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with JAMES CABOOTER

EMELI SANDE KEEPS IT REAL

11th April 2013

By Kim Carr with James Cabooter

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EMELI Sande is determined to stay grounded despite stardom, so her music doesn't get self-indulgent.

Despite her debut *Our Version Of Events* being 2012's best-selling album, and winning two BRITs, Emeli is shunning celeb parties.

The humble Aberdeen [star](#) explained: "If I became distracted by the trappings of success, my music would suffer and change."

"It would become something that wasn't important any more, because you're just speaking about yourself."

"I don't want to do that, I want to create music that can speak for other people."

Emeli, 26, was speaking at the launch of Gucci UK Music Fund, a centre in Wandsworth, south London, offering music lessons and scholarships at the Grammy Camp in Los Angeles for youngsters from disadvantaged backgrounds.

Emeli stated: "The biggest advice I'd give is to make sure your priority is always music."

Recalling how she was discovered by Radio 2 DJ Trevor Nelson, 49, after sending him her demo CD when she was 16, Emeli admitted: "Coming to London, I saw the [competition](#) and realised I had to raise my game to stand out. At first, everyone saw me as just a songwriter, so I got knocked back again and again as a performer."

"If I'd given up at the first knock back, music wouldn't have been for me. You have to have a message you want to get through to people."

If the Fund discovers someone as successful as Emeli, it'll be worth it.

Gucci UK Music Fund is in association with worldwide youth music project The [World](#) Heart Beat Music Academy. See [worldheartbeat.org](#) for more info.

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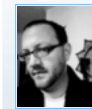


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