



Your Monthly
Music Forecast!

Surround Sound:
*Audio and Immersive
Experiences*

Rosa Linn
Sadfriendd
Maddie Zahm
Thuy
...and more!

 memBrain

STORM REPORT

ISSUE NO. 82
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TABLE OF CONTENTS

4 EYE OF THE STORM

Surround Sound: Audio and Immersive Experiences

7 STORM TRACKER

Dua Lipa, Omar Apollo, and BLACKPINK

8 STORM FORECAST

AFROPUNK Brooklyn, Don't Worry, Darling, What's Streaming? ...and more!

9 STORM WARNING

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

PLAYLISTS

Check out this issue's carefully curated playlists by clicking below:



ON THE COVER

Willow Kayne. Photo provided by Columbia Records ©2022

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.

LETTER FROM THE EDITOR

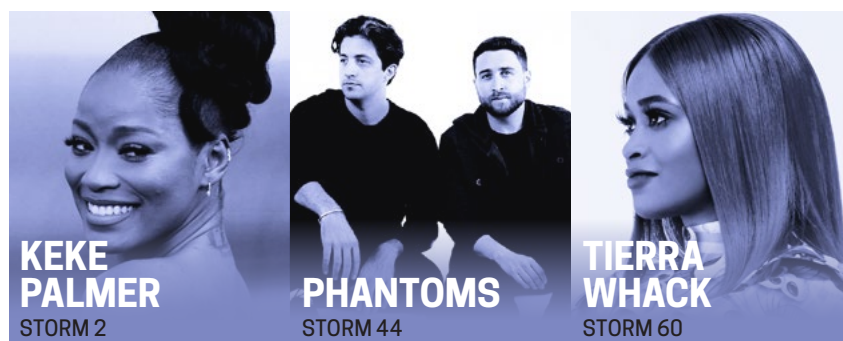
Working at the intersection of technology, brands, entertainment, and retail marketing for the past couple decades, the term "retailtainment" has been a constant in my career. With so many ways to shop and so many products to choose from, engaging consumers on an emotional level has never been more important than it is today. Retail is now experiential, phygital, immersive, and interactive thanks to the reimagining of engagement channels, disruption of business models, and innovations in technology. This month's "Eye of the STORM" article explores the far corners of immersive experiences that are creating buzz with audio and music technologies. We hope that this sparks some ideas and prompts some conversations around what the future of retail looks like. One thing that we can say for certain is that it will sound great!

Enjoy!



Jennifer Sullivan
President, memBrain
Editor-in-Chief, The STORM Report

STORM ALUMNI



STORM STAFF

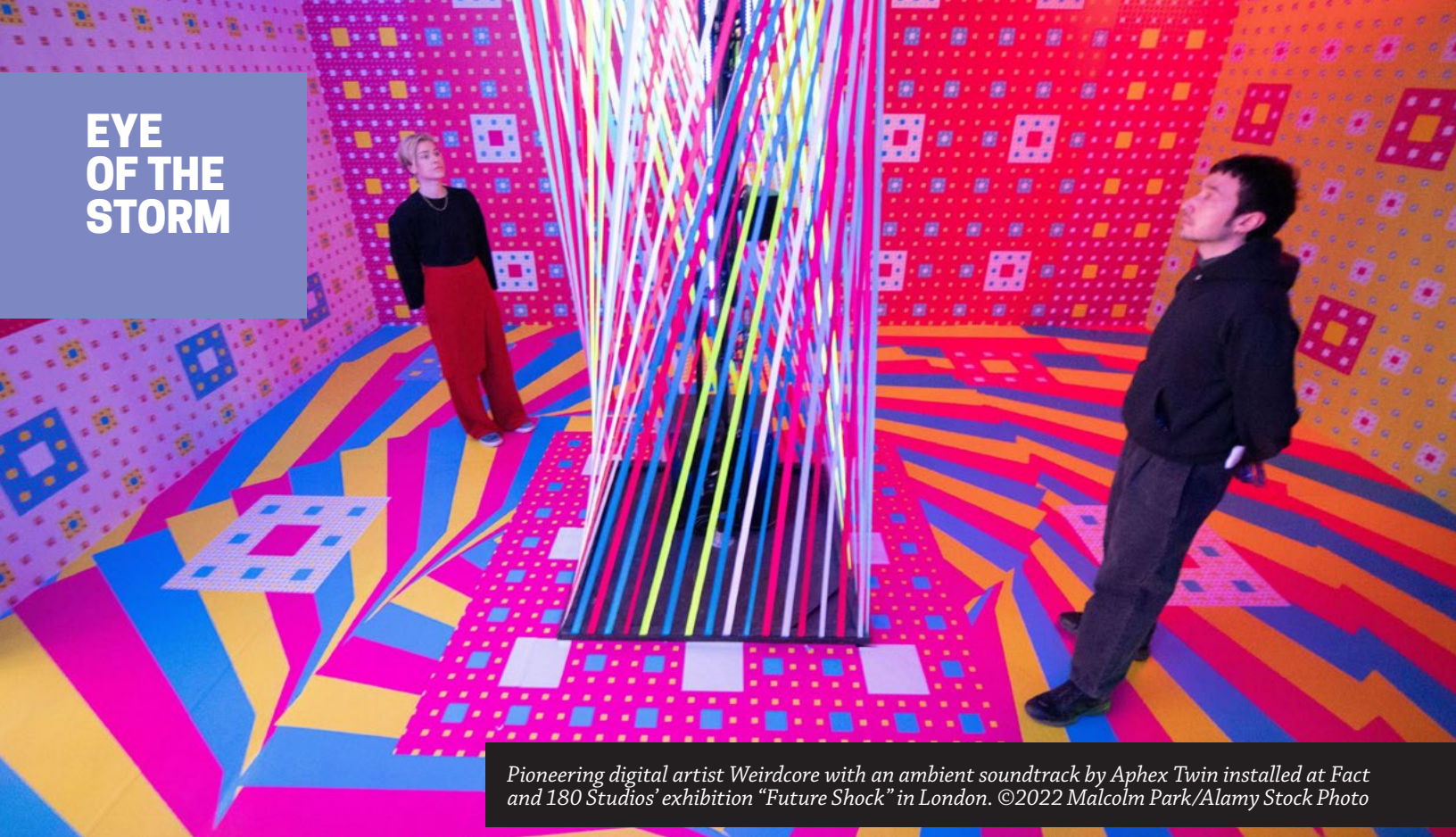
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EYE OF THE STORM



