

Your Monthly  
Music Forecast!

**STRIKE A POSE**  
Artist Brand Building with  
Photography  
EVAN GIA  
August 08  
Ethan Bortnick  
Arden Jones  
...and more!

 memBrain

# STORM REPORT

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# TABLE OF CONTENTS

## 4 EYE OF THE STORM

*STRIKE A POSE: Artist Brand Building with Photography*

## 7 STORM TRACKER

*Tame Impala, Tove Lo, Lido Pimienta*

## 8 STORM FORECAST

*KAMP LA K-POP MEGA Concert, Amsterdam Dance Event 2022, When We Were Young Festival 2022 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

*Rosa Linn. Photo by Robert Koloyan ©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

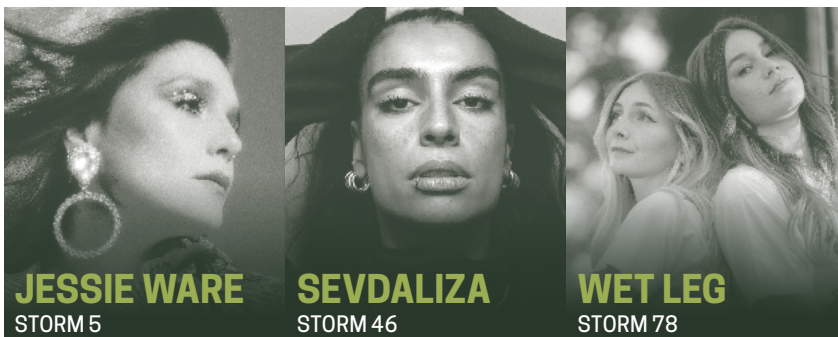
Since the early days of Rock & Roll, music photography has played an instrumental role in the brand development of popular artists. Photographers like Gered Mankowitz, Robert Altman, Norman Seeff, and Ethan Russell paved the way for what would become an essential element of music marketing in the decades to come. Today, all marketing is driven by content with stopping power. For artists, a great photo can grab the attention of venues, labels, brands, and fans - often before a single note is heard. This month's issue explores the role of photography in modern music marketing, and the photographers who are evolving the artform to simultaneously capture an artist's essence and the attention of today's fan.

Enjoy!



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

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# EYE OF THE STORM

*Pink Siifu at Yellowstone Studios photographed by Jack McKain: Winner, In-Studio Photography at the inaugural 2022 Abbey Road Studios Music Photography Awards.*

## STRIKE A POSE Artist Brand Building with Photography

By Grace Slansky

It's no secret that a well thought out visual can add to the audio experience, creating something more complete for fans to enjoy. The right image can even make the final product more memorable by engaging multiple senses. In recent issues of The STORM Report, we've examined this in terms of traditional visual art and music, immersive experiences and music, fashion and music, and beyond. This month, we explore one of the most fundamental and powerful collaborative art forms for emerging artists: **photography**.

In our social media-driven world, there is an undying need for a constant influx of content. Just like a company or brand is vying for consumer attention on those platforms, artists must try to capture their essence in a snap. What once consisted of paper flyers and word of mouth is now all about building online communities and sharing visuals that pop. By enlisting a professional photographer, musicians can hone in on their visual aesthetic and communicate entire messages about their personality, not to mention the vibe of their music.

### PHOTOGRAPHERS X MUSICIANS

In decades past, cameras have helped artists ascend into the realm of god-like figures. Deeply rooted in photojournalism, music

photographers were able to tell an entire story in one flash. Iconic photographers like **Norman Seeff**—known for his documentation of Patti Smith, James Taylor, The Rolling Stones, and plenty more—paved the way for these developments. As photography and photography equipment has become more accessible for everyone, the barriers of entry have been diminished and a new generation has been given the chance to fulfill their creative ambitions, perfectly paralleling the very same developments we've seen in music.

Today, the 'highlight reel' nature of social media has increased pressure on artists to be more visible than ever before. Exposed to so many eyes, artists (understandably) grow increasingly protective and controlling of their image and how they're perceived. The clear divide between subject and object in traditional structures of photography can offer a relief from this, as well as providing a distinct barrier from one's audience.

When photographers are given the chance to work closely with musicians for extended periods of time, genuine, intimate, revealing moments of openness and authenticity are able to bloom. As American photographer **Rahim Fortune** says: "a true documentary photograph will always have a special place in music and could never be replaced by smartphone technology."

