

Norwegian Artist Andie Loui Releases Debut Album *Another Bad Idea* via CrazyPop Records

OSLO, NORWAY, February 6, 2026 /EINPresswire.com/ -- Norwegian musician, producer, and composer Andie Loui has released her debut album [Another Bad Idea](#) today via CrazyPop Records. The album marks a decisive step into the spotlight for Loui, following several years of working behind the scenes as a producer and composer for other artists and for film and television, including the Norwegian TV series POWERPLAY.

Another Bad Idea is an emotionally driven debut that documents the instability, restlessness, and contradiction often associated with life in one's twenties. The album centers on inner conflict, tracing a constant tension between holding on and letting go, intimacy and noise, control and collapse. Quiet moments are frequently disrupted by surges of intensity, giving the project a sense of movement and unresolved emotion throughout.



Stylistically, the album moves fluidly between pop, alternative, and indie. It combines energetic live recordings with electronic textures and unconventional production choices. Quirky 90s-inspired synths, distorted organs, and untraditional organic elements give the record a tactile and immediate feel. Loui's background as a producer is evident in the detailed arrangements, while her vocal performances remain at the center, shifting from fragile and intimate to raw and commanding, sometimes within the same track.

The album opens with the piano-led track "Someone Else," which sets the emotional tone. Built without percussion, the song unfolds slowly, allowing Loui's restrained vocals to gradually rise into a soaring register that delivers a powerful release. The title track "Another Bad Idea" leans

into chaos, blending retro-tinged synths with indie rock and alternative pop influences. Loui's vocal delivery intensifies as the song progresses, reflecting the album's recurring themes of impulsive choices and emotional instability.

"Has He Ever" introduces a darker, hypnotic mood, anchored in alt-pop textures and atmospheric restraint. Elsewhere, the album allows room for stillness. "This Is The Worst Idea" strips back to piano and soft vocals, while "Under My Skin" moves through contrasting phases of calm and chaos, driven by layered synths and shifting rhythms. The closing track brings the album to a cinematic conclusion, gradually building tension before ending abruptly, leaving the listener suspended rather than resolved.

Thematically, Another Bad Idea explores leaving, rejection, emotional breakups, and the challenge of relinquishing control. The songs function as fragments rather than complete narratives, inviting the listener into moments that do not always fit neatly together. The album embraces emotional imbalance as part of the experience, capturing both loss and self-discovery within uncertainty.

The debut single "Another Bad Idea" received early attention after being listed for several weeks on NRK P3 Music in autumn 2025, introducing Andie Loui as a solo artist with a distinct identity and a confident artistic voice. The full album expands on that introduction, offering a cohesive yet unpredictable body of work.

Another Bad Idea is available now on all major streaming platforms here:
https://ffm.to/anotherbadidea_andieloui

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