

Long Promised Road: Canceled
Tours and an Uncertain Future

Natalie Jane
Tommy Lefroy
Lewis Thompson
Henry Moodie
...and more!

Your Monthly
Music Forecast!



memBrain

STORM REPORT

ISSUE NO. 84
OCTOBER/
NOVEMBER 2022



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



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DOMi & JD BECK. Photo by Tehillah De Castro. ©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.

STORM ALUMNI



LETTER FROM THE EDITOR

Getting back out to see live music has been a highlight of 2022 for me. The sound of the crowd screaming out favorite lyrics. The obligatory tour tee shirt. The snapshots to post on socials preserving the memory (and humble bragging to friends that "you were there"). But behind the scenes, it's been less than magical. Disruptions caused by the pandemic like rescheduled shows, closed venues, and shifts in consumer behavior have caused incredible strain on an already hobbled industry. This, coupled with inflation and ongoing Covid outbreaks, has made touring impossible for an unprecedented number of acts. This month, we discuss how the return to live "post-pandemic" - or, rather, the epidemic of cancelled shows - has sparked some dialogue about the often insurmountable challenges facing emerging (and even established) artists today.

Enjoy!



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LONG PROMISED ROAD:

Canceled Tours and an Uncertain Future

By Grace Slansky and Jennifer Sullivan

The time has come for the other proverbial shoe to drop. While the post-pandemic boom saw a meteoric rise in concerts and festivals with the return of Coachella and massive tours from Harry Styles, Olivia Rodrigo, and Elton John, now a harsh reality has taken hold. With staggering inflation, ever-changing COVID restrictions, and the differences a two year hiatus can make on consumer behavior, touring is no longer feasible for the majority of independent musicians.

Even in the era of YouTube and TikTok super-stardom, artists still rely on touring to survive. Going out on the road makes up a huge portion of an artist's life and the lion's share of the industry's revenues. Ticket sales, merchandise, signings/appearances, and sponsorships are all reasons that an artist wants and needs to get out on the road. Touring is also important for emerging artists to find new audiences. Opening for a larger act, or landing a gig in a prestigious venue can capture the attention of local radio, important journalists, and of course, new fans.

ON THE ROAD AGAIN (?)

First, the good news. By the numbers, concert frequency and attendance is up. LiveNation, among the largest concert management groups, reported 12,500 shows in the second quarter of 2022 alone, which is 2,500 more than in 2019, before the pandemic. Attendance for LiveNation shows was up 20%, and by July they saw record sales of 100M tickets for the year to day, versus 2019's 74M.

But for non-superstar artists, it's a different story. Touring is expensive, risky, and incredibly complicated in 2022. With the surge of rescheduled shows at the beginning of the year, and the closing of many important small venues due to the pandemic, competition for ticket sales and venue space is fierce. Inflation isn't helping either, as many of the shows booked in 2019 with pre-pandemic financing are struggling to make the numbers work in a more expensive climate.

There have been more than two times as many show cancellations in the first half of 2022 compared with the first 6 months of 2019, according to a [Wall Street Journal](#) report.

And of course shows are still being canceled due to Covid outbreaks with band and crew members. Venues all over the world were quick to remove mask and vaccine restrictions, and the bands are paying for it, taking calculated risks each time they perform in front of a large audience.

Kyle Morton, the lead singer of Typhoon noted, "Tours have to be planned so far in advance and there's a considerable amount of startup costs and labor that go into them. I'm renting vans, paying crews. Depending on the level of the tour, it's a significant amount of investment and then if you go out, play a show, get COVID-19 and have to scrap it, that's a financial disaster. And not to even mention that, this is what you've been planning all year. This is the big tour and then it's done and now we all need to find jobs or whatever it is. A lot of people count on revenue from this and it's been really hard and that's part of the calculus for folks touring again is."

PUTTING THE ART BACK IN ARTIST

Some artists have had to put on the brakes entirely, and have taken the opportunity to also speak out about how these challenging times are affecting artists on a fundamental level. Santigold, the moniker for multi-instrumentalist singer and songwriter Santi White (whose live performances are nothing short of legendary), recently canceled her tour citing numerous concerns with not only the financial risks associated with touring, but also the emotional and creative toll it is taking on artists today.