Pioneering digital artist Weirdcore with an ambient soundtrack by Aphex Twin installed at Fact and 180 Studios' exhibition "Future Shock" in London. ©2022 Malcolm Park/Alamy Stock Photo

SURROUND SOUND

Audio and Immersive Experiences

By Grace Slansky and Jennifer Sullivan

As consumers of art, media, and music, we are often looking for the most complete experience, on the hunt for all-consuming enjoyment. Over the last few difficult years, entertainment has become even more about escapism, providing a brief respite from the stresses of our own lives and providing an opportunity to dive into a different narrative, experience, or even headspace.

Earlier this year in our [March/April 2022 issue](#), we explored how art, music, and technology are colliding to create more multi-sensory experiences. Since then, there has been an incredible rise in popularity for immersive experiences, offering a more complete form of escapism, often into a well-thought-out world. The result of this is a fantastic opportunity for collaboration between musicians, artists, and innovators, working together in pursuit of stimulating multiple senses for a truly consuming experience.

Often when we think about immersive experiences, we think about a space we can physically walk through that has been transformed with decorations, set design, projections,

performance, etc., but immersion is possible in many different forms, ranging from live theater to the increasingly popular metaverse experience.

In fact, compelling immersion can require little more than simply sitting and enjoying a show. While live theater took a hit in the past few years, creator Tosca Rivola has made it her mission to create a thriving live immersive theater scene in the heart of Los Angeles. While you might be able to find similar characters on screen, the live audience, audience participation options, and opportunity to curate an experience from the moment you walk through the doors emphasizes the unique magic of live theater.

With her first two creations, *Tarantina* and *DESPERADA*, Rivola uses music as both a storytelling device and an artistic choice to take audience-members into the world of Quentin Tarantino's creation and The Wild West, respectively. Immersion requires engaging multiple senses, and with the death-defying performances and carefully selected music, she is able to create an entire world for viewers, who feel like they're exploring uncharted territory without ever having to leave their seats.

“I always use music as a narrative tool in my shows, whether the lyrics lead the storyline or simply for the emotional quality of the track. Particularly in my show *DESPERADA*, which plays out as a classic Western, with a plot twist of course, we have a narrator who moves the plot along, but most importantly it's the physical performers in their cirque, stunt or burlesque acts set to carefully selected music that push the story forward. I really challenged this cast to create narrative stage acts. Personally, as a director, I am most interested in imbuing performances with acting elements and it's no easy feat, but it is what sets us apart from the variety show format.”

The kind of immersive experience you are able to walk through physically is also alive and well, particularly on a large scale. [BLINK](#), the nation's largest light, art, and projection mapping experience, is finally able to bring their special brand of immersion back to audiences, transforming the whole city of Cincinnati for the first time since 2019. Sitting at the crossroads of innovative art and new technology, BLINK embodies the spirit of world-building, connecting artists who craft their own unique environments within the Cincinnati cityscape. This immersion within immersion transports attendees unlike any other event, simultaneously encouraging the seemingly impossible combination of escapism and mental presence.

While the experience relies heavily on visual stimulation, it's paired with specially selected live music and a celebratory parade that elevates the experience beyond a large-scale gallery. They incorporate free music, art centered around music including installations with historical significance to the city, and even ticketed options in conjunction with the experience. By bringing musicians into the fold, they add dimension, making the entirety of BLINK immersive.