## DIY MUSIC MARKETING

It's no secret that the way the music industry works has shifted, and perhaps most notably the role of music labels. Selecting the photographers who shape an artist's public image was once the responsibility of record labels as part of their commitment to artists, but now the labels are stepping back, opting for artists who bring their own creative visions, followings, and branding.

"Labels are signing artists because they're a whole package: They have creative ideas for every piece of the campaign around one record," says photographer **Shawn Brackbill**, who has been hired to shoot for independent labels such as Sub Pop, Matador and Domino.

With the epic rise in the "whole package" artist, we have musicians who are also photographers, including **STORM** alum **Dolly Ave** (STORM 72). The Vietnamese-American Lo-Fi artist is also a bonafide photographer working with artists including Chance the Rapper, Kendrick Lamar, and Migos. She has also worked with big name brands including Adidas, Nike, and Converse. With this experience and background under her belt, she has created and maintained her own aesthetic as an artist, utilizing bright colors and blurred edges in her own image to compliment the bedroom pop sound.

Of course, not all musicians are also photographers, or even bring their own visions to the set. In many cases, it is the work of brilliant active music photographers who create the iconic pictures we come to associate with our favorite songs.

Take **Jack McKain** for example, who this year won the inaugural Abbey Road Studios

Music Photography Award for an exceptional shot of Pink Siifu playing bass in the studio. Having shot album covers for Emmitt Fenn, Dvckwrth, and Sudan Archives just to name a few, the photographer has become known for cinematic yet candid portraits. Whether he's shooting Common, John Mayer, Seal, or Leon Bridges, his focus is directed toward the humanity in his subjects rather than their celebrity status, evoking raw emotion.

## WHO'S HOT?

With so much emphasis on photography, there are some highly sought after photographers making waves in the scene.

- ⚡ Photographing artists including King Krule, Charli XCX, and Kate Nash, London-based **Charlotte Patmore** has become a name to know in music photography. Often touring with the artists she photographs, she varies between behind the scenes candid shots and styled editorial images.
- ⚡ **Chris Owyong** has worked with a wide range of artists ranging from Jason Aldean to No Doubt, often joining forces with his brother Todd to form The BrOwyongs. The latter works with brands like Red Bull and Anheuser-Busch to capture signature events and have been noted for their unique style that combines commercial precision with the exhilaration of being in the front row.
- ⚡ Brooklyn-based **Dana Pacifico** opts for bold, motion-heavy shots featuring artists from Lorde to Muse.
- ⚡ **David Uzochukwu** started his career as a conceptual and fine art photographer and has exhibited his work all around the world. His images resemble paintings more than anything else, combining his knowledge of surrealism and music to create unforgettable masterpieces. At only 23, he's already worked with FKA Twigs, Pharrell Williams, Benjamin Clementine, among others.
- ⚡ Young British photographer **Joe Puxley** is an up-and-comer experiencing a meteoric rise in the field. In May of this year, Puxley was selected as the Undiscovered Photographer Of The Year at the Abbey Road Studios MPA. With subjects including Arlo Parks, Erykah Badu, Gregory Porter, and Tom Misch, he is certainly on his way up!
- ⚡ **Katy-Rose Cummings** is a London based photographer, blogger, and print designer who has photographed everyone from Circa Waves to Billie Eilish. Getting her start as a concert photographer, she also designs merchandise and album covers.

## GET THE PICTURE?

The big takeaway here is that images are deeply important. However, like we've seen in just about every aspect of the music industry, genres are blending, rules are changing, and we're not confined to one outlet. In pursuit of the "whole package artist" model, it's important to note the ways musicians can approach their own image and brand, even going so far as to stage their own shoots.

Celebrity photographer **Josh Telles**, who has shot the likes of St. Vincent, Ziggy Marley, and Jason Derulo, recommends choosing a vibe and setting that will put you at ease, as the best subjects are truly comfortable. Some things to remember if you are staging your own shoot are deciding on one or two core elements of your musical identity, styling with thought (including the outfits and setting), and specifically listing out the different shots you might need, from social media to posters, and album covers, everything has a specific dimensional need.

