

Joseph Cross Biog

In the few short years that Joe has been focusing on his production career, he has made a real impact and had some stunning successes. As the main writer and producer of the fantastic electro pop act **Performance**, Big Life's association with Joe has been long and successful. But his reputation as a fantastic top line writer and track producer, has begun to open many doors for him and lead to his involvement in some very exciting projects.

Key amongst these has been his involvement with **Hurts**. The lads from the band have always been big Performance fans, and as both acts hailed from Manchester, it was an obvious choice that they would approach Joe to collaborate on their debut album "Happiness". Joe had a massive impact on the album and co-wrote and co-produced not only the key singles "Better Than Love" and "Wonderful Life", but also the forthcoming single and album title track "Happiness". The album on release went Top 5 in the UK and Top 10 in many European countries including Greece, Germany, Austria, Finland, Ireland, Denmark, Sweden, Switzerland and Poland. It has achieved Platinum sales in Germany and Poland and gold sales in the UK, Russia and Austria.

Off the back of this success, Universal signed electronic act **The Sound of Arrows** enlisted Joe for his co-writing and production skills on their eagerly awaited forthcoming album. Over various trans-European collaborations, of the resulting tracks 'Nova' is slated to be the band's first major release and 'After The Silence', amongst the strongest on the record.

Joe is hugely respected in Manchester and much of his early production work stems from working with the city's freshest new talent. This includes the much hyped band **The Heartbreaks**, a recent NME/ radar featured act and Uproar coverstars. The band's first single produced and mixed by Joe was hailed everywhere from the NME to Steve Lamacq, called 'achingly beautiful' by the Independent and the 'hottest download' by the Sunday Times. Joe has recently produced another three tracks for the band's debut album.

In 2010 Joe also had a writing session with the Moshi Moshi/ Island signed act **Cock'n'Bull Kid** and it produced an out of the box smash! Album producer Liam Howe and Joe co-produced the track "One Eye Open" and the result is a stormer of an electro pop record that went on to be the artists' first single from the critically acclaimed "Adulthood" album. Such is his strength as a songwriter that he has also recently completed writing sessions with the hot tipped **Hero**, **Kenzie**, American artist **Tom Andrews**, German band **Livingstone**, and most recently with hugely successful dance producer **Alex Metric**.

2011 has already been a hugely successful year for Joe. **Performance** have resigned to BMG in Germany and Joe and Co have been busy writing and producing their album for release in this territory later in the year. They have toured extensively throughout Europe with Human League and have begun playing select European festivities over the summer.

Joe is currently producing and mixing the debut album from **Wheels**.

