

BIO - BJØRN OLAV EDVARDBSEN

Bjørn Olav Edvardsen (40) is an Artist, Actor and Songwriter living in Nord – Odal in Innlandet, Norway. He was raised on Tromøy outside Arendal. He is now making his debut as an artist in Melodi Grand Prix (The Norwegian selection for Eurovision), something he has dreamed of all his life.

Bjørn Olav had his breakthrough as an artist when he became a finalist in Idol Norway 2005. Since then, he has made a name for himself on many stages and TV productions, including The Voice. He currently runs his own label, and as a former Idol Finalist and MGP-songwriter he has had collabs with songwriters and artists like Wouter Hardy (Arcade, Tout l'univers) Ben Adams & Christian Ingebrigtsen(A1) Sissel Kyrkjebø and Kjetil Mørland to mention a few.

He has sold over 80.000 physical albums through Idol, and the Final had over 1.5 million viewers, which is a Norwegian record to date. Over the last three years, he has explored and developed his songwriting. Most recently in MGP 2021 where he was one of the songwriters behind "I Can't Escape" in the Final. He is also one of the songwriters behind "Geronimo" in the first semi-final in 2023, and could potentially end up competing against himself in the final if both songs go through.

The song he will be singing is called "Turn Off My Heart", and is written by Christian Ingebrigtsen, Henrik Tala and himself. The whole project features the release of the MGP entry, a professional music video, an Instrumental and a Remix. They are all lined up for release throughout MGP 2023.

"Turn Off My Heart" is a heartfelt song based on raw emotion and a true story about self-doubt, anxiety and the desire to just put everything "on pause". Bjørn Olav describes himself as an emotional, happy and positive person, but also a person who has carried a lot of insecurity and self-loathing after many bad experiences throughout life. He now enters the MGP stage stronger, more secure and with a burning desire to share his heart with the rest of Norway and Europe.

The release will have massive media coverage and a professional TV production through NRK. "Turn Off My Heart" is set to be released Monday the 16th of Jan 2023 at 00.01 AM, but with a 1-minute-preview on the 4th of Jan 2023 at 01.00 PM during the Artist reveal Press Conf.