London-based artist [Weirdcore](#) has long experimented with creating multisensory experiences. With a unique blend of formats, colors, designs and mediums, the audiovisual artist has collaborated with some of the most exciting modern artists and directors such as Aphex Twin, M.I.A, Tame Impala, Radiohead, Nabil, Hype Williams, Charlie XCX, Smerz, Onetrix Point Never, Sophie Muller, Diane Martel and Miley Cyrus. Weirdcore's latest work is *Subconscious*, an immersive experience currently installed at Fact and 180 Studios' new exhibition [Future Shock](#) that creates the sense of stepping inside one of his creations. Its three distinct rooms are designed to evoke the feeling of going deep within the inner mind, where high-resolution prints are brought to life with RGB lights and a sparse soundtrack provided by Aphex Twin.

Of course, we would be remiss if we didn't talk about how new technology has impacted the immersive art space. Web3 projects and the metaverse have paved the way for another type of immersive experience—virtual reality. Beyond a simple VR game or walkthrough, some particularly talented artists are creating entire new worlds within a VR system, complete with their own rules and own ways to interact.

Take [FVCKRENDER's LVCIDIA](#) as a shining example. The blue chip level native digital artist has created an exploratory experience that invites guests to step out of their own world and into the world of his creation—an epic crossover of IRL elements and the otherworldly digital dimension. Just introducing people to this kind of highly curated space within the metaverse is exciting, but FVCKRENDER is committed to pushing boundaries for the sake of immersion, even going so far as to create a fragrance for the space with the help of D.S. & Druga.

Music has been no small part of *LVCIDIA*, from a partnership with [Steve Aoki and the AOKIVERSE](#) to the latest endeavor, the first music video shot within a metaverse environment. Always committed to emphasizing the further possibilities of the digital world, FVCKRENDER's *LVCIDIA* has become the exciting backdrop for Jacob Lee's latest music video. Lee, better known in web3 as Lowly, has shot the first ever music video in this world of FVCKRENDER's creation. With divine 3D models from FVCKRENDER himself, as well as a custom skull from the yet-to-be-minted Empty Relics NFT collection, this collaboration is a step forward in understanding the potential of collaborative ventures between web2 and web3 artists. *Drift* has proven to be the perfect catalyst, showcasing a unique experience the many web2 folks have never witnessed before, ultimately setting a precedent for future artists to showcase their work, regardless of the medium they use to craft their art.

Minecraft creator Markus “Notch” Persson has also moved recently into [a far less blocky and more hybridized live experience called .party\(\), an “experiential nightclub concept”](#) for 1,8000 attendees at the Los Angeles Memorial Coliseum. The project created by Production Club overlaid a sci-fi story line, the immersion of the Metaverse, gamification, laser light shows, projection-mapping technology, and lots of live music to transform the historic stadium.

Audio immersion is even manifesting in the personal consumer audio space. Now, if you subscribe to Apple Music, you can listen to select songs in [Spatial Audio with Dolby Atmos](#). Spatial Audio is [a layer](#) on top of [Dolby Atmos](#) that enables an even more immersive listening experience. Not only do you get a multitude of audio channels via Dolby Atmos, but you also get to move around inside this audio space. According to stats provided by Apple, Spatial Audio plays have grown by over 700% since its launch. Monthly Spatial Audio plays on editorial playlists have grown by over 250% since the launch of Spatial Audio on Apple Music. The catalog is growing, too. 80% of songs on the current Global Daily Top 100 are available in Spatial, and the number of unique songs available in Spatial Audio on Apple Music has increased 8x since last summer. Heading into 2023, it seems to be an imperative for artists to mix their music in the Spatial Audio format. If not for increased playlisting and wider recognition within the Apple Music universe, this will help to accommodate fans who are growing used to (and will eventually be demanding) music in the highest quality format possible.

Whether or not we have labeled them as immersive audio experiences, these types of interactive and all-consuming art experiences have risen exponentially in popularity, particularly as we are able to safely engage in IRL experiences again. From [WISDOME in LA](#) to the ever popular Immersive Van Gogh traveling exhibits, they are making a lasting imprint on the entertainment landscape. The future of such events will likely move past the relatively straightforward projection-mapping technologies to include more ways to connect and interact. For one thing, expect far more experiences based on more recent creative talents, intellectual property, and franchises, across a broad range of genres.

