



Your Monthly
Music Forecast!

The Road Back to Live 2021
Arlo Parks
070 Shake
Beach Fossils
Alaina Castillo
...and more!

 memBrain

STORM REPORT

ISSUE NO. 71
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TABLE OF CONTENTS

4 EYE OF THE STORM

The Road Back to Live 2021

6 STORM TRACKER

Julia Wolf, Khalid, and Dua Lipa

7 STORM FORECAST

Tokyo Olympics, The 73rd Primetime Emmy Awards, Hamilton Returns, and more!

8 STORM WARNING

Our signature countdown of 20 buzzworthy bands and artists on our radar.

ON THE COVER:

Yola. Photo by Joseph Ross ©2021

ABOUT THE STORM REPORT

STORM = Strategic Tracking Of Relevant Media

The STORM Report is a compilation of up-and-coming bands and artists who are worth watching. Only those showing the most promising potential for future commercial success make it onto our monthly list.

How do we know?

Through correspondence with industry insiders and our own ravenous media consumption, we spend our month gathering names of artists who are “bubbling under.” We then extensively vet this information, analyzing an artist’s print & digital media coverage, social media growth, sales chart statistics, and various other checks and balances to ensure that our list represents the cream of the crop.

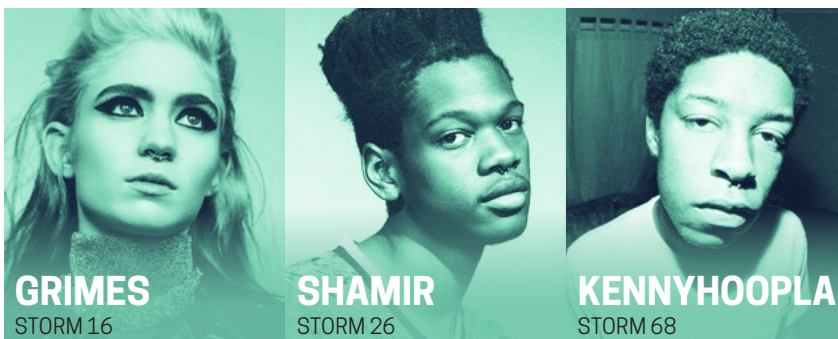
How do we rank?

STORM has a new formula! Artists are now given a score out of 100 that takes several factors of music success into account, including streaming, social media influence, and industry support.

Why do we do it?

Music is the best way to sell products because it creates such a powerful emotional connection with an audience. The STORM Report provides our clients with a tool to harness the music that will be the most relevant to audiences in the near future, thereby becoming very useful for the enhancement of products, promotions, and platforms.

STORM ALUMNI



LETTER FROM THE EDITOR

Seeing and performing live music has always been one of my greatest joys in life. Before the pandemic struck, I was going out to see an average of 2-3 concerts per week. Living in Los Angeles and working within the music industry, it was easy to find incredible performances in iconic venues like the Troubador, The Roxy, and the Fonda Theatre nearly every night of the week. And, after 19 months of social distancing and countless cancellations, live music is finally—slowly—coming back!

Tours are on sale (with many selling out quickly), venues are posting their lineups, and festivals are booked. This issue explores this return to live shows and how the experience may be different as we venture back to some form of normalcy.

While most tours and festivals are aiming for a Fall 2021 return, even more are pushing towards Spring 2022—and we are (cautiously) here for all of it.

Enjoy!



Jennifer Sullivan
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EYE OF THE STORM



Photo: Melissa Oyler for the Charlotte Observer 2021.

The Road Back to Live 2021

By Grace Slansky

It's practically become a tired trope addressing the hardships of the last year, the negative impacts of COVID-19 on the world of entertainment, and the daunting nature of resocializing in a post-pandemic world. However, we would be remiss if we didn't dedicate at least one issue of The STORM Report to the return of live entertainment, which has started to see at least some glimmer of hope ahead. Having spent so much time talking about the forced rapid change of the music industry, it is thrilling to take a closer look at the newest programming, as we carefully return to the world of concerts and shows!

