



Your Monthly
Music Forecast!

**Music, AI: Evolving the Art &
Science of Creativity**

Dreamer Isioma

Samia

Indigo De Souza

Madison Cunningham

...and more!

 memBrain

STORM REPORT

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playlists by clicking below:*



ON THE COVER

Tanukichan. Photo by Brendan Nakahara ©2023

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

The music industry has been forever changed by the advancements of technology, and one area that is rapidly evolving is artificial intelligence (AI). As we look to the future, it is clear that AI will play an increasingly important role in the creation, distribution, and consumption of music.

This month’s Eye of the STORM article explores how AI-powered tools are currently being used to help musicians compose and produce music. AI is also being used to personalize music experiences for individual listeners.

Of course, there are also challenges to be addressed as we look to the future of music and AI including questions around copyright and ownership, and the impact on jobs in the industry.

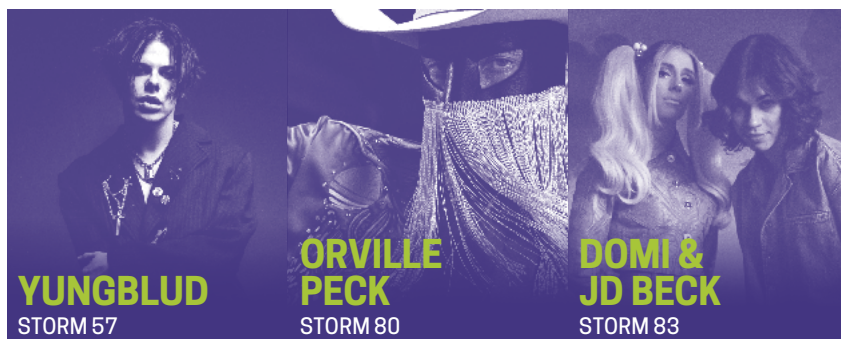
We believe that the future of music and AI is a topic we will be reviewing closely for years to come. We can’t wait to see where this intersection of creativity and technology takes us.

Enjoy!



Jennifer Sullivan
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EYE OF THE STORM

This image was generated using AI with the assistance of DALL-E 2

MUSIC, AI:

Evolving the Art & Science of Creativity

By Grace Slansky (and ChatGPT)

Ask anyone last year about “The Rise of AI” and you would get a solid science fiction plot about robots taking over the world. Fast forward to 2023, and AI is now part of the zeitgeist, making its way into professional and creative endeavors in ways we never expected. With the rise of effective and accessible options, artificial intelligence (AI) has been making waves in a variety of industries, and music is no exception.

It is only fitting, or perhaps incredibly meta, that this article itself is written in collaboration with the [OpenAI generative AI chatbot, ChatGPT](#), a website that houses an AI capable of answering a variety of prompts, from “write a song in the style of the Beatles” to “write a 500 word essay on the rise of AI.”

In recent years, AI has made significant contributions to the music industry, changing the way music is created, distributed, and marketed. But it is only in the last few months that we have seen the AI revolution truly take hold, making tools accessible for everyone, sparking a more enthusiastic, if not wary, conversation.

MUSIC CREATION USING AI

One of the most significant and shocking ways that AI is changing the music industry is through its use in music creation. AI algorithms and machine learning techniques are being utilized to generate original music, and the results are impressive. AI can analyze existing music, learn from it, and generate new pieces that are similar in style and structure. This is a major shift from the traditional music-making process, where human musicians typically have to start from scratch each time they create a new piece.

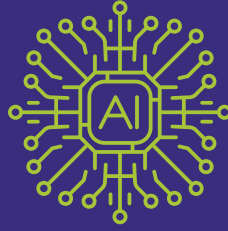
In 2014, creators began using Amper Music, which uses AI algorithms to create custom soundtracks for a variety of applications, such as videos, games, and advertisements. Amper Music allows users to select a genre and mood, and the AI will generate a unique piece of music to match. This platform has been used by major brands like Coca-Cola and Marriott, showcasing the potential of AI in the music industry.