"As a touring musician, I don't think anyone anticipated the new reality that awaited us," she wrote. "After sitting idle for the past couple years, [musicians] rushed back out immediately when it was deemed safe to do shows. We were met with the height of inflation, many of our tried-and-true venues unavailable due to a flooded market of artists trying to book shows in the same cities, and positive [Covid] test results constantly halting schedules, with devastating financial consequences. All of that, on top of the already-tapped mental, spiritual, physical, and emotional resources of just having made it through the past few years. Some of us are finding ourselves simply unable to make it work."

It's an important dialogue about touring that we rarely talk about. The glitz and the glamor is apparent, but the truth of being an artist on tour is altogether less whimsical. In response to Santigold, British singer Lily Allen added "F*cking hell, it's so brutal out there. You're right, we don't talk about it enough."

REVISITING MENTAL HEALTH AND THE MUSIC INDUSTRY

Our March 2020 issue of The STORM Report featured an article entitled "[Where is My Mind: Mental Health & the Music Industry.](#)" In the early days of the pandemic and as anxieties mounted for what the future might hold, we decided to shine a spotlight on mental illness in the music industry. In that article, we cited a 2019 study published by Swedish digital-distribution platform Record Union that 73% of independent artists have battled stress, anxiety, and depression. The study showed that three primary drivers for mental health issues in musicians are financial instability, the pressure to please fans, and substance abuse. And perhaps no place is more dangerous for all of these drivers than on the road - on tour.

Earlier this year, UK rap sensation and 2022 Mercury Prize winner Little Simz announced that she had canceled her US tour. "Being an independent artist, I pay for everything encompassing my live performances out of my own pocket and touring the U.S. for a month would leave me in a huge deficit," she said at the time. "As much as this pains me to not see you at this time, I'm just not able to put myself through that mental stress."

And she isn't alone. In the past couple months alone, nearly a dozen young acts including STORM alumni Arlo Parks, Yard Act, Sam Fender, Animal Collective, Shawn Mendes, GAYLE, KennyHoopla, and Lil' Baby have canceled their tours. Many have cited either a decline in their mental health, burnout from being overworked, or the unlivable costs and demands of navigating travel in uncertain times. In many cases, it is a toxic combination of all of the above.

WHAT ABOUT THE FAN?

How are fans faring amidst a touring industry in flux? From changing consumer habits including the "gravitational pull of the couch" to these increased prices, consumers are looking at their overall entertainment budget and allocating more carefully than they have in the past.

Hit hard at the battle that's
confronting me, yeah

Knock down all th
roadblocks a-stumbling me

Throw off all the shackles
that are binding me down

I'd love to see you
I'd love to see you
I'd love to see you

Lyrics from "Long Promised Road" by Carl
Wilson and Jack Rieley, performed by
the Beach Boys 1971

Ticket prices keep climbing, especially as the practice of dynamic pricing (which allows a company that sells tickets online to adjust prices on the fly in response to market demands) continues to take hold for large-scale shows.

According to concert trade publication Pollstar, the average ticket price for the top 100 grossing tours in North America for the first half of 2022 was \$108.20, up from \$91.86 in 2019. But attendance is dropping, with 15.6 million tickets sold for those top 100 tours in 2022, vs. 16.9 million for the same top 100 tours during the first half of 2019.

People are also waiting longer to buy tickets, making forecasting for promoters very difficult. For example, this year 30% of the tickets to Lollapalooza in Chicago were sold within 10 days of the festival, compared to when it would sell out instantly in years past.

THE SHOW MUST GO ON

The pressure that the industry puts on artists to tour is palpable because it's lucrative. But, like Santigold, there is a rising tide of artists who are rethinking what making music professionally means in a post-pandemic world.

Garbage's frontwoman Shirley Manson recently came forward to highlight the problem as a systemic issue with the industry itself. "Live music is under enormous strain. We are seeing so

many precious talents buckle under the economic injustice of a system that does not pay the creative for their artistic output." She warns that it may be detrimental for impressive talent and new musicians, which goes beyond threatening our immediate consumption and into the future of media.

She adds, "Let me put it to you another way: So many of the artists that we revere and hold dear throughout history would have been utterly destroyed by this system entirely. Musicians cannot survive without being paid fairly for their music. And if the live scene fails, the whole ship goes down entirely. All you will be left with is the mainstream. No alternative perspectives. Nothing loud. Nothing dangerous. Nothing weird. Little that lasts more than one album cycle. That strikes me as a great sorrow for our culture as a whole."