Victorious Venues

The fate of some of our favorite live music venues was unclear for some time, with nearly 100 venues **closing their doors permanently** as a result of the pandemic. With the prolonged shut down, concert venues faced a precipitous drop in revenue and little financial support, with the concert industry alone suffering a **\$30B loss in 2020**.

While the venue prognosis seemed grim, venues have emerged victorious, thanks first to the "Save Our Stages" campaign. In an impressive display of camaraderie coordinated by NIVA—the National Independent Venue Association—music lovers around the country banded together to send over 2.1 million emails to elected officials, all leading to the inclusion of funding for independent venues in the latest COVID-19 Relief Bill. With this financial aid, historical venues were able to keep their doors open, counting down the days until concerts would be safely allowed. And that day has come!

Many of Los Angeles's historic venues including The Roxy, The Fonda Theatre, and the Troubadour have scheduled programming and begun selling tickets. The iconic Hollywood Bowl had a buzzed-about countdown to the announcement of their Summer 2021 season, which has since been selling just as quickly as before. The reopening of concert venues and safe live music coincides with the summer season, meaning we are also seeing our usual array of outdoor concerts, from venues like the Greek to the Hollywood Forever Cemetery.

Outside of Los Angeles and around the world, venues are similarly announcing their lineup for the year and selling tickets to excited fans, with resulting record sales. In fact, Garth Brooks has already broken every Ticketmaster record with 50,000 tickets sold for his show in Salt Lake City in under 30 minutes.

Time to Tour

While much of the live music industry is beginning to move forward with a return to relative normalcy in the U.S., uncertainty regarding vaccination rates and new variants in some parts of the country are prompting some entities to postpone once again.

Live Nation has announced 30 nationwide amphitheater tours at full capacity this year. Among the highly anticipated acts are Justin Bieber, Green Day, Guns N' Roses, Lady Gaga, and Harry Styles.

With so many of our favorite acts, big and small scheduling shows to make up for lost time, planning out the concert season could be quite daunting. However, Live Nation has released a statement that rather than frontload the shows to make up for the lost year, they will be spacing out shows and tours from now through 2023 to ensure that no one has to choose between two of the favorite artists playing in the same city on the same night. With a well spaced out commercial lineup, there should be plenty of time for everyone to support their favorite independent venues and emerging artists, including your favorite STORM alumni.

Let the Festivals Begin!

Of course, if you're hoping to make up for the year without concerts as quickly as possible, many of the biggest festivals are back in action this year with all star lineups. Bonnaroo, Electric Daisy, and Rolling Loud sold out in record time at full capacity. Summer may have just started, but the festival frenzy is already in full swing. Every major music festival for 2021 has sold out in record time and at a higher price point than prior to the pandemic.

Napa's BottleRock sold out in under 2 minutes, including 90 suites that cost up to \$100,000 each and 500 platinum passes priced at \$4,350. All in all, the festival will welcome 40,000

people to see acts including The Foo Fighters and Meghan Thee Stallion. Outside Lands, also held in Northern California, sold out all 70,000 tickets in just two hours, drawing audiences for

Halloween weekend with a host of special experiences including Grass Lands, a legalized marijuana section. In Las Vegas, Life Is Beautiful sold out in 40 minutes, with organizers boasting the demand was so high they could have easily sold an entire second weekend.

While many festivals are making a 2021 comeback, some fan favorites including Coachella and Barcelona's Primavera Sound have opted to wait until next year, no doubt planning some incredible programming to make a splash in the saturated festival scene after what will be three years off.

A Cautious Return

While regulations regarding indoor event sizes differ in every state and city, there's a handful of universal safety protocols we can likely expect. Going forward, masks are likely to remain in place—particularly where vaccination status is not checked. We anticipate there will be quote-unquote “normal shows” going into the fall (and especially next spring) but that is largely dependent on vaccinations and the stop of variant strains of COVID-19. As of now, proof of vaccination or negative test is required for any arts and entertainment performance in New York and other major markets.