Whether experimenting with the photographs themselves, hiring a local photographer, or working with one of the greats, there is no denying that an image holds an immense amount of power for artists seeking a way to break through. As the adage goes, *a picture is worth a thousand words*. And the right photo can tell a story almost as powerfully as a song, and in an instant.



# STORM TRACKER

Tracking Our STORM Report Alumni!



## TAME IMPALA

(STORM No. 5)

Gorillaz have announced their new album *Cracker Island* out February 24, 2023, via Warner/Parlophone. The record includes the new song, "New Gold," featuring **Tame Impala** and Bootie Brown. On August 19th in London, Gorillaz debuted the track live at their headline All Points East show with both Kevin Parker of Tame Impala and Bootie Brown joining the band onstage.



## TOVE LO

(STORM No. 20)

**Tove Lo** is back with a vengeance. Ahead of the release of her fifth studio album, Tove Lo is revealing the video for recent single, "2 Die 4." The video, directed by Anna-Lisa Himma, takes the best parts of Y2K to the extreme. In blue, green and pink hues, Tove Lo resurrects the Europop club scene that brought her fame in the early 2010s. Her forthcoming album *DIRT FEMME* will be released October 14th with 12 tracks, and features Channel Tres, SG Lewis and 2014 Tumblr girl favorite First Aid Kit.



## LIDO PIMIENTA

(STORM No. 50)

**Lido Pimienta** has announced a new program called *Lido TV*, which recently premiered at the Toronto International Film Festival in early September. The first season will include six episodes, all created, written, produced, and hosted by the Grammy-nominated Barranquilla-born artist. Each episode covers a specific topic, from colonialism and privilege to feminism and hate. The show's format meshes puppetry, sketch comedy, interviews, documentaries, and performances—all recorded in Colombia.

## STORM FORECAST

Events And Happenings For Your Radar

### KAMP LA K-POP MEGA CONCERT

October 15 + 16 (Los Angeles, CA)

KAMP LA 2022 is the new mega concert coming to Los Angeles' Rose Bowl stadium this fall with a slate of heavy hitters across Korean entertainment. For the kickoff lineup announcement, KAMP has shared that K-pop boy bands Monsta X, Super Junior and iKON will be joined by solo superstars Kai, Jeon Somi and BamBam. R&B chart-topper Zion.T will join the bill, as will girl group Lapillus, marking the group's first U.S. appearance.

### WHEN WE WERE YOUNG FESTIVAL 2022

October 22, 23, 29, 2022  
(Las Vegas, NV)

It's the pop-punk emo throwback fest you have been waiting for. When We Were Young may be only a single day (with additional dates added, since it sold out instantly) in Las Vegas, but it's going to live forever in your heart. You definitely do not want to miss this once in a lifetime festival headlining A Day To Remember, Jimmy Eat World, Paramore, and more.

### AMSTERDAM DANCE EVENT 2022

October 19th - 23rd

ADE is the biggest international club festival in the world for the whole spectrum of electronic sub-genres with 300 special events and 2,000 DJs over five days in 75 clubs and venues around the city. The festival features the very biggest DJ and artist names on the planet, as well as a selection of the best upcoming talent making Amsterdam one of the best and most inspiring clubbing cities in the world. Each year, the ADE attracts 300,000 festival visitors, including 60,000 tourists. ADE 2022 will run from October 19th through 23rd across numerous clubs, venues and event spaces in the Dutch capital and will include DJs like, Helena Hauff, Jeff Mills, Carl Cox, Peggy Gou, Eric Prydz, and many more.

### HORROR IN THE CINEMA

It's that time of year again when the most anticipated horror movies are released. The *Halloween* trilogy from David Gordon Green will conclude during the 2022's spooky season with *Halloween Ends* releasing on October 14th. Jamie Lee Curtis will return as Laurie Strode after the violent events of *Halloween Kills* to face Michael Myers one last time. *Prey For The Devil* (October 28th) will follow a 25-year-old nun who believes performing exorcisms are her higher calling. Unfortunately for her, sisters are not allowed to perform them herself. Jacqueline Byers, Virginia Madsen and Ben Cross star in this terrifying film coming this spooky season instead of its previous early 2022 release.



