

sugarbear

Singer-songwriter from Leipzig · Press kit

sugarbear is a singer-songwriter from Leipzig who writes German-language songs with attitude and makes music with passion and lived experience — somewhere between pop, rock, folk and chanson.



Single cover "Sag mir, wo du stehst!"

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CURRENT SINGLE

Title	Sag mir, wo du stehst! ("Tell me where you stand!")
Release	7 August 2026
Genre	Reggae / German pop
Length	2:22
ISRC	DE-NA5-26-15670
Music & lyrics	sugarbear
Production	sugarbear Self-released

ABOUT THE SINGLE

A laid-back reggae groove, Caribbean vibes — steel drums, a heavenly backing choir, fat brass hooks. And yet a clear appeal: use your right to vote, don't waste your voice. The debut single of a Leipzig singer-songwriter with attitude gives a knowing nod to the Oktoberklub song of the same name from 1967. What was once a call to follow the party line in the GDR, sugarbear turns into a humorous invitation to make up your own mind. A rousing statement for democracy!

BIOGRAPHY — SHORT

sugarbear is a singer-songwriter, singer, lyricist and producer – but most of all, he loves to sing. His warm bass-baritone is remarkably versatile and at home in a wide range of genres.

His music is as varied as a colourful box of chocolates, moving somewhere between pop, rock, folk and chanson. His lyrics reflect life experience and passion, they provoke, invite reflection and, at the same time, offer first-class entertainment.

His stance has its roots in the peace and anti-nuclear movements of the 1980s and is shaped by a long-standing, deep commitment to queer rights. This is also reflected in several songs in which he explores life in all its diversity and the state of society.

The debut single "Sag mir, wo du stehst!" is a good example of this attitude. It is due for release on 7 August 2026 and is a rousing statement in support of democracy, wrapped up in a cool reggae sound.

BIOGRAPHY — LONG

For interviews and in-depth features

What drives someone to attempt a debut as a singer-songwriter after a successful professional career?

It's quite simple: there is nothing sugarbear loves more than singing. He became truly aware of this during the pandemic isolation, when singing helped him fight off bouts of depression. So why isn't singing in several choirs enough for him? Even as a schoolboy in the drama club he felt drawn to the stage, and later, in the folk band Disse Tied, he discovered how much joy singing and making music brought him. In the end, though, the pressure to "learn something proper" and earn a secure living outweighed his love of theatre and music. A chemistry degree and doctorate were followed by the founding of his own software and IT company, which he sold after more than 26 years. Others might now be thinking of a quiet retirement. sugarbear, by contrast, is convinced that the best of his life is still to come.

He has been preparing his debut for two years. The first album carries the working title "Sinn & Sinnlichkeit" ("Sense & Sensuality"); seven songs have been written and exist as unreleased rough mixes. They reflect, as sugarbear puts it, real lived experience and irrepressible joie de vivre, pairing passion with meaning, provoking and inviting reflection — while still delivering first-class entertainment.

sugarbear describes himself as a singer-songwriter, vocalist, lyricist and producer. His vocals promise the full range of emotion, from velvety and seductive through fragile and tender to confident and strong — sometimes all within a single song. His aim is music as varied as a box of assorted chocolates; the first songs move somewhere between pop, rock, folk and chanson.

sugarbear is also a singer with a clear political stance, rooted in the peace and anti-nuclear movement of the 1980s. His social engagement also has personal reasons: as a long-standing voice for queer rights — among other things as press officer of CSD Leipzig (Leipzig Pride) — he carries the same conviction into his music.

He received classical training on violin and viola as a teenager. Alongside his career he later played in various project orchestras, among them the Management Symphony Orchestra, with which he performed as a violist at the Gewandhaus under Riccardo Chailly. A highlight was an orchestral tour to Venezuela with Gewandhaus musicians and Herbert Blomstedt. He taught himself piano and ukulele in later self-study during the pandemic isolation, and as a bass-baritone he has sung for many years in the gay male-voice choir "Die Tollkirschen". From folk group to the Leipzig Gewandhaus, he combines genuine craftsmanship with a clear attitude. More at: sugarbear.music/en/portraet

The debut single "Sag mir, wo du stehst!" (released 7 August 2026) brings all of this together: a summery reggae track with a Caribbean feel and, right in the middle, a clear appeal — use your right to vote, don't waste your voice. The title gives a knowing nod to the Oktoberklub song of the same name from 1967. What was once a demand to declare loyalty becomes, with sugarbear, an invitation to decide for yourself and to use your own voice.

PRESS PHOTOS

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Portrait vertical, b&w

JPG · 1707 × 2560

Photo: Michael Bader



Portrait horizontal 4:3

JPG · 3550 × 2662

Photo: Michael Bader



Portrait horizontal 4:3

JPG · 2780 × 2085

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Release photo "Sag mir, wo du stehst!"

JPG · 4000 × 2667

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Press, interviews & booking: mgmt@sugarbear.music

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