We are at another tipping point in the music industry, full of disruption and challenges, but we are hopeful for innovation on the horizon. The new normal is a moving target and even though the live music industry might not be able to future-proof itself, it's important that we strive to find solutions for a sustainable future for independent artists and venues. The "coming together" that live music inspires is part of what builds community and gives us joy. It's a hopeful sign that artists are speaking about their challenges and raising awareness to inspire some real change in the industry. Here's hoping that the long promised road is worth the journey.

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



STORM TRACKER

Tracking Our STORM Report Alumni!



BECKY G

(STORM No. 17)

Earlier in October IPSY, the preeminent beauty subscription, announced the launch of Glam Bag x Becky G. The award-winning singer curated this limited-edition collab that features eight full-size products from brands she loves, including Artist Couture, Herbivore Botanicals, Tarte, the star's own Treslúce Beauty, and more. To curate this collection, Becky G relied on her inner tools of self-expression and Chicana pride. She hopes to inspire IPSY members to color outside the lines, whether experimenting with a bold, new look or breaking free from their everyday routine. The Glam Bag x Becky G collection drops on November 1st, and members can reserve their spots for this limited-edition.



TSHA

(STORM No. 66)

TSHA is renowned for her eclectic, emotive and intricate sound that has the ability to transcend boundaries. Early in October, she showcased her multi-genre sound on her debut album, "Capricorn Sun." The 12-track LP boasts stunning vocals, enchanting piano, upbeat and bubbly bass, swirling synths, catchy lyrics and her hit song, "Sister." The album arrived off the back of successful singles, most recently "Running," which was released alongside an AI-based video by Parisian visual artist and animator Danaé Gosset.



JAMILA WOODS

(STORM No. 50)

Chicago artist Jamila Woods has debuted her first single in two years, "Boundaries." The R&B song draws on her background as a poet, with sensitive and expressive lyrics delivered in steady and melodic vocals. After inviting listeners in with the warm sound of guitar plucking, Woods launches into an introspective journey of finding inner peace through solitude.

STORM FORECAST

Events And Happenings For Your Radar

BLINK-182 REUNITE

October 2022

With their new track, "Edging," released October 14th which features the original band members, Tom DeLonge, Mark Hoppus, and Travis Barker for the first time since 2015, have also announced their world tour with support acts from Wallows, Turnstile, The Story So Far, and Rise Against. Starting next year, 2023, they will begin their tour in Mexico and will end in New Zealand in 2024. With their huge announcement, there are also talks of a new album from them that will release sometime next year.

AMERICAN FILM INSTITUTE FEST

November 2-6 (Los Angeles, CA)

The 36th edition of AFI FEST will take place in Los Angeles, CA, on November 2-6, 2022. AFI also announced that because of the ongoing uncertainty due to the pandemic, AFI FEST will expand its programming with nonfiction films traditionally presented at AFI DOCS in Washington, DC. AFI FEST will have submission deadlines—early, official and final—for fiction shorts (under 40 minutes) and nonfiction shorts (under 40 minutes). The Academy of Motion Picture Arts and Sciences recognizes AFI FEST as a qualifying festival for the Live Action and Animated Short Film categories for the annual Academy Awards®.

THE BEST ON NETFLIX

October 2022

Guillermo del Toro and Halloween vibes are practically synonymous. No one loves a good creepy monster tale like him, and thankfully, his upcoming Netflix show, *Guillermo del Toro's Cabinet of Curiosities* has eight stories to tell. Make sure to set those reminders for October 25th so you don't miss them! Netflix has finally released the official trailer for the forthcoming sixth season of the hit adult-animated comedy *Big Mouth*, which will make its return on October 28th. Season 6 will feature a new set of guest stars including Amber Ruffin, Ed Helms, Jeff Goldblum, Tyler The Creator, and more.

THE LONESOME CROWDED WEST

November 2022 - March 2023

Modest Mouse are celebrating the 25th anniversary of their 1997 sophomore album *The Lonesome Crowded West* on tour this fall. They will start their tour this November in Montana and will end their run in Brazil in 2023. The band will be out as a four-piece for the tour, with original members Isaac Brock and Jeremiah Green joined by Russell Higbee and Simon O'Connor.

