

# AMALIE

Amalie releases an Existential Alt-Pop Anthem Produced by Ninajirachi

## ‘WHAT’S THE POINT OF EVERYTHING’ 🌹



Australian multimedia artist and musician Amalie returns with her powerful new single ‘The Point Of Everything’, out Friday 13 March. Produced by multi-ARIA Award winner Ninajirachi, the track is an expansive Alt-Pop / EDM fusion that captures the feeling of a generation collectively questioning the meaning of life.

Described by Amalie as “an existential crisis of a song,” ‘The Point Of Everything’ began as a simple piano riff written late at night on a mini keyboard in a hotel room — hours before the recording session. That quiet moment evolved into a reflective Alt anthem, built on soaring ethereal vocals, cinematic builds, and intense drops.

“It occurred to me that everyone’s just wandering around playing pretend,” Amalie explains. “No one knows what we’re doing here, so everyone just decided to play houses. It’s funny. It’s also beautiful and amazing.”

The collaboration with Ninajirachi proved transformative. “Making this song was probably my favourite studio session ever,” says Amalie. “Something really clicked. For the first time, I felt completely free with my vocals — I could just play and let go — and the song just came together.”

Lyrical and sonically, ‘The Point Of Everything’ reflects the uncertainty and curiosity of young adulthood.

“I think a lot of people are forced to question things at this age,” Amalie says. “Realising ‘I don’t know’ is the truest and most honest answer — but isn’t that amazing? You could call it an existential crisis, I guess. But its something were all experiencing.”

Beyond music, Amalie is also an accomplished visual artist. A full-time musician since the age of 15, she originally funded her musical career by painting commissioned portraits. In the past year, her creative worlds have continued to collide — including her decision to paint Ninajirachi for this year’s Archibald Prize, celebrating women in music and more specifically, Ninas incredible musical accomplishments in the past year.

Amalie’s previous single ‘Alien’, marked the beginning of a new creative project, to be announced soon!




With ‘The Point Of Everything’, Amalie delivers a striking reflection on uncertainty, connection, and the beauty of not having all the answers — set to a bold, euphoric electronic soundscape.

‘The Point Of Everything’ — Out Friday 13 March

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