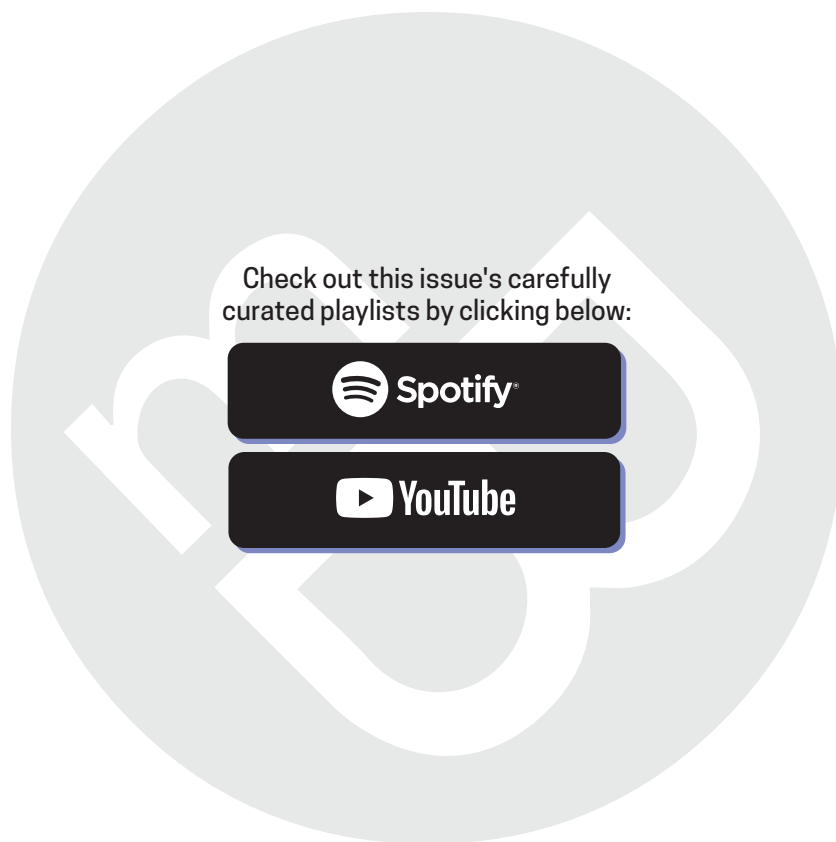
Take for instance, the exciting pop-ups created in honor of [David Bowie's 75th birthday this year](#). Although the legend himself is not around to celebrate, these spaces were created to give fans a way to commemorate and ultimately elevate the shopping experience in a blend of a retail store, fine art gallery, and Sony 360 Reality Audio space, with Bowie's various personas — Ziggy Stardust, the Thin White Duke — peering at visitors from all directions. Bringing the feeling of immersion and a focus on music and sound to the shopping experience has proved successful in a world that often opts for the ease of online shopping. By committing to the event, and elevating it, more people are enjoying an in-person experience.

But these immersive experiences are relegated to art galleries and specially designed venues. In fact, retail experiences are undergoing

an overhaul in the wake of the pandemic as customers venture out again to brick and mortar stores. It's a scientific fact that sound has the power to affect a shopper's entire perception, and by opting for immersive auditory experiences in retail, the stores can actually create a more positive association with the activity of shopping. But this goes far beyond the curated playlists of yesteryear.

In the US, award-winning immersive audio software platform Spatial [recently announced a partnership with Made Music Studio](#) to create immersive sonic experiences for any environment, starting with an inaugural series of workplace-focused ambiances. In the UK, Audiebant Media, an intelligent audio communication solutions company [is partnering with EG Group](#) to develop a multi-sensory platform for the company's convenience stores. This trend is rapidly evolving as we seek to harness immersive audio's potential to bridge subconscious touchpoints, dramatically affecting our outlook and forming lasting connections to a physical space — such as a retail store.

Whether for entertainment or retail, why settle for a visual or audio experience alone, when you can opt for a carefully curated and high quality collaboration between the two? With more ways than ever to pair artists across mediums and create a lasting impression, and as the barriers between the physical and digital world continue to evaporate, the future of retail is sure to look—and sound—incredible.



STORM TRACKER

Tracking Our STORM Report Alumni!



DUA LIPA

(STORM No. 39)

STORM Alumna **Dua Lipa** has been named an Honorary Ambassador of Kosovo. Although she grew up in London, the pop star was born to Kosovar Albanian parents and her family relocated to Pristina, Kosovo when she was a child. Earlier this year, she teamed up with Megan Thee Stallion for their joint single “Sweetest Pie” and also teamed up with Young Thug and Calvin Harris for “Potion.”



OMAR APOLLO

(STORM No. 60)

Omar Apollo has announced a tour behind his 2022 album *Ivory*. The Prototype Tour, alongside Ravyn Lenae, takes place this fall across North America. “Highlight” is one of several new tracks that’s featured on his newly released deluxe edition album, *Ivory (Marfil)*.



BLACKPINK

(STORM No. 64)

Blackpink's seven-month run kicks off in October in support of the K-Pop group's second album. The ‘Born Pink’ world tour will then see Jisoo, Jennie, Rosé and Lisa visit Europe to finish off 2022, with the group also scheduled to play the likes of Australia, Singapore and Thailand in 2023. It is, according to their record label YG Entertainment, “the largest world tour in the history of a K-pop girl group”.