In 2016, IBM launched Watson Music, which ushered in the cognitive era, allowing artists to collaborate with Watson and make hits from volumes of data. Watson gave artists tools to see inspiration in places they previously didn't, by analyzing impressive amounts of cultural evidence. In the case of Alex Da Kid, [Watson AlchemyLanguage](#) API helped by analyzing five years of natural language texts including New York Times front pages, Supreme Court rulings, Getty Museum statements, the most edited Wikipedia articles, popular movie synopses, and more. Once Watson had learned the most significant cultural themes, [Watson Tone Analyzer](#) read news articles, blogs and tweets to find out what people felt about them. Additionally, Watson analyzed years of popular music, and was able to provide emotional tone and influence based on a single word.

However, those were just the tip of the iceberg and the kinds of AI-fueled creation we are seeing now go above and beyond prompted soundtracks. ChatGPT is able to write lyrics in the style of existing musicians, following prompts to spit out lyrics in record time. While some fans and artists are embracing this, theBad Seeds frontman, Nick Cave, has called the results a "travesty." In a scathing response to fan-sent lyrics written by the program in his own style, he said, "I understand that ChatGPT is in its infancy but perhaps that is the emerging horror of AI—that it will forever be in its infancy, as it will always have further to go, and the direction is always forward, always faster. It can never be rolled back, or slowed down, as it moves us toward a utopian future, maybe, or our total destruction. Who can possibly say which? Judging by this song 'in the style of Nick Cave' though, it doesn't look good." He added, highlighting the future implications, "The apocalypse is well on its way. This song sucks."

Just weeks ago, a group of researchers at Google released MusicLM, an AI-based music generator that can convert text prompts into audio segments. This is being touted as a gamechanger in the industry, which, until now, has not seen the ability to accurately translate a short written prompt into a complete piece of music.

And there are countless other start-ups in this intersection of music and AI, including [Endel](#) which draws heavily on practices of mindfulness and has the ability to draw on physiological data, like the user's heart rate, to create functional music. We are also



MUSICIANS USING AI AT A GLANCE

*Arca
Brian Eno
Bronze
Dadabots
Grimes
Holly Herndon
Lil Miquela
Taryn Southern
Toro y Moi
Yona*

exploring the potential of [Aimi](#), which aims to help electronic producers create infinite and interactive streams.

Many of our favorite musicians are already using AI to create works. From Alan Turing's 1951 music machine that generated three melodies to David Bowie's 90s experimentation with a digital lyric randomizer, the technology is actually embedded in our history. Now, modern musicians are taking full advantage of the additional tools, leading to some incredible outputs.

MUSIC DISTRIBUTION AND MARKETING

It is no surprise that algorithms play a large part in how we interact with music via streaming platforms. Although not a new development, AI is heavily embedded in our music discovery process. AI-powered music recommendation systems, such as those used by Spotify and Apple Music, use machine learning algorithms to analyze user data and recommend songs and playlists that are personalized to each user. This helps music companies to better target their audience and increase sales. For example, Spotify's Discover Weekly playlist uses AI to analyze a user's listening habits and recommend new music that is similar to their taste, allowing for a positive curated experience.

In addition to more traditional A&R tactics like going to concerts and showcases, memBrain leverages available data through various streaming platforms and chart tracking services to gather artist ideas for The STORM Report. While the data doesn't always tell as reliable of a story as industry insider conversations, we use machine learning and AI-driven websites like Chartmetric to evaluate talent holistically.

CHALLENGES AND ETHICAL CONSIDERATIONS

The integration of AI into the music industry is not without its challenges and ethical considerations. The question of whether AI-generated music is on par with human created content is certainly a large part of the conversation. However, the greater logistic debate is who should be credited as the creator of the music, when AI is a part of that process. Some argue that the AI is simply a tool that helps musicians create new sounds, while others argue that AI itself should be credited as the creator of the music.

Copyright issues come into play with MusicLM as well. The key issue for Google is the potential for the software to use training data that contains copyrighted material in the songs it produces, begging the question of influence or infringement.

There are also obvious concerns about the potential for AI to replace human musicians, leading to job loss and a decrease in the number of opportunities for musicians in the industry. This is a valid concern, and it highlights the need for the music industry to adapt and find new ways to incorporate AI while still valuing the humanity of musicians.

CONCLUSION, AS TOLD BY CHATGPT

Now, in the words of ChatGPT itself, a response to the prompt:

“Write me a conclusion to an article about AI and music, and the future of AI and music, from your perspective as an AI.”