The past year has been financially difficult for nearly every kind of business—especially venues who rely on bringing people together to celebrate live music in person. Independent venues have been saying “we were the first to close and we'll be the last to reopen” and that has unfortunately come true. Still, these challenges have made for some incredible innovation when it comes to evolving the live music model. As we become more comfortable reintegrating in-person events into our summer plans, there is an inevitable evolution coming. But even as we evolve, taking the best remote technology and making them a mainstay of our cultural experiences, there's no denying the energy that comes with a live concert, shared with those around you. We are thrilled to have this option again!

Support the National Association of Independent Venues (NIVA) by [donating here](#). #SaveOurStages

PLAYLISTS

Check out our issue's carefully curated playlists by clicking below



STORM TRACKER

Tracking Our STORM Report Alumni!



JULIA WOLF

(STORM No. 69)

Since being featured in STORM, **Julia Wolf** has had her very first feature in Rolling Stone and her first billboard in Times Square. Her monthly listeners have almost doubled and her newest single "In My Way" has already been streamed over 1 million times on Spotify and is climbing fast!



KHALID

(STORM No. 47)

Khalid's success since being a featured STORM artist has been meteoric—punctuated by a recent performance of his new single "New Normal" at the launch of Richard Branson's first ever space voyage on Virgin Galactic. Khalid's music continues to break boundaries, literally.



DUA LIPA

(STORM No. 41)

After an explosive release of her highly anticipated sophomore album, *Future Nostalgia*, **Dua Lipa** surpassed all expectations since her STORM issue. From performing at the 2021 Brit Awards to selling over 284,000 tickets for her upcoming 2022 tour, their time is now.

STORM FORECAST

Events And Happenings For Your Radar

THE RETURN OF GREATNESS: TOKYO OLYMPICS

July 12th—August 22nd

After being postponed, the 2020 Olympics are back in full swing this year. The opening ceremony was held on July 23rd and the games will continue until the closing ceremony on August 9th. Japan is currently experiencing a spike in COVID-19 cases resulting in the events being closed off to spectators, but excited viewers are tuning in still to watch the games on channels like NBC with their 24/7 coverage stream.

ROLL CALL! HAMILTON RETURNS TO THE PANTAGES

August 17th

Following an extremely successful five year run on Broadway that abruptly ended due to the pandemic, the colonial themed musical *Hamilton* is making its return to the stage. *Hamilton* fans can see the show at the Hollywood Pantages Theatre starting August 17 through January of 2022. The show, written by Lin Manuel Miranda, has won 11 Tony awards, and uses hip-hop, R&B, jazz and Broadway-style music combined, to tell the story of one of America's Founding Fathers, Alexander Hamilton.

THE 73RD PRIMETIME EMMY AWARDS

September 19th

Hosted by Cedric the Entertainer, this year's ceremony will be held at The Microsoft Theater in Los Angeles. HBO, HBO Max, Netflix and Disney+ lead the nominations, with Netflix's *The Crown* and Disney+'s *The Mandalorian* tied for the most nominations (24 each!). Viewers can tune in on CBS and Paramount+ at 5pm PT.

RESILIENCE: BRINGING BACK LIVE MUSIC—HARD SUMMER

July 31st -August 1st

HARD Summer is welcoming music lovers back to the festival scene after a devastating past year for live music. Featured artists include Dylan Francis, Kayzo, RL Grime, and many more. The sold out event will be held July 31st through August 1st in San Bernardino, where attendees can look forward to a weekend full of music and memories as they celebrate the return to live events.

STORM WARNING

The 20 Artists On Our Radar



1 ARLO PARKS

2.5M

30.6K 26K 217K Indie Folk / R&B Billie Eilish, Orion Sun Transgressive

At just 20 years old, Arlo Parks is a champion of forming intimate connections with her listeners through raw portrayal of emotion. The British singer-songwriter has built a following of 2.5 million monthly Spotify listeners and is set to cross the pond and tour North America in 2021.