STORM FORECAST

Events And Happenings For Your Radar

AFROPUNK BROOKLYN

September 10 - 11

After three long years, AFROPUNK BROOKLYN is finally coming back. It couldn't be a more welcomed return of the fest, since it's one of the most stand-out events in its aim to celebrate alternative Black music and art. This year's event brings a handful of hip-hop, rap, and alt favorites to Commodore Barry Park in Fort Green, and it should be a great time, considering how much the event has been missed. It tends to be one of the best festivals for thrilling festival fashion, so start planning your outfit now. Burna Boy and The Roots are said to headline, with STORM Report Alumns Barteas Strange, BbyMutha, Earl Sweatshirt, and Tierra Whack.

DON'T WORRY, DARLING

September 23

We are huge Harry Styles fans here - and featured him in one of our very first issues of The STORM Report! Of course that means that we are very excited for his upcoming film, *Don't Worry, Darling*. Directed by Olivia Wilde, this highly anticipated film follows up her critically acclaimed feature debut *Booksmart*, and co-stars Florence Pugh.

BAND SHIRT DAY

September 16

MerchFriends, a new, 501(c)6 nonprofit made up of screen printers, vinyl manufacturers and fulfillment houses, will launch Band Shirt Day (BSD) on September 16, establishing an annual celebration dedicated to band tees, an iconic merch staple since the 1950s. Band Shirt Day will offer artists, labels, and merchandisers a day to proclaim their love of band shirts while raising funds for charities of their choosing. Visit bandshirtday.com for more information!

OHANA FESTIVAL

September 30-October 2

(Dana Point, CA)

Eddie Vedder's Ohana Festival once again lands at Doheny State Beach in Dana Point, and the Pearl Jam frontman will once again be on the lineup. Stevie Nicks, Eddie Vedder, Jack White and P!nk top this year's fest, which goes down September 30 to October 2. The rest of the lineup includes STORM alumns Khruangbin, St. Vincent, Brittany Howard and more.

WHAT'S STREAMING?

September

September has some great shows & movies that you don't want to miss. The upcoming *Lord of the Rings: The Rings of Power* (Amazon Prime, September 3) is costing the streamer a little over \$58 million per episode for the first season which has eight episodes (\$465 million total)—making it one of the most expensive shows of all time. For that reason alone, we can't wait to check it out! *Blonde* (Netflix, September 23) based on the Joyce Carol Oates novel of the same name, is a biographical drama directed by Andrew Dominik which offers a fictionalized look at the private life of Marilyn Monroe during the 1950s and 1960s starring Ana de Armas as the iconic model, singer, and actress. And perhaps one of the most anticipated Disney+ offerings is *Hocus Pocus 2* (Disney+, September 30) bringing back the original cast with Bette Midler, Sarah Jessica Parker, and Kathy Najimy to reprise their roles as the sinister Sanderson sisters in this sequel to the 1993 Halloween cult favorite. The small screen is getting bigger every day!

ICON KEY

▶ YouTube

🎧 Spotify

📷 Instagram

🎵 TikTok

🎵 Genre

🔗 Similar Artists

🏷️ Label

STORM WARNING

The 20 Artists
On Our Radar

1 ROSA LINN

▶ 25.5K 🎧 14M

📷 50K 🎵 379K 🎵 Dance, Alternative, Indie Pop 🔗 Cat Burns, Lauren Spencer Smith 🏷️ Nvak Collective

Rosa Linn is a 21 year old music artist, songwriter, and producer who is on her way to becoming Armenia's first global music artist and first female music producer. Her first single, "KING" was released in 2021 and brought a modern twist to late 80s and early 90s indie pop. Building from this momentum, she was then selected to represent Armenia at the Eurovision Song Contest in May 2022. Her submission "SNAP" quickly became a fan favorite and after only 2 months since its release, "SNAP" took on a viral life of its own, garnering over 1.2M streams a day on Spotify and reaching #170 on the Global Billboard Top 200 charts! Rosa Linn is running out of barriers to break! Photo by Robert Koloyan © 2022

2 SADFRIENDD



📺 N/A 🎧 3.3M

📷 6,879 🎵 N/A 🎶 Hip-Hop/Rap, Meme Rap, Dark Trap 🏠 XXXTentacion, Juice WRLD 🎧 Independent

Sadfriendd is an underground rapper who has been making waves in the Soundcloud screamo and Hyperpop scene. With his unique sound and heavy hitting bass beats, Sadfriendd has truly made a world of his own. He recently released his track, "OBSESSED" with Eternal Raijin and has reached over 1 million Spotify monthly listeners. You definitely don't want to miss his next move because he is quickly on the rise to great success! Photo by Alleigh Bruce ©2022

A portrait of Maddie Zahm, a young woman with blonde hair and bangs, wearing a dark leather jacket over a brown top. She is looking directly at the camera with a neutral expression. The background is a plain, light-colored wall.

3

MADDIE ZAHM

55K 2.2M

GRACE'S
TOP PICK!