As an AI language model, I can observe that the integration of AI into the music industry is a promising and exciting development. AI has the potential to enhance the creative process, provide new opportunities for musicians, and change the way we experience music. The advancements in AI-generated music and personalized recommendations systems have already shown the potential of AI in the music industry.

However, it is important to consider the ethical and social implications of AI in the music industry. The industry must find a way to incorporate AI in a way that benefits both musicians and audiences, while still valuing human creativity and artistry.

Looking ahead, the future of AI and music is full of possibilities. As AI continues to advance, it will likely play an even greater role in the music industry, providing new tools for musicians and creating new experiences for audiences. The integration of AI into the music industry is a testament to the power of technology to enhance and transform the arts, and I believe that the future of AI and music is a bright and exciting one.

As AI continues to advance, it will be interesting to see how it continues to impact the music industry. The future of music looks bright, and AI is playing a big role in shaping that future. From AI-generated music to personalized recommendations, the integration of AI into the music industry promises to spark innovation and potentially evolve the artform and the business model for the future.



For more information about us,
visit memBrainllc.com.

CHECK OUT

this issue's carefully curated playlists by clicking below:

 YouTube

 Spotify

STORM TRACKER

Tracking Our STORM Report Alumni!



MADISON BEER
(STORM No. 3)

Madison Beer revealed a few days ago that her first memoir, *The Half of It*, will be published by Harper Collins on April 25th. “It feels truly surreal to be announcing this book and i am so excited to share my story with you in a way i never have before,” she wrote on Instagram about the memoir.



BIBI BOURELLY
(STORM No. 30)

Skrillex’s first genuine album in nearly a decade, *Quest For Fire*, will be released on Friday, February 17th. We’ve already heard “Rumble” with Fred again.. and Flowdan, “Way Back” with PinkPantheress and Trippie Redd, and “Xena” with Nai Barghouti from the album. The super DJ has released another single in February with yet another STORM Report alumna Bib Bourelly. The track is a mellow entry entitled “Don’t Get Too Close,” and Skrillex adds vocals credited as Sonny Moore. Check it out!



CHANNEL TRES
(STORM No. 67)

The EP “Real Culture Sh*t” by **Channel Tres** was released on February 24th via GODMODE/RCA Records. The EP will feature five songs, including previously released singles “6am” and “Just Can’t Get Enough.” From March to June, the multi-hyphenate producer and singer is also going on a headlining tour, performing at the Okeechobee Festival, M3F Festival, and others, as well as gigs in Europe and the United Kingdom.



PINKPANTHERESS
(STORM No. 73)

PinkPantheress is now a Billboard Hot 100 charting artist, as her new collaboration with Ice Spice, “Boy’s a Liar, Pt. 2,” debuts at No. 14 on the most latest chart, dated February 18. PinkPantheress’ “Boy’s a Liar, Pt. 2,” which she composed and produced with Mura Masa (who debuts on the Hot 100 for the first time as well), is also a global hit, debuting at No. 15 on the Billboard Global 200.

STORM FORECAST

Events And Happenings For Your Radar

ROLLING LOUD MUSIC FESTIVAL

*March 3-5
Inglewood, CA*

Rolling Loud is a hip hop music festival that takes place in the United States, Europe, Australia, and Canada. Complex calls it “one of the biggest rap-only festivals in the world,” and Billboard calls it “the be-all of hip-hop festivals.” It debuted in 2015. The festival’s lineup includes some of the world’s biggest and most popular hip-hop and rap artists, with a focus on modern and up-and-coming talent. The festival is recognized for its high-energy performances and dynamic environment, and it is a must-attend event for hip-hop and music lovers alike. Playboi Carti, Travis Scott, and Future will be among the many headliners!

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

*April 14-16 & April 21-23
Indio, CA*

Since 1999, Coachella has hosted some of the biggest names in music, ranging from rock classics to cutting-edge electronic artists. The festival is considered to be a major cultural event, drawing music aficionados from all over the world to enjoy the music, arts, and overall festival experience. This year’s lineup includes Bad Bunny, BLACKPINK, Frank Ocean, and many more.

