



A-WA ANNOUNCE NEW ALBUM "BAYTI FI RASI" VIA S-CURVE RECORDS OUT MAY 31

WATCH CINEMATIC VIDEO FOR “MADBIRA” SHOT IN ISRAEL'S ARAVA VALLEY
<https://youtu.be/Emur4FjnX2c>

INTIMATE PERFORMANCE AT BABY’S ALL RIGHT FEB 26

On May 31, A-WA, chart-topping Yemenite-Israeli trio of sisters, will release their second full-length album, "BAYTI FI RASI" (My Home is in My Head) via S-Curve Records. Today, they reveal the cinematic video for album single "[Madbira](#)" shot in Israel's Arava Valley, a stone's throw from their childhood village. On a Wes Anderson style adventure, the video follows the sisters as they formulate a ninja-style plot to steal their herd of cattle back from desert sultans. A centerpiece of the video is the sisters' trademark eccentric and impeccable style inspired by their Yemenite roots. The video concept was conceived of and produced entirely by the sisters, it was directed by Omer Ben-David.

The song’s title is the Yemenite word for ‘Unlucky.’ It serves as the entry point for the album’s narrative of their great-grandma Rachel’s journey as she fled from oppression in Yemen as one of 49,000 Yemenite Jews airlifted to Israel by way of 1949’s historic “Operation Magic Carpet.” Tair explains, “Yemen is a very poor country. Women were treated terribly, and Jewish women were treated like second-class citizens. Rachel wasn’t allowed to go to school and learn. She was married in an arranged marriage. She always needed to change her luck. We raise questions if life is a matter of luck or faith as if we’re talking to her in the lyrics.”

Watch the video here: <https://youtu.be/Emur4FjnX2c>

Listen to the song here: <http://a-wa.ffm.to/madbira>

The new album, produced by Tamir Muskat of Balkan Beat Box and owner of Ape Records, features fourteen undeniable anthems sung in Yemeni Arabic dialect and backed by indigenous instrumentation, swaths of electronic orchestration, and gritty hip-hop bounce.

The new album follows, A-WA’s critically acclaimed debut *Habib Galbi* (Love Of My Heart). The viral video for the album’s title track amassed a staggering 11 million-plus views. The album attracted tastemaker praise, NPR claimed, “Instead of earnestly reconstructing the music of their cultural ancestors, A-WA has catapulted this roots material into new terrain.” Recognized as international style icons, *Vogue* delightfully asked, “Who are these women in high top sneakers

and djellabas, and where have they been all their lives?" Between packed shows, Pitbull even jumped on an Official Remix of "Habib Galbi" as they amassed millions of global streams.

A-WA on the web:

<https://www.a-wamusic.com/>

https://www.instagram.com/a_wa_official/

<https://www.facebook.com/awaofficial/>

<https://twitter.com/awaband1>

<https://www.youtube.com/user/awaofficial1>

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