1

NATALIE JANE

52K 2.6M

STORM WARNING

The 20 Artists On Our Radar

ICON KEY

YouTube

Spotify

Instagram

TikTok

Genre

Similar Artists

Label



**JULIA'S
TOP PICK!**

230K 2.7M Pop Sabrina Carpenter, Tate McRae Capitol Records

Natalie Jane has always been passionate about music. At just 18 years old, she has already created a distinct sound characterized by bold, fearless lyrics. She has graced fans' screens all over the TikTok FYP, reaching over 1.5M followers on the app and achieving over 40M likes across her videos. From covers to her original songs, Natalie Jane's vocal versatility and emotional vulnerability shine through, creating a musical narrative of universal experiences. Photo by Jane Amanda Belawski ©2022

2 TOMMY LEFROY

📷 8,332 🎵 42K 🎧 Alternative/Indi

🎧 Phoebe Bridgers, Cannons 🎧 LAB Records

Tommy Lefroy is the self-produced soft rock project of Wynter Bethel and Tessa Mouzourakis. The duo—who fittingly adopted its moniker from a real-life love interest of Jane Austen—met in Nashville in 2017 while they were both working as professional songwriters, and felt a connection instantly. When Tessa posted a boy genius cover on her Instagram Stories in 2018, Wynter half-jokingly commented: “Can we start a band?”. This interaction kick-started the Tommy Lefroy story and led to their self-produced debut EP ‘Flight Risk’, which was recorded during lockdown over FaceTime while Wynter was in LA and Tessa was in London. This past summer they released their new track, “Dog Eat Dog” which features garage-grunge flair and layered vocal harmonies, the track is a rallying cry for those who have been made to feel guarded in their otherness.

Photo by Chelsa Balan ©2022

🎥 1.5K 🎧 2.3M

ROBERT'S
TOP PICK!

"Tommy Lefroy: ambitious, TikTok-conquering duo with a storytelling flair"

—NME

3 LEWIS THOMPSON

📸 3.5K 🎵 N/A 🎧 Dance, Pop

👤 Kygo, Sam Feldt 🎧 RCA/Sony

You might not recognize his name just yet, but Lewis Thompson is stepping out of the shadows and becoming a huge name in UK Dance music as a writer, producer, and artist. The London-based artist has worked with some of the biggest names in pop, writing, and producing with frequent collaborators including Anne-Marie, Joel Corry, Becky Hill, David Guetta, and Clean Bandit to name a few. Even in the past 18 months, Lewis has seen many UK Top10 records incl UK #1 Single "Head & Heart" and Brit-nominated, Song of the Year, "Bed". Now, with an arsenal of his feel-good dance-pop anthems ready to take the electronic world by storm, Lewis - who is also one half of the dance duo Just Kiddin' - is ready to take the top billing.

Photo by Oscar Ryan ©2022

📺 6.3K 🎧 2.27M

4 HENRY MOODIE

106K 1.9M



618K 5.1M Pop Jeremy Zucker, iamnotshane Sony Music Entertainment

18-year-old Henry Moodie is a singer-songwriter from Guilford who is a digital native, building a massive fanbase on social platforms, with over 6 million and counting. He was one of the Top 10 most-viewed artists on TikTok UK in 2021. His natural ability as a songwriter is showcased in his debut single 'you were there for me, teased via socials and now released due to huge public demand. Photo by Jamie Moses ©2022

3.6K 1.5M

5 HALEY JOELLE



98K 205K Pop, Singer/Songwriter Birdy, Olivia Rodrigo Independent

Haley Joelle is an American songwriter and singer who started getting recognition on TikTok in late 2020 for her unreleased original songs. She had early success as a teenager, when she topped the Billboard Dance Club Songs chart in its 2018 issue with, "Meet in the Middle", a song by Swedish DJ Stonebridge that she co-wrote at the age of 16. Joelle's song "Emergency Contact" was released on March 4, 2021, as her first official release, after a TikTok of the song inspired by the TV show *The Bachelor* went viral, amassing over 2.6 million views. Photo by David Forehand ©2022

