



Shayan Italia, better known by his stage name SHAYAN, is an Indian born up-and-coming International multi-award winning singer/songwriter. Being a Zoroastrian, his background is the same as that of the late great Freddie Mercury of Queen. Discovered in 2009 by the legendary interviewer Sir David Frost, recording for the album 'Armour Of Love' started on 23 September 2009 and finished on 01 June 2010. The album was recorded at Air Studios, Metropolis Studios, Pinewood Studios and Mayfair Studios in London. The album features 135 of some of the most talented musicians, vocalists, engineers, arrangers and multi-Grammy, Emmy and Brit award winning production teams in the business today. The entire album is written, arranged, produced and performed by SHAYAN.

### **Early Life**

Born and brought up in Secunderabad city, India, SHAYAN came to London after tragically losing both his parents at a young age. His mother, Mrs Mahrook Italia, died within a year of being diagnosed having Multiple Myeloma. His father, Dr Fareed Jamshid Italia, died a year later having suffered from Multiple Sclerosis for approximately 20 years.

### **Education**

SHAYAN did his schooling at The Doon School, Dehradun. He then went on to acquire a Bachelors Degree in International Trade Practices and Procedures from Nizam College at Osmania University. Upon coming to the United Kingdom the same year, SHAYAN sought loans from various banks and educated himself over the next couple of years attaining two well recognized post graduate music degrees in the process; a Bachelors Degree in Audio Engineering from the Alchemea College of Audio Engineering and a Masters Degree in Music Business Management from the University of Westminster.

## **Songwriting**

SHAYAN unexpectedly acquired his ability to write songs upon losing his mother. Drawing inspiration from real life scenarios, the prolific songwriter currently has a standing catalogue of over 100 songs.

When asked about the irony that he be from India, yet writes mainstream English songs, SHAYAN proudly states that his music incorporates the three best elements of Indian music into his work; poetic lyrics, simple yet powerful music arrangements and crystal clear vocals.

## **Singing**

Initially SHAYAN set out to be a songwriter. It wasn't until he recorded demos of two of his songs during his sound engineering course, sung by professional singers, that he quickly realized only he could sing his songs best. He says, "there was just no soul in the music when others attempted to sing them. For some reason the meaning of the songs were lost through their deliverance."

SHAYAN's first attempt at singing his own songs was when he sung a live version of his song "Soul (When I say I love you)" for BBC 4's long time running radio show "Desert Island Discs". He became the first unsigned and unpublished music artist to appear on the show.

## **Touring**

Prior to any recordings, SHAYAN toured 18 cities in the United Kingdom playing to approx 25,000 people in total. His performance at The Royal Albert Hall in London was described by Time Out as "fresh, vibrant, emotive and the audience was hooked from start to finish". The article aptly concluded, "If each future performance racks up to the stature of the one witnessed, the UK surely has a superstar in the making."

## **Financial Breakthroughs**

SHAYAN became the first person in history to auction a portion of his life's earnings in music on EBay. He raised £9,000 in 7 days. His actions are spoken about in detail within his exclusive interview with Sir David Frost.

## **Family**

SHAYAN's immediate family consists of one elder brother, Dynshaw Italia, who is a qualified Chartered Accountant from KPMG and his sister-in-law Dolly Italia who is a qualified Chartered Account from Pricewaterhousecoopers and has an MBA from the Huron University in London. His brother Dynshaw Italia is a two-time award winning Finance Director honoured at the Accountancy Age Awards in London.

## **Religion**

SHAYAN was born a Zoroastrian. Other famous Zoroastrians include Freddie Mercury, Zubin Mehta, Ratan Tata, Pallonji Mistry, Nadir Godrej, Adi Godrej, Dr Farokh Udwardia, Dr Noshir Wadia and Lord Bilimoria of Chelsea amongst many others.

## **MySpace**

SHAYAN setup his official MySpace page and was awarded the fastest growing online fan base for an un-established music artist by MySpace themselves. His page acquired 15,000 fans in just 10 weeks. Today it stands at several multiples of the same prior to any commercial release of his recordings.

## **Awards and Accolades**

1. First person to auction a portion of his life's earnings in music on EBay.
2. First unsigned music artist to be interviewed by Sir David Frost
3. First unsigned music artist to appear on BBC Radio 4's Desert Island Discs
4. First unsigned artist to be played on Japans largest radio station J-Wave
5. All India Song Contest Winner
6. Top 5 finalist at the VH1 Song Contest
7. Honorary Award Winner, Great American Songwriting Contest
8. Editors Choice Award Winner, International Poetry Competition
9. Fastest growing MySpace profile for any un-established artist
10. An unfinished version of the music video for one of SHAYAN's songs REFLECTION became the No 1 most watched video in the world on YouTube. It also won 23 honours including most watched video, most discussed video, most commented on video, most rated video. It was removed from YouTube due to copyright infringement. The video was placed online by a fan without permission from the copyright owners.

## **External Honors**

- "Is the new Elton John going to come from India?" – Sir David Frost  
"A Superstar In The Making" – Time Out, London  
"Superb Vocalist" – The Times, International  
"Brilliant Songwriter" – Tomorrow's Music Today  
"Inspirational Lyrics" – Sir Tim Rice  
"He's going to be hugely successful" – Neil Fox, Magic FM

...and many more...

## **Well Known Quoted Sayings**

"If someone tells you something cannot be done, it's just their way of saying they cannot do it" - Shayan

"It's not what you say, but what you do that defines your individuality" - Shayan

"Those who start later, tend to achieve greater" – Shayan

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To learn more about SHAYAN, sample tracks from his forthcoming album, watch interactive videos and more, please visit the SHAYAN Official Website at [www.shayanitalia.com](http://www.shayanitalia.com)