MIAMI MUSIC WEEK

*March 21-26, 2023
Miami, FL*

Miami Music Week is a music festival held in Miami, Florida each year. It is one of the world’s largest electronic dance music (EDM) events, attracting thousands of music fans, DJs, producers, and industry experts from all over the world. The events at Miami Music Week include live performances, DJ sets, industry seminars, and parties. It gives a platform for emerging and established artists to present their music and connect with fans, as well as for music industry professionals to network and discuss the industry’s future.

STAGECOACH FESTIVAL

*April 28-30
Indio, CA*

Stagecoach is recognized for its laid back, festive atmosphere, which draws country music lovers from all over the world. It allows fans to witness their favorite singers perform live and immerse themselves in the unique spirit and culture of country music. Since its start in 2007, the event has grown to become one of the most popular country music festivals in the country, attracting tens of thousands of attendees each year. This year’s headliners include Luke Bryan, Kane Brown, and Chris Stapleton, so don’t miss out! EDM legends like Afrojack, David Guetta, and STORM alum Marshmello will be headlining.

ROCK AND ROLL HALL OF FAME INDUCTION CEREMONY

*April 2023
Cleveland, Ohio*

The Rock and Roll Hall of Fame Induction Ceremony is an annual event that acknowledges and celebrates the accomplishments of influential rock and roll musicians, bands, and other figures. It is an opportunity for fans to celebrate and appreciate the musicians and bands who have helped influence the course of rock and roll. This is a prestigious honor for musicians and serves as a significant acknowledgement of their accomplishments and impact on the music business. Sheryl Crow, Joy Division/New Order, Cyndi Lauper, George Michael, Willie Nelson, Warren Zevon, Missy Elliott, and The White Stripes are among the first-time inductees in this year’s class.



STORM WARNING

The 20 Artists On Our Radar

ICON KEY

▶ YouTube

🎧 Spotify

📷 Instagram

🎵 TikTok

🎵 Genre

👤 Similar Artists

🏷️ Label

1

DREAMER ISIOMA

▶ 30K 🎧 2.1M

📷 47K

🎵 89.5K

🎵 Hip-Hop, Alternative R&B

👤 Steve Lacy, Dua Saleh

🏷️ Dreamer Isioma LLC

Chicago-born Dreamer Isioma began developing their creative outlets as a teenager, dabbling first in filmmaking and then in music. Taking inspiration from other diverse Chicago superstars such as Chief Keef and Tyler, the Creator, they taught themselves to sing, rap, and play guitar. Asked in February 2022 by PAPER how they would describe their profession because of their output of visual music videos in addition to music, Isioma self-described as a “creative director” rather than specifically a “performer, songwriter or vocalist”. Their unique sound is apparent on their debut EP, “Sensitive” and Dreamer’s latest release, “F-k That World,” showcases their tremendous talents.

Photo provided by Swiper ©2023




2 SAMIA

 95K  73.4K

 Alternative/Indie, Pop

 Maggie Rogers, Donna Missal

 Grand Jury Music

Los Angeles born and New York raised Samia Finnerty started writing music, performing in bands, and seeking out open mics by her mid-teens. Daughter of actress Kathy Najimy and actor Finnerty (the Dan Band), Samia first found the spotlight at age 19 when she starred in the off-Broadway debut of Sarah DeLappe's Pulitzer Prize-nominated production, *The Wolves*. After the successful launch of her debut album, *The Baby* in 2020, Samia's second album, *Honey* feels perfect for dreary mid-winter wallowing, with easygoing hooks and indie/alt goodness.

Photo by Sophia Matinazad ©2022

 14.7K  1.1M

66K 15.7K Indie Rock

Phoebe Bridgers, Snail Mail

Saddle Creek

Indigo De Souza has been steadily building a following since the release of her debut album, *I Love My Mom*, in 2018. A blend of indie rock, pop, and folk, her introspective lyrics often explore themes of mental health, love, and self-discovery. De Souza's most recent single, "Younger & Dumber," has generated excitement for her upcoming album, set to be released in April 2023. With her unique sound and poignant lyrics, De Souza is sure to continue making waves in the music industry.