6 DYLAN DUNLAP


📷 24K 🎵 37K 🎧 Pop, Folk

🎧 Mumford and Sons, Coldplay

🎧 Nettwerk Music Group

Dylan Dunlap has quickly made a strong name for himself in music. His projects pop in widescreen, soundtracking a heartfelt personal story with organic live soundscapes. The music finds him learning to understand a developmental condition, wrestling with mental health, speaking to an estranged family, and navigating relationships. 2019's *Things I Can't Explain* EP yielded the fan favorite "If That's Alright," amassing 41 million Spotify streams and counting. The stand-alone, one-off released single, "Who Would Have Thought," has reeled in 9.5 million Spotify streams. He maintained his momentum with the *Soldier On* EP (2021) and *Stranger In My Head* EP (2022). Photo by Annie Noelker ©2022

📺 8K 🎧 1.1M

A close-up portrait of Sierra Ferrell with long, wavy brown hair, wearing a black hat. She has a small tattoo on her cheek that says "4000". The background is filled with green foliage.

7 SIERRA FERRELL

56K 1.1M

127K 84K Country Kacey Musgraves, Brandi Carlile Rounder Records

With her spellbinding voice and time-bending sensibilities, Sierra Ferrell makes music that's as fantastically vagabond as the artist herself. After years of living in her van and busking on the streets of New Orleans and Seattle, she moved to Nashville and soon landed a deal with Rounder Records on the strength of her magnetic live show. With her label debut, "Long Time Coming" (released in August of 2021), Ferrell shares a dozen songs beautifully unbound by genre or era, instantly transporting her audience to an infinitely more enchanted world. Photo by Alysse Gafkjen ©2022

A photograph of Cloudy June performing on stage. She is wearing a black top and has her head tilted back, singing. In the foreground, there is a large, dark silhouette of a person with horns, possibly a devil or a demon, against a red background.

8 CLOUDY JUNE

29K 791K

"10
Canadians
to Know"
—XXL

70K 115K Pop Billie Eilish, MARINA Independent

Cloudy wrote her first songs when she was 10 years old. Since back then, making music has always been her biggest passion. After Cloudy discovered TikTok in 2020, she began to film and post her first clips on the platform. Her music and message quickly resonated with a bigger audience, leading to her rapidly making a name for herself. Growing up with an international mindset in colorful Schöneberg and openly celebrating her bisexuality, the half-Cuban artist has become a voice for many young women. Photo by Frank Koppen ©2020

9 CODY HIBBARD

📷 12K 🎵 N/A 🎸 Country

🎧 Blake Shelton, Randy Travi

🎧 Independent

The Adair, Oklahoma native grew up running and working on the family farm with dreams that spread across the horizon. Working consistently and constantly running the roads brought new light to the small-town kid, which would lead him to pick up a guitar around the campgrounds and start finding the love to sing around his fellow blue-collar workers. Cody released his first EP, *Memory and a Dirt Road* in January of 2020 which has garnered millions of streams followed by his hit singles *Ice Cold Therapy*, *Armed and Dangerous*, and *The Truth* in the summer of 2020. In October 2021, Cody would drop his self-titled EP which has helped him put together a strenuous touring schedule.

Photo by Kayla Mundon ©2021

📺 2.34K 🎧 531K

📷 9.4K 🎵 65K 🎧 R&B/Soul 🗣️ Q, Sampha 🎧 Independent

Avenoir is quickly making a name for himself in the underground R&B scene. His music blends nostalgic sounds from the early 90s with neo-soul melodies and his sensuous tone. Inspired by Static Major and Da Bassment Cru, Avenoir creates a new sound with classic R&B roots. His latest release "Shameless" laid the foundation for his signature sound and created a buzz across all streaming and social media platforms. Photo provided by management ©2022

10 AVENOIR

📺 2K 🎧 527K

📷 11K 🎵 N/A 🎧 Producer, Hip-Hop/Rap 🗣️ Ahmad Amin, Mike Singer 🎧 Universal Music Group

Menju is currently one of the hottest music producers in Germany. He has a unique understanding of the music industry and manages to combine pop vibes with hip-hop while skilfully staging individual artists. He can claim over 30 gold and multiple platinum awards for himself and his hits landed at number 1 in Germany, Greece, Austria, and Switzerland. In the 2000s, his musical success began with the hip-hop event series "Catch a Fire", for which he produced numerous samplers with songs by renowned musicians. With his music agency "Mayer Music" Manuel is also active in audio post productions in the advertising industry. In 2019, he produced the championship anthem of FC Bayern Munich, he composed the music for Osram for the plant opening in Singapore as well as the music for the Daimler Supplier Awards. In 2020, he won the Cannes Corporate Media & TV Award for the Drees und Sommer image film in the sound design category. Photo by Lars Grözinger ©2020

11 MENJU

📺 2.81K 🎧 424K

12 GUNNAR

21K 317K

GRACE'S
TOP PICK!



