

# SHIRI MAIMON

SHIRI MAIMON was born in Haifa, and grew up in the neighboring town of Kiriyat Haim. She made her first "professional" appearance at the age of 10 when she took part in the "Festigal", an annual children's musical show and a benchmark for reaching public acclaim in the Israeli entertainment industry.

In 2000, Shiri was drafted to the Israeli Defense Force and served as a singer in the Air Force Band. In 2003 Shiri auditioned for "A Star Is Born", Israel's version of "American Idol". She attained second place, gained tremendous popularity with the public, and was signed on by Helicon Records, which is the licensee of Universal & EMI records.

November 2004 saw the release of Shiri's first single - "Until You Understand Me". While working on her debut album, Shiri was offered the coveted role as a presenter on the popular daily youth TV program - "EXIT", in which she interviewed entertainment icons and discussed relevant youth issues. Her second single was "Hasheket Shenish'ar" ("Time to Say Goodbye"), the song which was chosen to represent Israel in the 2005 Eurovision Song Contest. In the semi final of the contest, the European voting public gave Shiri an amazing 116 points out of the 120 available points. Shiri, giving a breathtaking performance, reached the very respectable fourth place in the final contest.

Shiri's first album, named simply "Shiri Maimon", was released in September 2005. The album went gold within four months with four top of the chart hits. As she celebrated her gold sales achievements, Shiri launched her first concert tour, based on her successful album.

In March 2006, Shiri was offered by "Habima", the Israeli national theatre company, to play one of the leading roles in the up-coming musical version of the all-time Israeli cult movie "The Band" (originally written by well-known international producer, Avi Nesher). Yediot Aharonot", Israel's most popular daily paper, wrote: ***"Above all, the star of the evening is Shiri Maimon, who from the moment she appears manages to conquer the heart of the audience with her simple acting and Wonderful singing"***. While still performing in "The Band", Shiri began to record her second album in which she played a dominant role in its composition and lyrics.

In January 2008, her second album, "A Moment Before..." was released in conjunction with a large and unique marketing campaign with "Orange" Mobile. "Better Forgive," the first single of the album, served as the soundtrack for the "Orange" campaign and became an explosive #1 hit in Israel. The second single from the album, "When you're Gone," an autobiographical emotional ballad written by Shiri, also became a huge hit. In early summer 2008, Shiri launched her much-anticipated second concert tour.

In November 2008, Shiri had the second opportunity to represent Israel, becoming the first Israeli representative ever to the MTV European Music

awards .Performing a new song in English, "Now that you're gone", gained Shiri third place.

Early in 2010, while working on her 3<sup>rd</sup> album, she was chosen by "Keren Hayesod" to be its official representative in the 90<sup>th</sup> anniversary celebrations, which will take place in formal events, in Latin America & Europe. Right before taking off on the tour, launched Shiri a joint concert series with Shimon Buskila, a well known "Mediterranean" song writer and singer, whose Unique style together with Shiri's remarkable voice, has given audiences an opportunity to discover new and exciting layers of Shiri's voice. In only one year, the collaboration has become one of Israel's most famous and talked about collaborations, with over 250 shows all across Israel, as it was chosen the most successful tour concert by the media.

In June 2011 they appeared at one of Israeli's most respected concert venues, the legendary open air theater in Old city of Caesarea, where a live concert album was recorded, which will further on that year, will achieve a "Platinum" sales.

In September 2012 Shiri launched her 3<sup>rd</sup> album, "Sheleg BaSharav". Early in 2013, Shiri gave birth to her first son, yet that did not stop her from being chosen to be a judge at the Israeli version of the successful musical reality show "The X Factor". The winner of the 1<sup>st</sup> season, Rose Postanses, came from Shiri's "Adults" group. Right after the 1<sup>st</sup> season ended, Shiri launched a new concert tour, this time opening & filling theaters by herself.

While releasing 3 singles from her upcoming during her work on the 2<sup>nd</sup> season of "The X factor", Shiri was chosen by Habima National Theater, to play the role of "Evita" in the Israeli version of the well known musical. The critics, unanimously, were enthusiastic about her performance. Ynet, Israel's leading news web site wrote: *“Maimon is everything this role ever needed and even more. She has the ambition, the obsession, the vulnerability, the cynicism, Passion, grace and talent to sweep after her the audience. She has waited for her turn, and now it is her time to conquer. Her voice roares proudly at the endless music's pitfalls. The melodies give her the opportunity to present her endless rainbow of vocal abilities, which is very impressive.*

The musical has won the prize for best musical of 2015, along with Maimon as the Best actress for a musical.

Early in 2016, Shiri toured Israel with the winter edition of her show, **“The Acoustic version by Shiri Maimon”** Early in 2017 Shiri was chosen to sing the theme song of the children's channel campaign for empowerment of young girls. In May 2017 Maimon was invited to sing in front of President Trump on his first official visit to Israel. While being 9 month pregnant, she shot the Auditions for the 3<sup>rd</sup> season of the X-Factor. By the end of 2017 and the beginning of 2018, Shiri released another two singles from her upcoming 4<sup>th</sup> album, “Yesh li Hakol” (I have it all) and “Ahoti” ( Sister”) and on March 2018 she will launch her new Israeli tour, which will continue all year long around the country.

On September 2018, Shiri made her International debut on Broadway, starring as Roxie Hart in the longest running & Tony awards winner musical,

*“Chicago”*. The critics praised her acting skills, stating *“Her convincing appearance, the proper American accent, the orientation on the stage, the smile and the precise dance - proved how ready she came, for a moment she did not realize that this was her first time on this stage”*(YNET).

Following her return to Israel, Shiri will take part as judge on the successful T.V. show, “The next star to the Eurovision”. On March 2017, she will star again as Roxi hart, when the Chicago tour will visit Israel, with It’s original Broadway production.

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Shiri Maimon (Official)



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