# STORM WARNING

The 20 Artists On Our Radar

## ICON KEY

- YouTube
- Spotify
- Instagram
- TikTok
- Genre
- Similar Artists
- Label

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



## 1 EVAN GIIA 6K 1.9M

36K 64.2K Pop, Electronic, Dance Lykke Li, Galimatias Foreign Family Collective

Brooklyn based artist, EVAN GIIA is a classically trained opera singer whose voice adds a distinctive touch to her electronic pop crossover sound. Released by ODESZA'S Foreign Family Collective in 2018, GIIA's breakout single "WESTWORLD" and the self-directed music video propelled her to #1 on Hype Machine. The Berklee College of Music alumna has performed at festivals like Coachella, Firefly, Bonnaroo, CRSSD and shared stages with the likes of ODESZA, Louis The Child, Jai Wolf and Big Wild. With her new single "Momentum" and upcoming headlining shows, she continues to push boundaries and rejuvenate electronic music with her relatable hooks. Photo by XKYLAR ©2022



▶ 11.2K 🎧 1.8M

2 AUGUST 08

📷 58.4K 🎵 50.1K 🎧 R&B/Soul

🔗 Joji, Dominic Fike 🎧 Allel Sound

August 08 is a singer and songwriter from Los Angeles, California. He has been recognized for his contributions to the genre of R&B, writing records for some of the most talented people in the industry like Chance The Rapper and DJ Khaled. The 30-year-old's style of music is centered around emotions and topics that many people can resonate with. This past August he released the debut album *Seasick*, following his two EPs, "Toward The Sun" and "Toward The Moon." The album was made up of 15 records and had both a pop and R&B feel. August 08 completed this project solo. However, he did have a few features from Jhené Aiko, ScHoolboy Q, and STORM cover artist Joji.

Photo by Danny Williams ©2022





# 3 ETHAN BORTNICK

128K 1.6M

JENNIFER'S  
TOP PICK!



64.8K 3.5M Alt Pop glaive, Two Feet Columbia Records

21 year old Ethan Bortnick is an emerging artist, but has been performing around the world since childhood. A globally renowned virtuoso piano prodigy, he has appeared on The Tonight Show, Oprah Winfrey Network, Good Morning America, Disney Channel, and more. Not only is he a multi-faceted artist, but he holds the Guinness World Record for World's Youngest Solo Musician to Headline His Own Concert Tour. With such accomplishments at a young age, Ethan began to steer towards a different direction and embrace a different side of his musicality. Photo by Ashley Osborn ©2022



## 4 ARDEN JONES

📷 309K 🎵 313K

🎵 Alternative/Indie

📍 Goth Babe, BabyJake

🎧 Atlantic Records

Arden Jones, 21, was born in Marin County, just north of the Golden Gate Bridge. He taught himself to play guitar, piano, mandolin and stand-up bass, and was most inspired by rappers, everyone from 50 Cent and Tupac to J.Cole, Chance, Russ, XXXTentacion and Mac Miller. Jones—who often interacts with fans through TikTok—is currently working on *age tape 8*, following the release of *age tape 7* on August 4th, which included his hit song, "Starstruck." *age tape 7* is the latest installment in his ongoing series of monthly 3-song projects. Photo by SJ Spreng ©2022

📺 37K 📶 1.5M

"alt-pop wunderkind."  
—EARMILK



## 5 AUSTIN MILLZ

📷 424K 🎵 128K

🎵 Hip-Hop, Dance

📍 TOKiMONSTA, SG Lewis

🎧 Boom.Records

Austin Millz has surpassed (but not forgotten) his roots as one of Harlem's hometown heroes and its genre-bending art scene. His music is a deeply textured coalescence of soul and dancefloor euphoria, it amplifies the different phases of a night out - the afterhour bliss, a hazy pastel sunrise. He recently just released his first single this year titled, "What's Next?" Premiering on Apple Music's *The Zane Lowe Show*, the bouncing electronic hip-hop crossover sees Millz collaborate with longtime friend and industry peer, rapper, singer, songwriter, and producer Pell.

Photo provided by Management.

📺 32K 🎧 1.03M



# 6 DOMI & JD BECK

"The debut album from the virtuosic duo is undeniably accomplished, a smooth but frenetic set aimed at bringing jazz fusion to a new hyper-brained generation."

—PITCHFORK

ROBERT'S TOP PICK!



124K 85.8K R&B/Soul

BADBADNOTGOOD, Kaytranada APESHIT INC.

