

MARIUS BEAR

Boys do cry

«'Boys Do Cry' – I don't regard being able to show your feelings as a weakness but as a great strength,» says Marius Bear, who is representing Switzerland in the Eurovision Song Contest 2022.

The 29-year-old musician from Appenzell in Switzerland combines characteristics which at first sight appear to be incompatible: self-confidence and strength, vulnerability and the courage to lay bare his weaknesses.

Marius Bear's artistic path has been as unusual as his remarkable voice, with which he has been delighting an ever-growing number of fans for six years now. He became aware of his talent during his compulsory military service with the Swiss army.

«One of my mates was impressed by the timbre of my voice,» says Marius, looking back on his musical beginnings. **“We jammed together for the first time that very evening. I noticed immediately how liberating it is to be able to express my feelings through singing and music. That was the first step along my new pathway.”**

In 2016, from one day to the next, the then 21-year-old abandoned his secure life plan of becoming a construction machinery mechanic in order to tour Germany and Switzerland as a street musician. At one festival he got to know a famous producer who invited him to New York. Marius quickly became part of the Swiss artistic and creative arts scene there. He moved on again in 2017, when he headed for the UK, where he studied Music Production at the prestigious BIMM Institute in London, and at the same time took part in a number of sessions with well-known songwriters.

It was a journey of self-discovery that in 2019 ultimately led to the release of his first album «Not Loud Enough», which soared straight into the Top 20 in the Swiss album charts. That same year, he also won the Swiss Music Award in the «Best Talent» category. After returning home to Switzerland in 2020, Bear attracted a great deal of attention when he appeared on the TV show «I Can See Your Voice». His powerful cover version of Whitney Houston's «I Wanna Dance With Somebody (Who Loves Me)» got an audience of millions up on their feet and subsequently made it into the Top 10 in the Swiss airplay charts.

«I learnt very early on that I don't need to be ashamed of my feelings. As a man, I'm not afraid to cry and to lay bare my weaknesses to my audience. I don't want to wear emotional armour, I want to be who I am. And I want to encourage my audience to do the same.»

Now, with his song «Boys Do Cry», Marius Bear is bringing this message to an international stage at the Eurovision Song Contest.

Written and composed by: Marius Bear, Martin Gallop
Produced by: Martin Gallop