Photo by Alex Waespi ©2021

ICON KEY YouTube Spotify Spotify Monthlies Twitter Facebook Instagram Genre Similar Artists Label

2 070 SHAKE

🎵 1.9M



🐦 72.7K 🎧 56K 📷 315K 🎵 Lo Fi 🎵 Kevin Abstract, DUCKWRTH 🎧 G.O.O.D Music

Since her initial breakthrough as a teenager in 2016, 070 Shake has pushed the limits of contemporary rap and is coming out on top. Her sound, which ranges from “fraught to viscous,” has attracted an impressive network of collaborators from Kanye West to Lil Yachty. Photo by Dan Regan ©2021



3 BEACH FOSSILS

🎧 📺 🔍 2M

🐦 62K 📘 179K 📷 98.2K 🎧 Surf Rock 🎵 Toro y Moi, The Smiths 📍 Bayonet Records

With relaxed vocals and a stronghold on the uptempo guitar riffs that defined 80s indie rock, Beach Fossils have been developing the ultimate “driving with the windows down” discography since their conception in 2009. The Brooklyn-born band is set to bring their hit indie pop tracks back to their eager fan base this fall on their 10th anniversary tour. Photo by Kohei Kawashima ©2021

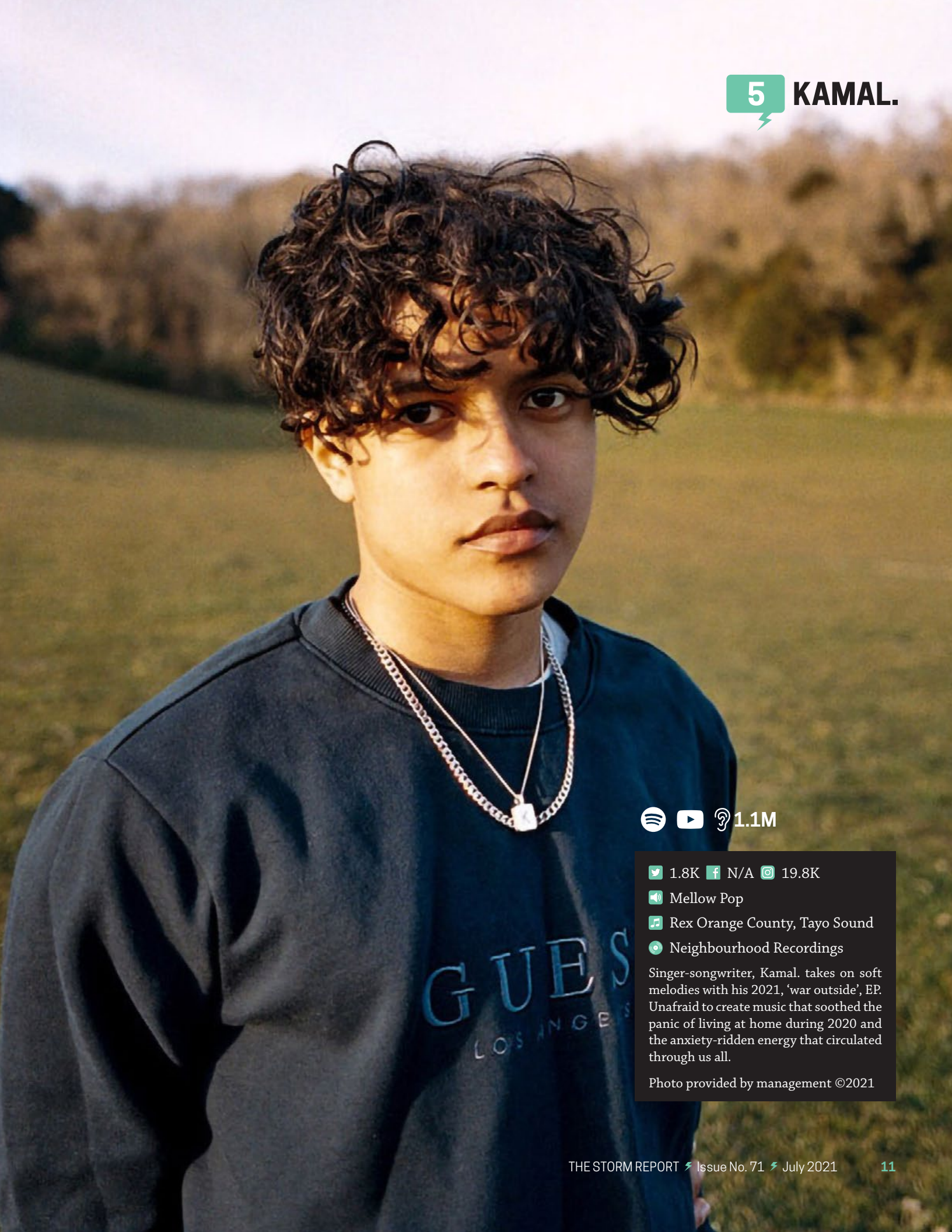
🐦 14.1K 📘 13K 📷 210K 🎧 Pop 🎵 Ariana Grande, Gracie Abrams 📍 Chosen People