DOMi & JD BECK are an instrumental keyboard and drum duo known for their hyperactive, future-shock blend of progressive jazz, hip-hop, and R&B. After signing to Apeshit's label, they released their debut single, 2022's "SMiLE." The two musicians come from two completely different parts of the world. James Beck began cutting his teeth as young as 11 at jam sessions in Dallas. DOMi, aka DOMi Louna, was born in France and raised on jazz, and enrolled at the Conservatoire Régional du Grand Nancy at five. With the recent release of their album *NOT TiGHT* they present a dazzling sound of brainy jazz and satisfying instrumental hip-hop further enhanced by guest spots from A-listers such as Herbie Hancock, Snoop Dogg, Busta Rhymes, Thundercat, and many more. The album has already topped Billboard's Contemporary Jazz Albums chart.

Photo by Tehillah De Castro ©2022





GRACE'S  
TOP PICK!

EMMA'S  
TOP PICK!

## 7 MINDCHATTER

5K 555K

33K N/A Alternative, Electronic Gorillaz, SG Lewis Mind of a Genius Records

Mindchatter is the artist project of New York based singer, songwriter, and producer Bryce Connolly. After his debut single “Trippy” dropped in 2019, Mindchatter quickly gained recognition for his genre-defying sound and unique approach to music. By fusing introspective and thought-provoking lyrics with infectious, danceable beats, Mindchatter has earned early praise from the likes of Pete Tong on BBC Radio 1. He was subsequently invited on tour with Polo & Pan where he first debuted his live show. He also recently released his album *Dream Soup* early this year, as well as a track with South African house phenom, Kyle Watson, titled “Let’s Go Dancing,” out now via Mind Of A Genius. Photo by Alex Moore ©2022

21.3K N/A Hip-Hop/Rap, Underground GASHI, Azizi Gibson Independent

Named one of XXL’s “10 Canadians to Know”, DillanPonders is carving a unique lane in hip hop with his distorted and hazy, yet cutting and perceptive sound. Ponders’ music is versatile, with songs perfect for a party or sombre solo listening. He has performed across North America, as part of festivals like SXSW, Mondo.NYC and on the Smoker’s Club tours, as well as alongside some of hip hop’s left field leaders, including Flatbush ZOMBIES, Pouya and Father. Without a major deal or co-sign, Ponders has built his cult-like following one person at a time. Photo by Felice Trinidad ©2020

## 8 DILLANPONDERS

9.84K 621K

"10  
Canadians  
to Know"  
—XXL





📸 56.7K 🎵 N/A 🎧 Pop, Korean-Indie

📍 We Are The Night, The Black Skirts 🏠 Angel House

Before ADOY, the four musicians already had their foot in the Korean-indie music door. Juhwan, Zee, Dayoung, and Geunchang met as supporting instrumentalists for other more prominent artists. Originally starting as a side project, ADOY has grown from its humble beginnings to emerge as a forerunner in the Korean indie music scene. They recorded their first rough demos in Juhwan's house, an authentic testament to the pre-major label era of "bedroom pop." ADOY's debut effort was not only a commercial success but a critical one too, with the EP's lead single "Grace" earning a nomination for Best Modern Rock Song at the 2018 Korean Music Awards. ADOY's latest effort arises in the form of the dreamlike EP, "her."

Photo by Son Dong-Ju ©2021

**9** **ADOY**  
⚡️ 50.1K  
 224K







## 10 MUROKI

5.15K 260K

16.6K 10.5K Alternative, Pop D'Angelo, Frank Ocean Olive

Muroki blends his Kenyan and Coromandel roots into a heady brew that infuses the unique flavour of his New Zealand hometown, Raglan. Championed by the likes of Elton John, Muroki exploded onto the scene back in 2020 with his track, "For Better Or Worse"—a precocious sonic morsel that was quickly backed up by the hit song, "Wavy." With a sound as unique and infectious, Muroki's hypnotic voice bedded over hazy, roots-based pop captured the airwaves. Wasting no time, *The Dawn EP* was released on Benee's new Olive Records label, from which, "Wavy" nudged top 10 on charts globally. Photo by Jared Tinetti ©2022

