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Hitmaker Breaks Records with Nicki Minaj and One Direction

Songwriter/ Producer Carl Falk, co-writer of "Starships" and "What Makes You Beautiful"

Both Hits on Top 10 Charts

(Hollywood, CA - July 16, 2012)—Swedish musician Carl Falk has proved to be at the pulse of the music making industry as the leading songwriter amongst today's top artists.. With talent at the forefront of the business and creative side of music, Carl Falk is the writer and producer behind #1 hits including One Direction's "What Makes You Beautiful" and Nicki Minaj's "Starships". "Starships" has just made pop chart history, reaching 21 consecutive weeks on the Top 10 Billboard Charts since its debut.. This summer, Carl Falk is set to collaborate again with One Direction in the recording studio after earning international chart topping recognition for the #1 song he co-wrote for them. Also as the co-writer of One Direction's most recent single, "One Thing", Carl Falk has taken the Up All Night album to the top 10 charts in the UK.

With "What Makes You Beautiful" and "One Thing" still on Top 200 charts all over the world, Carl Falk has helped One Direction keep their place at the top. Once released in the US, "What Makes You Beautiful" charted as the highest Billboard Top 100 debut for a new UK act since 1998 and the album #1 on Billboard 200. Just three months after being released in Australia, "What Makes You Beautiful," the debut single from One Direction has been certified triple platinum and has sold over 2,000,000 copies in the United States alone.

With a diverse instrumental background, Carl Falk is a leading writer and producer for his recent international chart topping success. Beginning at the violin at the age of four, Falk is experienced in percussion, piano and guitar. He studied music at the Södra Latin school in Stockholm and decided to pursue music full-time as a studio musician for various record labels, management companies and performing live with artists all over Sweden. Inspired by a great melody, Carl Falk finds his influences by hearing innovative alternatives to simple beats and finding elements of a song that make it unique.

Carl Falk joined production+publishing company "The Location" in 2002, but has since gone on to produce and write on his own. Maintaining a very close relationship with Kristian Lundin, owner of Location Songs, Falk still collaborates on numerous internationally acclaimed projects. Additionally, Carl Falk has teamed up with Rami Yacoub and Steve Angello of Swedish House Mafia.

Carl Falk currently splits his talent and time between Sweden and Los Angeles. Falk has worked amongst top artist including Backstreet Boys, Tia Cruz, Gavin DeGraw, Nicole Scherzinger, Matthew Morrison (Glee), Russell Crowe, Tommy Lee in addition to others. His most work in Los Angeles features co-writes for RenOne, Nicki Minaj, Bono/U2, Shakira, J.L.O, Akon, Cimorelli, Marissa Jack, Lady Gaga and Wayne Hector. Falk is also a recording artist and member of the band Pilot, with a track record of notably performing for the Princess of Sweden and Bill Gates.

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Photos, CDs, interviews available.

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