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## **Who is MAE M?**

Dark-pop from Vienna, fresh and captivating: that's MAE M. The indie-newcomer blends synth heavy, bass-driven tracks with unique vocals and addictive melodies – and her honest and vulnerable lyrics strike straight to your heart.

Cheekily, she calls herself a “full stack artist” – because she does (almost) everything herself: from the music to her visual staging and even her music videos. Through this, MAE M creates a world entirely her own – one you'll want to dive into.

MAE M draws her inspiration from Japanese manga and anime, as well as Korean manhwa and online horror stories like those on r/nosleep, creating an artistic vision that is both unique and compelling. Musically, her work also draws inspiration from GachaPop and the dynamic energy of anime openings.

As a singer, songwriter, and creative director, MAE M ensures every element of her work aligns with her distinct artistic voice. Her commitment to storytelling and innovative approach makes her a standout in the industry. With a growing fanbase, MAE M continues to captivate audiences, inviting them into her vividly imagined world.

## **DRY**

Writer and Pre-Producer: Eva Muchitsch

Producer: Michael Buchegger

Mixing Engineer: Max Kiesskalt

Mastering Engineer: Alexandr Vatagin

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MAE M's “DRY” is an energetic yet reflective synth-pop track that channels Mother Earth's voice, calling out the destructive actions of humanity, especially those in power. With vivid imagery of fire and chaos, “DRY” explores themes of frustration and helplessness as the protagonist contemplates the damage caused by greed and neglect. The song's pulsing bass, layered synths, and urgent beat balance a cool, indie-pop vibe with a powerful emotional core, creating a fresh blend of introspection and energy that makes it perfect for upbeat and thought-provoking playlists alike.

## **FRECKLS**

Writer and Pre-Producer: Eva Muchitsch

Producer: Matteo Orenda

Mixing Engineer: Max Stöger

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In "FRECKLS", MAE M explores themes of identity and visibility through metaphorical lyrics and dynamic musical composition. She delves into the burden of self-acceptance in a world that demands conformity, urging her listeners to look beyond superficial appearances and embrace individuality.

With somber verses and impactful choruses, "FRECKLS" captures the struggle for authenticity and the power of self-expression in the face of societal pressure.

## **HURRY!!1!**

Writer and Pre-Producer: Eva Muchitsch

Producer: Michael Buchegger, Max Stöger

Mixing Engineer: Max Stöger

Mastering Engineer: Max Stöger

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Spring starts out spooky with MAE Ms new single: HURRY!!1!

HURRY!!1! blends hauntingly beautiful melodies with a fierce warning. With lyrics like "Innocent eyes, a tragic disguise," the song delves into the complexities of deception and danger. As MAE M embodies the persona of a captivating yet lethal force, she urges her listeners to act swiftly, captured by the urgent plea to "HURRY!!1! while you still can." With its catchy hooks and undeniable energy, HURRY!!1! will have you on the edge of your seat, both enthralled and exhilarated.

HURRY!!1! isn't just a song—it's a powerhouse collaboration. Written by MAE M and brought to life by producers Michael Buchegger and Max Stöger, along with the masterful touch of Max Stöger in mixing and mastering, this track is a testament to creative synergy. Thanks to the generous support from SKE, the production of HURRY!!1! shines with its dynamic blend of haunting vocals and pulsating beats.

## **Yandere<3**

Writer and Pre-Producer: Eva Muchitsch

Producer: Michael Buchegger

Mixing Engineer: Max Stöger

Mastering Engineer: Alexandr Vatagin

Powered by SKE

With pulsating rhythms and infectious lyrics, this song is a rollercoaster ride of obsession and desire. "Loving you is easy, comes to me like breathing," the lyrics confess, capturing the all-consuming passion of a love that borders on obsession. But hey, who cares who you care for, as long as it's me, right? With its upbeat melody and irresistible charm, YANDERE<3 will have you singing along and tapping your feet, all while pondering the thrilling depths of love's darker side. YANDERE<3 encapsulates the essence of the yandere archetype, delving into themes of infatuation and obsession from a uniquely introspective angle. Drawing inspiration from the cultural phenomenon prevalent in Japanese media, MAE M crafts a compelling narrative that transcends boundaries, resonating with audiences worldwide.

YANDERE<3, the ultimate anthem of infatuation, is more than just a catchy tune—it's a masterful collaboration brought to life by a talented team. Written by MAE M, produced by the talented Michael Buchegger, mixed to perfection by Max Stöger, and mastered with finesse by Alexandr Vatagin, every beat is a testament to their artistry. Plus, thanks to the generous support of SKE, this production shines even brighter.