From posting ASMR videos and cover tracks from the likes of Elvis Presley and Ariana Grande, to amassing over ten million streams worldwide, Alaina Castillo has captivated the ears of listeners by taking it one day at a time. Slated as the next up-and-coming bilingual pop star, they continue to navigate the industry with a keen self-awareness, engaging her 1.5 million TikTok followers, 1 million Spotify listeners, and nearly 1 million YouTube subscribers. Photo by Brian Ziff ©2021

4 ALAINA CASTILLO

🎧 📺 🔍 1.2M

**ROBERT'S
TOP PICK!**



   1.1M

 1.8K  N/A  19.8K

 Mellow Pop

 Rex Orange County, Tayo Sound


 Neighbourhood Recordings

Singer-songwriter, Kamal. takes on soft melodies with his 2021, 'war outside', EP. Unafraid to create music that soothed the panic of living at home during 2020 and the anxiety-ridden energy that circulated through us all.

Photo provided by management ©2021

6

BINKI    855K

 N/A  1.2K  15.2K  Alt R&B

 Mk.Gee, Yeek  Fader Label

Binki's discography of only six songs has earned him over 32 million total plays on Spotify and counting—for good reason. With heavy drum kicks and crunchy guitar riffs, Binki's music lives in the electric intersection of pop, indie, and rock. Photo by Aidan Cullen ©2021





7 OLIVIA DEAN

🎧 📺 🗣️ 592K

🐦 2.2K 📘 2.2K 📷 43.6K 🔊 Mellow Pop 🎵 Olivia Rodrigo, Phoebe Bridgers 🎧 AMF Records

Hailing from East London, the soul pop artist has built a loyal network of fans across the UK and beyond. Olivia Dean captures the real joy and growing pains that come with being young with her melodic lyricism, and presents stunning visual performances to accompany them.

Photo by David O'Donohue ©2021

8 MUSTAFA

"Folk hero
for a weary
generation"

—*The New York
Times*

**BOATENG'S
TOP PICK!**

   482K

 40.4K  N/A  302K  Folk  James Blake, Choker  Regent Park Songs

With his debut EP, the 24-year-old musician and poet soothes us through his understanding of violence, sadness, and forgiveness. Already performing on Jimmy Fallon's *The Tonight Show*, Mustafa is definitely the next rising star, being listed on *NME* and *Complex's Artists to Watch* series in 2021-2022. Photo by Dexter Navy ©2021



**GRACE'S
TOP PICK!**

9 THE SNUTS    **370K**

 41.4K  47K  58.8K  Summer Rock  fun., The Kooks  Parlophone UK Records

The first Scottish band to secure a UK #1 in 14 years with their debut album 'W.L', The Snuts are just getting started. With 30M streams, a feature on the FIFA21 soundtrack, and sync licenses, The Snuts are ready to bring their magic to live audiences with three already sold out dates for their 2021 autumn tour. Photo by Gaz Williamson ©2021







 N/A  N/A  16K  Electronic  Gorgon City, Two Another  frtyfve

Irish Independent electronic duo, 49th & Main, are on a mission. Releasing steady jazz-infused and catchy riff tracks throughout 2020, garnering over 6M Spotify streams and serving as host for editorial playlist editions like Fresh Finds, steadily moving forward into the excitement of music to come in 2021 - 2022. Photo provided by management ©2021

10 49TH & MAIN    **396K**



11 LUNA LUNA 286K

 6.7K  2.6K  28.2K  Indie  Tame Impala, Omar Apollo  Teuto Records Lengerich

Dallas-based four-piece ensemble, Luna Luna, demonstrate the rising Latinx diversity of sound, bringing us blissful music and Spanish-English infused tracks. Taking the internet by storm, songs from the band's 2018 *For Lover Only* LP continue to go viral on TikTok.