123K 967K Pop, Singer/Songwriter Madeline the Person, girl in red AWAL

For 24-year-old singer/songwriter Maddie Zahm, there's nothing more powerful than writing songs that scare her. The Boise-bred artist recently released her debut EP *You Might Not Like Her*, a project that intimately documents the massive upheaval she's experienced over the last year: a life-changing journey that includes leaving the stifling church community where she long served as a worship leader, losing weight, moving to Los Angeles and coming out as queer. Featuring Zahm's extraordinary vocal talents and bravely detailed storytelling, the project is a heart-on-sleeve exploration of the often-painful experiences that have shaped her. With equal parts raw vulnerability and undeniable strength—a delicate alchemy first glimpsed on her viral hit single "Fat Funny Friend" that has amassed over 28 million streams to date—Zahm opens up about her personal trauma, her sexuality, and her relationship with her body, embracing the kind of unapologetic yet compassionate truth-telling that's transformative for artist and audience alike. Photo by Gus Black © 2022

4 THUY

50.5K 2M



72K 278K R&B/Soul, Pop, Chill R&B Kehlani, Mariah the Scientist Independent

Vibrant Vietnamese-American artist, Thuy (pronounced 'twee'), began her musical career by winning KMEL 106.1's Home Turf contest with her first radio record, "Hands on Me". The record gained widespread support in the Bay Area and cemented her first step into pop R&B success. The Bay Area native grew up surrounded by music and treasured pop idols Britney Spears and Christina Aguilera. Since then she has released several records showcasing her angelic voice and modern R&B stylings, garnering over 150 million streams worldwide. Thuy advocates for being true to yourself and hopes to be a voice for those who want to feel seen. Photo by Edgar Daniel © 2022

🎥 N/A 🎧 1.6M

5 **GOSON**



📷 1678K 🎵 n/a 🎧 Hip-Hop/Rap, Electronic, Instrumental 🎧 iamalex, KASPA. 🎧 Lofi Girl Records

GOSON is a project by Henrik Göranson a Swedish producer, multi-instrumentalist and sound engineer with roots in rock and jazz music, has a knack for finding the perfect balance between all these influences, skillfully incorporated in his compositions. Claiming his spot on the lofi scene ever since he became part of it in 2020, Goson’s music could be discovered on various editorial playlists, including Spotify’s Lofi Beats, Jazz Vibes, Lush Lofi, Lofi Meditation, Workday Lounge, and many more. You can listen to his new albums, *Dreams of Angels* and *QuietPath* via Lofi Girl Records. Photo provided by Management

📷 109K 🎵 147K 🎧 R&B/Soul, Pop, Alternative 🎧 Still Woozy, Rex Orange County 🎧 Fast Friends

Sydney born singer, songwriter, artist and producer grentperez unlocks this place whether in the studio, on stage, or under the watchful eye of the computer camera in his childhood bedroom where he’s recorded most of his music to date. Growing up as the youngest of three kids in a Filipino family, grentperez immersed himself in music during his childhood. He listened to The Eagles, The Beatles, and Queen with his dad before moving on to the likes of Musiq Soulchild. His debut single ‘Cherry Wine,’ released in September 2021 shot up the Spotify viral charts across the global including landing the #1 spot in Australia, Canada, and Singapore. Now fully focused on perfecting his own “laidback chill sound with a lot of soul,” grentperez has is working hard to keep the new music flowing in 2022. Photo by Ryan Scott Graham © 2022



🎥 559K 🎧 1.9M

6 **GRENTPEREZ**

“An artist who makes music you can fall in love to and fall in love with.”
—NPR MUSIC

7 KALI

📷 11.1K 🎵 159

🎵 Indie Pop/ Rock

📍 Tame Impala, Dora Jar

🎧 Nettwerk

17-year-old singer, songwriter, multi-instrumentalist and producer KALI released their EP *Maltman and Effie* via Nettwerk on June 24, 2022. Across the project's 6 songs, KALI adds to their already-expansive palette of sounds that they first showed with their debut EP *CIRCLES* released last year. *Maltman and Effie* draws its name from the Los Angeles intersection where many of the memories that formed the project took place, unfurling six cinematic stories of the teenage intensity of relationship highs and lows. KALI recently just performed in LA at the Moroccan Lounge on August 11th. Photo by Alex Sovoda © 2021

🎥 3.5K 🎧 367K



8 ELIJAH WOODS

📷 71.5K 🎵 1.1M 🎵 Pop, Dance

📍 EDEN, Lauv 🎧 Independent

Singer and multi-instrumentalist, elijah woods was born and raised in Ontario, Canada—started late as a solo performer, shifting into the role after several successful years as a writer, producer, and DJ. He started his career as one half of Elijah Woods x Jamie Fine, a genre-blurring pop duo who began making music together in Ottawa, Canada, in 2014 before competing on (and winning) the Canadian TV competition show *The Launch*, where they impressed celebrity mentors like OneRepublic's Ryan Tedder. After the duo split up in 2020, woods swiftly proved he has more than enough talent to handle it all on his own. In 2021, he followed up his first solo single with "Good Guys" and "Take Care," two more showcases for his effervescent melodies and irresistible grooves. Photo provided by Management ©2022

🎥 16.4K 🎧 837K



"Her five-track EP 'I Hate Spring' is an irresistible blend of melodic guitar and pop-R&B vocals, mixed with a touch of electronica and poetic lyrics (intentionally sans pronouns)."