## Welcome

Writer and Pre-Producer: Eva Muchitsch

Producer: Max Stöger

Mixing Engineer: Max Stöger

Mastering Engineer: Alexandr Vatagin

In her second Single "WELCOME" MAE M deals with the transience of life and the ways to cope with this realization. The sonar ping and motor noise used in the intro set the tone for the rest of the song: Subdued and isolated – a sole sailor on a submarine, stuck on the bottom of the sea. An ethereal choir sounds in the background, complementing MAE M's lethargic vocal, as she serenades her loneliness and presents her ways to deal with it. After the track is stripped of everything but the droning bass, powerful drums drive the chorus, along with haunting guitar licks, as MAE M welcomes her audience to her world. Her use of repetition and imagery creates a sense of intensity and urgency, emphasizing the importance of confronting our emotions rather than avoiding them. Even the things we hold onto most tightly will eventually fade away, MAE M's painful take away from the second verse, as her voice is laced with complacency. The final Chorus steps it up once more, adding even more creative drops and more powerful drums, before it abruptly ends, leaving but the sonar ping and rotor noise.

## Destructive Behaviour

Writer and Pre-Producer: Eva Muchitsch

Producer: Max Stöger

Mixing Engineer: Max Stöger

Mastering Engineer: Alexandr Vatagin

In Destructive Behaviour, MAE M describes and processes her ongoing struggle with mental illness. She starts out the first verse by acknowledging the existence of her trauma, and that dealing with it is an intimidating and daunting, but also necessary task. The minimalistic instrumental of the first verse abruptly transitions into the energetic chorus, full of sharp synths and heavy drums, in which MAE M implores the listener to "look at the mess" she's made – a rallying cry to everyone around her, to see the hardship she's facing. A calm acoustic guitar rings in the second verse but is quickly replaced by a bass-focused beat. Lyrically, it is filled with self-reflection, guilt, and selfdoubt. In the bridge, the realization hits: She is her own worst enemy. The song culminates in the final Chorus, which is laced with a bloodcurdling screaming vocal, further enhancing the eerie, desperate mood of the song.

The Music Video for Destructive Behaviour hit 100K views on Youtube, won the [Best Shock Award](#) at the Europe Music Video Awards and was selected to be shown at the Berlin Music Video Awards as part of their 2023 Silver Screenings Selection.

## Press Coverage

Denise Heindl from Starkstrom Magazine, in the Jury Feedback of the Planet Festival Tour: "Full-blood performer, she gave one hundred percent from the very first second. The way she moves on stage is fun, and it's hard to take your eyes off her. This artist combines a modern sound with the pulse of the times. Her target audience is primarily young people. She is a very expressive person. Her voice is poppy and catchy. Internationally, she can be compared to Poppy, Grimes, and others. She creates a playful, doll-like, dark atmosphere. There is a lot of talent behind her, and we will hear much more from her as she continues her path and develops her persona further. Moreover, she performs completely alone on stage, which is impressive. She entertains the audience without batting an eye."

Carmen Ricono of Tape Ranger dedicated an Artist Spotlight to MAE M and Destructive Behaviour. Read the full article [here](#).

Thomas Frenken of ElectroZombie Magazine is "impressed by the professionalism" of the musical and visual production of [Destructive Behaviour](#). He categorizes the song in the Dark Pop genre with Industrial influences. Read the full article [here](#).

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KIMU, a well-established consciousness and culture platform "appreciate the depth that MAE M shares [in Destructive Behaviour], as well as her tangible and dynamic emotions which take us on a journey.". They call the music video for Destructive Behaviour "cinematic" and "incredible", and describe MAE Ms performance as "out of this world". Read the full article [here](#).

Kartik Sundar from findnoenemy reviewed Destructive Behaviour. He calls the video "absolutely breathtaking and mesmerizing" and finds the song to be "a ridiculously catchy piece of pop". Read the full article [here](#).

## Links

instagram: @heyitsmaem <https://www.instagram.com/heyitsmaem/>

tiktok: @die.gutepute <https://www.tiktok.com/@die.gutepute?lang=en>

facebook: <https://www.facebook.com/profile.php?id=100078655341147>

spotify: <https://open.spotify.com/artist/2lqFQQFFBq4SQUUMDS2dL2>

youtube: [https://www.youtube.com/channel/UCdRPOKhPvT\\_aZkAzO1c2p-g](https://www.youtube.com/channel/UCdRPOKhPvT_aZkAzO1c2p-g)

website: <https://www.heyitsmaem.com>