

IOV

DOCUMENT
ELECTRONIC PRESS KIT · 2026

IOV

IGOR IOV

Pop-rock for the life you live between 5 PM and 9 AM.

DEBUT ALBUM «5 TO 9» · 2026



BIOGRAPHY

BETWEEN THE HOURS

IOV (pronounced "yov") is a Swiss-Serbian songwriter who makes pop-rock about the life you live between 5 PM and 9 AM, the hours he carves out around a day job in finance. He has a multilingual background, trained at Sweden's Musikmakarna as an international alumni, and earned his stage on The Voice of Switzerland and Idol Sweden.

His debut album «5 to 9» turns a single workday into a ten-track concept record: side A is the grind, side B is the escape. Real instruments throughout, intimate vocals, synth-driven hooks, finished alongside collaborators from his Stockholm and Geneva sessions.

QUICK FACTS

ORIGIN	Swiss-Serbian, based in CH
GENRE	Alt pop-rock
ALBUM	«5 to 9» · 10 tracks
MULTILINGUAL	EN · FR · DE · SR · IT
TRAINING	Musikmakarna (Sweden)
TV	The Voice CH · Idol Sweden
FFO	sombr · Role Model · Dayglow · Declan McKenna · Paolo Nutini

THE ALBUM

5 TO 9

10 TRACKS · CONCEPT RECORD · 2026

- | | | | |
|----|--------------------------|----|-------------------|
| 01 | Wake Up | 02 | Losing My Mind |
| 03 | Kiss You Like a Bride | 04 | Always on the Run |
| 05 | Burnt Out | 06 | Waste of Time |
| 07 | I Love You | 08 | Running Away |
| 09 | Waiting for the Sunlight | 10 | Dreaming of You |

A modern workday in ten songs. Side A is the alarm clock and the chest-pressure of a Tuesday. Side B is the slow walk into a life that is actually yours.

SELECTED COLLABORATORS

CO-WRITERS

Guillaume l'Hostis · *Sony Music France* · 8 tracks

Claudia Wind · 2 tracks

Ida Gratte · 1 track

Ludwig Algovik · 1 track

Gabriel Westerlund · 1 track

PERFORMANCE

Florian Gouëlle · drums