📷 147K 🎵 258K 🎸 Rock 🎧 Lenny Kravitz, Stone Temple Pilots 🎧 Independent

Raised on a steady diet of country music, classic rock and 90's alt, GUNNAR was heavily influenced by the music he heard as a child growing up. With the backing of his manager Scooter Braun, GUNNAR's debut album is gearing up to rewrite the history books of rock music upon its release in February 2023. With his punchy vocals, gritty guitar work and hit-you-at-your-core songwriting, topped with an innovative approach to drums, GUNNAR vows to deliver on one promise moving forward—to blow the doors off of any venue he steps foot in all while building an unwavering global base of supporters. Photo provided by Management ©2022

▶ 15K 📶 201K

13 MOON WALKER

JENNIFER'S
TOP PICK!

📷 113K 🎵 126K

🎸 Rock/Alternative

🎧 The White Stripes, The Talking Heads

🕒 48 Hours Entertainment

Harry Springer may compose, produce and perform all of Moon Walker's music in his bedroom, but the electrifying and uniquely eclectic sound undeniably feels more fitting for a stadium. When Springer formed Moon Walker at the height of the Covid-19 Pandemic, he was merely looking for a way to pass time and make some extra money selling songs to music libraries. Those songs that Springer just couldn't part with ended up becoming his critically acclaimed debut record "Truth to Power". Thanks to sudden viral success on Tik Tok and praise from the likes of The Darkness's Justin Hawkins, the 7-track album quickly established Moon Walker as one of rock's most promising acts. Less than a year later, Springer is back with his more expansive sophomore effort "The Attack of Mirrors".

Photo by Madison McConnell ©2022



14 GRANDMA

▶ 4K 🎧 132K

📷 13K 🎵 64K 🎶 Indie Pop 🎧 Gus Dapperton, KennyHoopla 🎧 Atlantic Records

The name grandma seems at first unbecoming of 25-year-old biological male Liam Hall, yet his sophomore EP "Angelhood" gives us a few hints as to his unexpectedly pleasant grandmaternal ways. His lyricism is defined by cryptic aphorisms and somewhat deranged storytelling. What remains constant throughout his oeuvre is the balance between experimental stylings and shimmering alt-pop perfection. Collaborators like Nate Donmoyer (Passion Pit, Gesaffelstein) and Chris Greatti (Poppy, Grimes, Yves Tumor) add to "Angelhood's" versatile production. One of the EP's most poignant songs is "Blue Atlanta," a love letter to the city and its expansive outskirts. Hall's Southern charm lends a choirboy sweetness to the project's underlying melancholia. Combining the effect of an epicene 1970s rock star with that of a public school e-boy, he electrifies the decentralized and liminal spaces of the Internet and the suburbs with a phantasmagoric exuberance. Photo by Adam Martin ©2022



15 BEAU

▶ 7.1K 🎧 94K

📷 5.8K 🎵 n/a 🎶 Indie Pop 🎧 Lana Del Rey, BØRNS 🎧 Range Media Partners/Virgin Music Group

NYC alt-pop duo Beau (consisting of singer/songwriters Heather Goldin and Emma Jenney), makes dreamy indie pop that straddles the line between atmospheric '60s folk and frenetic late '70s punk. Originally calling themselves "The Boos" and playing gigs around NYC, a trip to France inspired a name change to Beau [the masculine term for beautiful in French] and the rest is history. Lead singer Heather sounds like Karen O, dances like Jim Morrison, and entrances like Lana Del Rey. Emma is equally captivating, she's the Keith to Heather's Mick. The duo is now hard at work on new music, recording at the iconic Electric Lady Studios with collaborators Nick Brown (Foster the People, Soccer Mommy, The Knocks) and GRAMMY award-winning producers Nicholas Vernhes (War On Drugs) and Andrew Wyatt (Miiike Snow). Photo by Rude Ink ©2022