Photo by Freddy Mejia ©2021



12 BRITTNEY SPENCER



   98K

 6.3K  906  17.6K  Country  Carrie Underwood, Brandy Clark  Common Exchange

A former background singer to artists like Carrie Underwood and Christopher Cross, Brittney Spencer is making bold strides as a solo country artist. The Baltimore native brings imaginative story lines to her music and tells the narratives with smooth and immaculately controlled vocals. Photo by Nicki Fletcher ©2021



13 SEEYOUsoon

Spotify YouTube 71K

819 1.1K 4645 Hip Hop Anderson.Paak, Brockhampton Independent

A 9-piece collective, seeyousoon captures the eclectic sounds emerging from the music scene in their home state of Florida. Their uptempo beats mashed with their collection of powerful voices produce an undeniably cool sound to help you “lose your mind to find your soul.”

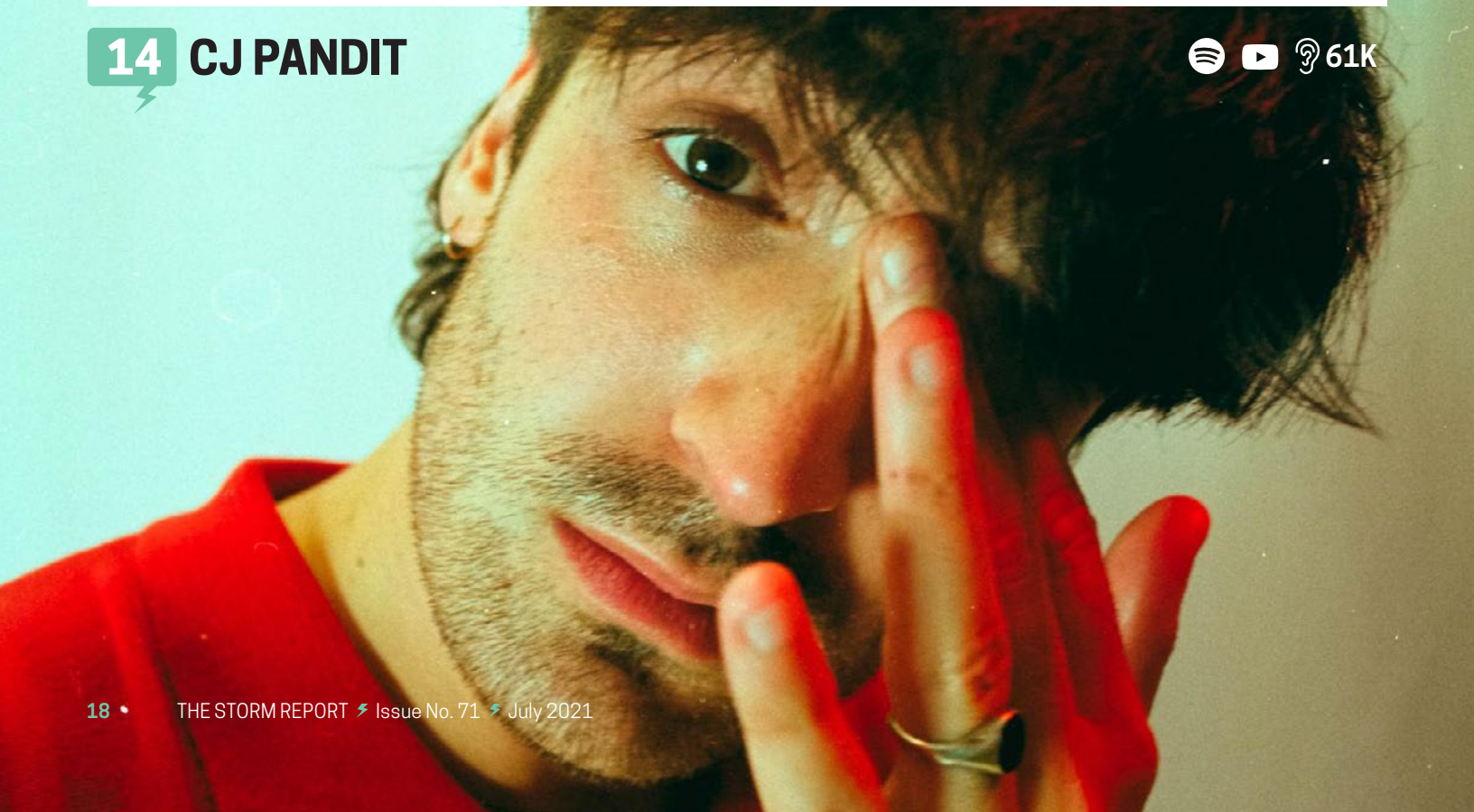
Photo by Jose Ramirez ©2021

232 223 24.3K Pop, Indie Pop, Folk Joni Mitchell, Taylor Swift Warner Records

Crafting music for movies not yet made, with their ARTPOP sound, fall in love with CJ Pandit. Moving effortlessly between acoustic reflective to playful high production sounds, CJ Pandit will be providing the steady soundtrack to your life, drawing from influences such as Bruce Springsteen, Leonard Cohen, and the Talk Talk. Photo by Joe Vozza ©2021

14 CJ PANDIT

Spotify YouTube 61K





15

ANI BRAVA



38.5K



MAYA'S
TOP PICK!

🐦 4.5K 📘 6.6K 📷 6.3K 🎧 Pop / Electric Pop 🎵 Lana Del Rey, Broods 🎧 hwyl records

Rising LA based artist Ani Brava provides a sneak peek into the intimate world of being present and absent, drawing from experiences like her time in Osaka, Japan. With her brooding vocals and ephemeral lyrics, we're excited for the expected upcoming album. Photo by MANU ©2021



16 SWEET AND LONELY

🎧 📺 🔍 22.7K

