclectic than most, so it does allow you to work in

"The whole industry is migrating to LA at the moment. The entire writing fraternity seems to be moving here..."

PAM SHEYNE

a number of different genres of music, which I like," she says. "I think coming up with something unique is ultimately what I am aiming for; simply doing re-treads of what's current doesn't excite me much. I like the concept of working with people you wouldn't normally expect to work together, and with a mix of styles. I'm not leaving LA any time soon."



Wish come true: Pam Sheyne