"A cross between Lana Del Rey and Laura Marling."
—The New York Times

📷 14.4K 🎵 N/A 🎧 R&B

🎧 SiR, Giveon

🎧 Since the 80s, Naive

Jordan Hawkins, R&B's rockstar didn't just appear overnight. This project and his stunning sound have both come together through years of passion and work, fusing together so many influences, inspirations, and collaborators. Born in Greensboro, North Carolina, and raised in the church choir, he is following in the spirit of true performers, Prince, Jimi Hendrix, and John Mayer, artists who took the guitar and brought their magic to life. At just 24 years old, he has found his community and found his sound. And here, on his debut EP, "Heart Won't Stop," we get to witness Hawkins put it all together in one stunning project. He's got an undeniable tone, always in control yet still human and vulnerable.

Photo by Kiyo Vigliotti ©2022

🎥 3.1K 🎧 93K

16

JORDAN HAWKINS



17 BALLAD

3K 76K



📷 14K 🎵 N/A 🎧 R&B/Soul 📍 Ne-Yo, Kenyon Dixon 🎧 Independent

Ballad is a soulful R&B singer born in Luanda, Angola, who used music as a safe space to migrate into the American culture. His unforgettable sound is reminiscent of Maxwell and Prince wrapped into one, with an eclectic image to match. Ballad's sultry voice and passionate lyrics have earned him over 200k streams with his EP, *Croix and Suite '89*, and has reached a demographic of over 60% women. His hit singles "Jasmine" and "Give It All" have been featured on popular websites like DJBooth.net, Revolt TV, and YouKnowIGotSoul.com to name a few. Ballad's vision and passion for quality R&B are evident and he shows no sign of slowing down. Photo provided by Alex Fort ©2022

18 JENNIFER LOVELESS

100 75K



📷 8K 🎵 N/A 🎧 Electronic 📍 DJ Seinfeld, Jayda G 🎧 Butter Sessions

The Toronto-born Australian-resident, and now London-based artist is a diverse selector who found her love of club music through its most fundamental element; dance. Jennifer's mixes are notable, featuring on Crack Mag, Daisychain, Trushmix, and C-. Her work has been broadcast on Rinse FM, Noods Radio, and Balami. On Skylab Radio she hosted her own show 'Weatherall'. Since 2020 Jennifer has been prolific in her production releases. She's released on Pure Space, Sex Tags UFO, Planet Euphorique, Body Verse, and Butter Sessions and contributed a track to Jayda G's critically acclaimed DJ Kicks compilation. Jennifer's live performances are experimental, fluid, and charged with emotion. Her narratives weave a love of the ocean, a love for her community, an ear for details, and a concern for the climate. Photo by James PDF ©2022

5K 46K

19 ELOISE ALTERMAN



13K 20K Pop Bea Miller, Olivia O' Brien Big Yellow Dog

A self-taught pianist/guitarist who began penning soul-baring songs in her early teens, Eloise Alterman moved to Nashville alone at age 17, without knowing a soul in all of Music City. Made with multi-GRAMMY Award-winning producer Dave Cobb, Alterman's EP, "Sad Bird" presents an up-close portrait of heartbreak, healing, and self-discovery. With an understated yet captivating sound informed by longtime influences like Stevie Nicks and Joni Mitchell, her EP was released on May 6th. All throughout, "Sad Bird", Alterman boldly pushes outside her comfort zone to uncover the kind of timeless poignant pop songs that cut right to the heart. Photo by Caity Krone ©2022

840 25K

20 GIO GENESIS



3K N/A Hip-Hop/Rap, R&B/Soul ODIE, Cautious Clay Independent

Born in White Plains, NY, and raised in the 845 (Hudson Valley), Gio Genesis has found a way to create a world of his own through vivid emotion and touching lyricism. Genesis uses his distinct vocal presence to paint the picture of his suburban upbringing, Haitian heritage, and journey to surpass the peaks of greatness. His music emphasizes his overall talent as an artist that can rap, sing, produce and mix his own music entirely. His magnetic melodies reel you in while his lyrics hold weight. For anyone looking to get lost in their own universe, his music provides that sonic escape. Photo by Mike Hydos©2022

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