—SPIN

ROBERT'S
TOP PICK!

9 CHARLIE HOUSTON

📷 4K 🎵 5K 🎧 Alternative

📍 Clairo, Gracie Abram 🎧 Independent

Hailing from Toronto, Canada, Charlie Houston bravely bares her personal struggles such as mental health issues, romantic heartbreak, first kisses, and discovering the fluidity of her sexual identity throughout all her songs. Working with producer Chris Yonge, she created her debut EP, *I Hate Spring* which features five downtempo pop tracks infusing progressive electronic sounds with raw, melodic guitar and pop R&B vocals. Recently she was featured on ODESZA's track, "Wide Awake," which you can hear on their fifth album called, *The Last Goodbye*. You can also catch her touring with them this summer and fall. Photo by Scott Pilgrim © 2021

🎥 N/A 🎧 672K

📷 1.2M 🎵 612K 🎶 Pop, Electronic, Dance 🗣️ Bebe Rexha, Normani 🎧 Atlantic Records

As a showstopping vocalist, clever lyricist, dynamic dancer, & scene-stealing actress, Israeli pop superstar Noa Kirel presents a different kind of story for popular music & culture. In 2018, in between picking up the MTV EMA in the category of "Best Israeli Act" 4 consecutive years in a row, she joined the panel on Israel's Got Talent as the youngest judge in the show's worldwide history. Like most Israeli 18-year-olds, Noa enlisted in the Israeli Defense Force (IDF) in 2020 & by the end of the year, she impressively landed a deal with Atlantic Records as well as a feature film produced by Picturestart. In 2021 she released her track, "Please Don't Suck," which quickly became remixed by Afrojack and Black V Neck. Photo by Eran Levi © 2022

10 NOA KIREL

📺 572K 🎧 589K



11 REBOUNDER

📷 10K 🎵 N/A 🎧 Pop, Rock, Alternative

📍 Arcade Fire, Wallows

📍 Rebounder from New York

Some of New York's finest emerging indie-rock comes courtesy of Rebounder. As the musical project of Dylan and Noah Chenfeld, these brothers create a style of sound that feels understated and cool, while maintaining a strong sense of charm and character. In 2020 their single, "Night Sports" was featured on Ezra Koenig's *Time Crisis* and closed out an episode of Showtime's *Shameless*. With such great music placement for their single, they garnered 200,000 monthly listeners on Spotify. Earlier this year they released their charming synth-pop gem, "Premium Fantasy". With plenty of Julian Casablancas/The Strokes-esque moments, packed to the brim with smart pop hooks, this track will definitely brighten up your day. Photo by Cobey Arner © 2022

📺 1,980 🎧 428K

"If Rebounder was around during *Gossip Girl*, please tell me how there wouldn't have had a multi-track inclusion on the show."

—ALT CITIZEN



12 HAIDEN

📷 63K 🎵 86.8K

🎧 Pop, Rock, Alternative

📍 iamnotshane, Shawn Mendes

📍 Independent

Raised in Ojai and a recent graduate of USC, Haiden continues to win fans with his witty lyricism, powerful guitar lines, layered harmonies, and candid expression. This past March, Haiden released "Sorry to Your Next Ex", his second single to find virality on TikTok and the first to see a magnitude of success. The song continues to ride high at #8 on Spotify's Pop Sauce playlist, a testament to Haiden's innate ability to connect with his generation. He also released the follow-up single "Wasted". Produced by frequent collaborator Barry Fowler and written with fellow viral artist Emei, this is the third single from Haiden's upcoming debut EP *Good Grief!* due later this summer. Photo by CASTRO © 2022

📺 10K 🎧 416K



13 OMEGA X

240K 208K



📷 175K 🎵 1.2M 🎶 K-POP 🎧 BTS, BIGBANG 🎧 Spire Entertainment

OMEGA X are an 11-member South Korean boy group (Jaehan, Hwichan, Sebin, Hangyeom, Taedong, Xen, Jehyun, Kevin, Junghoon, Hyuk, and Yechan) signed to Spire Entertainment. They made their debut last June with their debut mini-album *Vamos*, which featured a lead single of the same name. And just recently they will be kicking off their first-ever world tour sometime this September. They will be performing in six cities across four countries in Latin America. Photo by Spire Entertainment © 2022

JENNIFER'S
TOP PICK!