22.6K N/A R&B/Soul, Latin Pop Paula Cendejas, Kiiara POP DONE RIGHT RECORDS

Sofi De La Torre is the epitome of a new global artist. Fiercely independent, staying out of the traditional label system intentionally, and self-releasing her own music she has been honing her distinct blend of urban pop music moving around the globe absorbing influences not rooted to any one city. Her music pulls from real experiences lived between moving from Spain to London to Berlin to Los Angeles over the last couple of years. She recently released, "Presión," which shows her diversity in sound as well as language. Photo by Michael Ullrich ©2019

## 11 SOFI DE LA TORRE

73K 198K





📺 N/A 🎧 201K

📷 10K 🎵 1K 🎧 Electronic, Dance 🎧 The xx, Banks 🎧 None Of The Above - N.O.T.A Berlin

JOPLYN is a songwriter, vocalist and producer and DJ from Berlin with an international (German, Vietnamese, and Canadian) heritage. Her electronica/house/melodic techno singles have already been remixed by electronic heavyweights such as Damian Lazarus, HOSH, MK, John Monkman, 8Kays, Joyce Muniz, Bebeta, Robot Koch, and Florian Kruse. JOPLYN was also recently handpicked by the Spotify Editorial team to be featured in their SPOTIFY RADAR program which aims to bring exciting newcomer artists to an international audience. Most recently, she collaborated with electronic giants Booka Shade and is featured on their latest single, "Polar Lights" which they co-wrote together with Florian Kruse. Photo by Pencil Art Personalized ©2022



# 13 CHICOCURLYHEAD

📷 5.3K 🎵 904

🎵 Latin, Hip-Hop/Rap

🎧 Saint Jhn, PARTYNEXTDOOR

📍 Playground Studios

Panamanian-American singer Chicocurlyhead is impacting both the hip-hop and Latin music worlds with his unique flow. Ever since moving to Atlanta at age 9, Chicocurlyhead couldn't help but succumb to the lure of hip-hop's current mecca, citing Travis Scott, Saint Jhn and PARTYNEXTDOOR as influences. The result is Latin trap from a Black perspective, distinguishing it from other trap artists like Bad Bunny and J Balvin. At the age of 18, he released his debut album *EL SAINT* and he's just getting started.


Photo by seba ©2022

📺 2.88K 🎧 77.5K





JULIA'S  
TOP PICK!

▶ 644K  75K

**14** RUBY RED

 2.4K  3.7K  Indie Pop  Phoenix, Purity Ring  Virgin Records

Ruby Red is the indie alternative pop duo consisting of two childhood friends, Daniel Laner and Fernando Fine. Born in Oakland and based in Los Angeles, this band brings us their fresh approach to the stuff we've already known but forgotten. They're stylish, in both their sound and their appearance, they're provocative, and they're fresh. With the duo's 2020 EP, "Area of Affect," Ruby Red was quickly recognized by key tastemakers like Zane Lowe. In 2022, Ruby Red went on tour with Two Feet as well as 11 shows on Emmit Fenn's "Far From Here Pt. 2" Tour. Most recently, Ruby Red released their EP, "Saboteur" which features lead singles, "Too Late (To Call)," which debuted #1 on Apple Music's Wildflower. Photo by Callum Walker Hutchinson ©2022



# 15 KAYE

9.5K 35.5K

"A fully formed pop goddess."  
—Rolling Stone



📷 14.1K 🎵 n/a 🎶 Pop, Dance 🎧 Selena Gomez, St. Vincent 🎧 Red Lily Records

Charlene Kaye (KAYE) spent her childhood all over the globe. Absorbing both the old soul records of her parents and the 90s grunge on the radio, she quickly became a full-fledged music obsessive, beginning with piano but soon abandoning it to teach herself punk songs on her mother's nylon guitar. She released the critically acclaimed album *Conscious Control* her first full-length in four years, in November 2020. With the rise of her first album, almost two years ago, KAYE recently released her latest EP, "Neon God". Combining rock, funk and disco with KAYE's prolific guitar chops, this summer's release of *Neon God* flings the door open to the otherworldly quality of her artistry. Her EP is now available on all DSPs. Photo by self portraits by KATE ©2022



## 16 NATE JOËL

📸 12.6K 🎵 6.6K 🎧 Hip-Hop/Rap

🔗 Jay Electronica, D Smoke

🏠 Can't Miss Kids LLC

Silverspring, Maryland artist Nate Joël's music will make you feel like a superstar. The rapper currently has a few singles under his belt, but he's ready now more than ever to share his talents with the world. He makes it clear that his adult life is governed in many ways by the ideals and fervor of youth, never losing sight of his adolescent emotions, making sure to honor them as he grows. His debut album *True Colors* is close to be finished and he can not wait for everyone to hear the collection of the best music he has ever made. In the meantime you can listen to his song, "She Likes to Dance."