🐦 N/A 📘 499 📷 453 🎧 Indie Rock 🎵 Wilco, Gus Dapperton 🎧 Independent

Bringing us alternative, hip-indie-pop from Minneapolis, Nick Elstad takes us on a personal journey of working through your feelings with intimacy and the cycles we go through, describing his latest project as taking that last sip of summer wine. Photo by Rhianna Hajduch ©2021

🐦 284 📘 N/A 📷 5.6K 🎧 Art Punk 🎵 Bikini Kill, The Runaways 🎧 Royal Mountain Records

Bringing back unapologetic punk, Gustaf's 5-member band is making waves from performing secret shows with Beck, on rotation on BBC 6, and being named one of NPR's Slingshot 2021 Artists to Watch. Ready to perform their sounds to us live, watch out for the post-punk revolution they're leading unintentionally. Photo by Adam Lempel ©2020

17 GUSTAF

🎧 📺 🔍 10.7K



18 CHLOE SILVA    8.3K

 61  N/A  5.5K  Lo Fi R&B  Ralph, Neoma  Era Records

Lo-Fi R&B artist Chloe Silva is steadily catching ears and attention with their soft lush bedroom pop. With a range of groovy sounds, the Ecuadorian singer brings neo-soul vocals to an ever-evolving genre. Photo by Chloe Silva ©2021

19 CHEENO GHEE

127 N/A 7.2K

Neo Rap

Noname, Little Simz

GCE Tha Label

Cheeno Ghee will leave you contemplative and embolden with their thoughtful storytelling. With infectious lyrical content, based in North Carolina, they pull from their Atlanta and Brooklyn roots to provide you introspective poetry.







Photo from GCE Label ©2021

7.6K





20 DEMIE CAO

-  101  N/A  5K
-  Hip Hop
-  Kehlani, Rina Sawayama
-  5A Label

An NME 100 Essential new artist for 2021, Demie Cao has been refining her writing with their team at 5A Label. From penning tracks for Korean and Chinese artists to managing the digital music industry, Demie will continue her development creating her distinctive sound with signature hooks and flow.

Photo From MRMG ©2021

   1.6K