14 HOTEL MIRA
2,530 139K



7,901 50.7K Alternative, Rock, Indie Rock The Killers, Harry Styles Light Organ Records

Hotel Mira is a Canadian alternative rock band from Vancouver that consists of Charlie Kerr (vocalist), Mike Noble (bass), Clark Grieve (guitar & keyboards), and Cole George (drums). This past July, they released a new, pop-twisting single titled, "Fever Pitch". Produced alongside Ryan Worsley (Dear Rouge, Monowhales) and mixed by Tony Hoffer (Phoenix, The Kooks), "Fever Pitch" is the first taste of new music from Hotel Mira following 2020's acclaimed Perfectionism. The streaming release of "Fever Pitch" precedes a music video for the single, as well as their upcoming summer U.S. tour with Light Organ labelmates The Zolas, a Vancouver-area arena date with Billy Talent, and more dates to be unveiled through the fall. Photo by Lindsey Blaine © 2022

15 CRIIBABY

"This is what heaven sounds like."
—STEREOFox



YouTube N/A Spotify 133K

Instagram 12.5K TikTok N/A Spotify Hip-Hop/Rap, R&B/Soul, Jazz SoundCloud Snoh Aalegra, Jill Scott YouTube Friends Of Friends
Criibaby is a new queer artist pushing boundaries and normalizing LGBTQ identities with her gender-neutral, intentionally inclusive music project. Her debut EP, *love songs for everyone*, was released in 2020 on National Coming Out Day and has been recognized by Billboard, BBC 6, POPSUGAR, Stereofox, and EARMILK for its “infectious beats and refreshingly inclusive message of love.” Her latest EP, *Crii* examines the fragile beauty of yearning for human connection while battling internal demons and questioning one’s self worth. Photo by Theo Garvey © 2022



 43K  24.8K  Dance, Electronic, Indie Pop  Luna Shadows, GRAE  Venice

BIIANCO is the Duke and Duchess of a new generation of electronic and dance music, and reigning over the cis-male dominated LA music scene with mastery. Leaning heavily into vocoders, beats and heartbreak, BIIANCO blends a cool lyrical pragmatism reminiscent of Bob Moses with an emotion-driven electronic soundscape similar to ODESZA. BIIANCO self-produces and engineers all their music, providing a much needed voice in an electronic music genre dominated by male producers. Their live show features a one-person show in which they seamlessly juggles keyboards, drum pads, airy vocals and lyrical dance. Photo by Emma Cole © 2022

JULIA'S
TOP PICK!



17 KID SISTR

2,730 56.7K

Instagram 16K TikTok 187K Spotify Pop, Rock, Alternative SoundCloud BENEÉ, Haim YouTube I Love Lizzy Records

Kid Sistr consists of the all-women, Pop/Rock trio of Sabel (guitarist), Sara Keden (bassist) and Rebecca Webster (drummer). The band's bright sound and colloquial writing reflect their varied influences; a Kid Sistr listener will hear the bursting bubble gum of the Top 40 charts, the palatable peculiarity of 1980s new wave, the unabashed amplitude of 2000's alternative rock, and the meticulous construction of the singer-songwriter style. The group has been solidly releasing singles since 2020, and although they've yet to give us a full album yet, we can't wait till that day comes. Photo by Elizabeth Miranda ©2022

Instagram 7904 TikTok N/A Spotify Pop, Rock, Alternative SoundCloud Julia Michaels, Noah Cyrus YouTube Independent

At only 19 years old, Peyton Gilliland is paving her way in the pop-rock music scene. With her R&B-inspired vocals and raw songwriting full of honesty and depth, Gilliland attracted the attention of Cage The Elephant founder, Lincoln Parrish, who began collaborating with the teen. With her recent release of her single, "Devil's Daughter", she's also showcasing haunting visuals for the track featuring Josh Nichols. Now she is set to unveil an EP and we can't wait to hear what is next from this rising artist. Photo provided by management ©2022

18 PEYTON GILLILAND

N/A 42K





▶ 12.2K 🎧 32K

19 JAYO

📷 178K 🎵 N/A 🎶 Pop, Hip-Hop/Rap, R&B/Soul 🏷️ Alt Bloom, anees 🎧 jayo LLC

Emerging recording artist and Los Angeles native, jayo, isn't afraid to speak his mind. Inspired by Ed Sheeran and Frank Ocean, you'll hear jayo's take on Pop music as well as R&B, providing a unique, fun and positive take that unites sounds of old with something entirely new. Photo by Mara Friedman © 2022

📷 16.9K 🎵 N/A 🎶 Electronic, Alternative 🏷️ EKKSTACY, iann dior 🎧 Independent

Lucius Arthur is a Los Angeles, CA, based musician, producer, and songwriter. From his Inglewood studio, he has written and produced tracks for some of LA's most influential underground artists. His current project, A Violent Dichotomy, is infused with the high energy and chaotic ethos of the screamo and emo music of the San Diego music scene of his adolescence. Sonically the project is blend of his mother's love of American R&B, his father's affinity for Brit pop and rock music, and his unfettered access to music of all genres during the birth of YouTube and online streaming. Aesthetically, the project is informed by sci films and anime such as *Kill la Kill*, *Neon Genesis Evangelion*, and *Perfect Blue*. Photo by Liam Walsh ©2022

▶ N/A 🎧 15K

20 LUCIUS ARTHUR



Thanks for reading! See you next month.



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