Photo by Rosie Fiore ©2021

📺 1.8K 📶 19K





“La Poré’s spacious synths intertwined with glossy falsettos and dreamy language create the ultimate vibes”  
—Euphoria Magazine

## 17 LA PORÉ

386 9.1K

1.9K 90 Synth-Pop, Electronic Maroon 5, The Chainsmokers Nick Samson Music, LLC

La Poré is the music moniker of writer, producer, and actor Nick Samson. Having spent several years performing across the Columbus, OH music scene before moving to Los Angeles in November 2019, Samson has gained much notoriety for his work in a short period of time. After the release of his June 2017 debut, “Close,” the artist quickly followed up that September with the track “Sad Girl,” garnering attention from global fashion and music label Maison Kistuné. In March 2018, the follow up, “Missing It,” was included in Kitsuné Musique’s collaboration album with the NBA, *Kitsuné America 5: The NBA Edition*. In April 2019, “Missing It” was used in the official soundtrack for the Netflix film *The Perfect Date*. This past July he released his self titled EP, “La Poré”. Also an actor, he had a supporting role in the feature length film *Poser* which premiered at New York City’s Tribeca Film Festival in June 2021, and is now playing in select theaters across North America. Photo provided by Management ©2022

2.4K n/a Indie, Alternative, Hip-Hop Frank Ocean, MGMT Breaking Sound

The Greensboro, NC native, MYKA started recording music at the early age of thirteen via a makeshift studio at his cousin’s house. By the time he was legal, he had already released three mixtapes and various singles. Artists such as Kid Cudi, Frank Ocean, N.E.R.D, MGMT, The XX, and Beach House all help in influencing his versatile and genre-bending sound. As a multi-faceted artist who has made a career for himself with an eclectic mix of genre-defying and catchy compositions, MYKA is currently residing in L.A. where he continues to push his sound and style. This past summer, MYKA released his single, “american kids”, where the song features honest lyricism and bright vocals over dreamy synths and an effervescent bassline, almost creating a haunting “suburbia” vibe. Make sure to check out his new single for a journey that captures the complex actualizations of growing older. Photo by Jean-Marc Enongene ©2022



## 18 MYKA

269 1.25K





60 3.75K

19 MADDY DAVIS

3.3K N/A Alternative/Indie, Pop Olivia Rodrigo, FLETCHER Independent

Maddy Davis, hailing from the suburbs of New Jersey, spent her teenage years throwing concerts in her mom's basement with pockets full of round-trip NJ transit ticket stubs. Now a self-taught vocalist, songwriter, and producer, Davis masters raw and empathic indie rock through a pop lens—bringing an addictive, nostalgic angst to the forefront of her storyline. This past month, she released her gloriously messy, authentic indie pop/rock anthem “Sally! I Met A Boy.” The self-written/ co-produced offering tells the relatable tale of wanting your closest supporters to not be doubtful of your latest fantasy romance, even though all of your past lovers ended in the same fate. Davis’ forthcoming EP MUD connects back to her roots while acknowledging how many she still has to plant. With this debut 6 track EP set to release in Fall 2022, Maddy Davis commits to making songs that relate to everyone’s 20 somethings; dreaming big, moving fast, and not letting anyone tell you otherwise. Photo by McCabe Slye ©2022

13.4K 339 Alt-Pop Ari Lennox, Yebba Independent

Sitting somewhere between a Californian Amy Winehouse, Gwen Stefani and an early punk Courtney Love comes the enchanting melodies & youthful sophistication of 19 year Elisia Savoca. This San Diego native who writes all of her music, plays guitar and films her own music videos will leave you wanting more! With her unique mix of new era alt-pop combined with a confidence that draws you deeply into her world, this young ICON is ready to take you on an unexpected ride. With her recent release of "Put You Down," you can hear that Elisia Savoca has a sound like no other! Photo by Tom Bender ©2022

328 242

20 ELISIA SAVOCA







Thanks for reading! See you next month.



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