Photo by Kyler Vollmar ©2022

3 INDIGO DE SOUZA

9.52K 872K



4 **MADISON CUNNINGHAM**



**JENNIFER'S
TOP PICK!**

“Not only is she a master of arranging inimitable indie rock gems, she’s an incredible guitar player, period.”
—*Consequence*

**GRACE'S
TOP PICK!**

41.6 777K

107K 56.3 Indie Folk Fiona Apple, Joni Mitchell Verve Forecast Records

26-year-old GRAMMY Award winning singer and composer Madison Cunningham is known for her “wonderfully tangled imagery and cutting self-awareness” (NPR). Pushing the boundaries of a traditional singer-songwriter, her “guitar work is both classic and wildly emotive, and her soaring vocals are pristine and inspired” (*Consequence*). Madison began playing the guitar at only 7 years old and by the age of 12 she was singing and performing in church with her 5 siblings. She met Tyler Chester while she was a teenager, and he went on to be a close collaborator and producer on several of Madison’s projects, including her debut album, *Who Are You Now?* in 2019. Cunningham’s latest album, *Revealer*, won “Best Folk Album” at this year’s GRAMMY Awards. Photo by Claire Marie Vogel ©2023

A close-up portrait of Grace Ives, a young woman with dark, wavy hair and light-colored eyes. She is looking slightly to the right of the camera with a neutral expression. Her arms are crossed over her chest, and several tattoos are visible on her left arm, including a large one on her shoulder and a smaller one on her forearm. The background is dark and out of focus.

5 GRACE IVES

📷 20K 🎵 700 🎶 Pop

👤 Caroline Polachek, Miya Folick

🎧 True Panther/Harvest

New Yorker Grace Ives is an up-and-coming indie pop singer-songwriter recognized for her versatile vocals and short but captivating songs. Ives' music is a blend of dreamy pop and introspective folk, drawing inspiration from a diverse spectrum of musicians ranging from M.I.A. to The Go-Gos. With 10 songs at only 30 minutes, her latest album, *Janky Star*, offers a wide range of styles in a short amount of time. *Pitchfork* has called it "one of the best little pop albums of the year," and we would have to agree! Photo by Will Pippin ©2022

📺 2.2K 🎧 671.9K

A photograph of the Australian music trio Daste. The three members are sitting in the front seats of a car, looking towards the camera. The driver is on the left, wearing a dark cap. The passenger in the middle is wearing a grey hoodie. The passenger on the right is wearing a blue t-shirt with a yellow 'carpet' logo and a black cap. The car's interior and the road ahead are visible through the windows.

6 DASTE.

📷 1.9K 🎵 N/A 🎶 Electronic, Lo-Fi 🎧 Leisure, Parcels 🎧 Mammal Sounds

Australian trio daste. (pronounced like 'taste' with a 'd') make relaxed indie pop music with smooth R&B/soul overtones, resembling a cross between Tora, Two Another, and Honne. After finishing the recording of their first single, "Thinkin' Of" in 2018, members Callum, Tyler, and Braxton signed to Mammal Sounds Records. daste. released their debut EP, "Palette," in 2019, which included their tracks "Thinkin' about," "Myself," and "SOBER." It has since had over 2.5M listens on Spotify alone. daste. gave us the first taste of their new music in December 2022 with new single 'butterfly (so free),' which came with a music video directed by Dom Gould and an Australian tour. Photo provided by management ©2023

📺 2.51K 🎧 609K

7 BLONDSHELL

📷 18.6K 🎵 5.7K 🎧 Alternative/Indie

👤 boygenius, Soccer Mommy

🎧 Partisan Records

Blondshell is the stage name of LA-based singer/songwriter Sabrina Teitelbaum. Born in New York City, Teitelbaum was drawn to the confessional nature of musicians like Tracey Chapman, Elliott Smith, and Patti Smith. Citing influences like Bon Iver, Grizzly Bear, and early Tame Impala, Blondshell's alt-rock music is all about digging your way to confidence, self-possession, and relief. Blondshell is known for her anthemic tracks "Olympus," "Kiss City," and she's finally announcing her self-titled debut album, *Blondshell*—out April 7 via Partisan Records—alongside the single "Joiner."

Photo by Daniel Topete. ©2023

📺 108K 🎧 485K

"Get Ready for Blondshell to Be All the Rage This Year"
—Rolling Stone



8 TEMPEST

📷 10.8K 🎵 N/A 🎧 R&B/Soul

👤 SZA, Kehlani 🎧 Legend Sound

Tempest is the moniker of Long Beach singer-songwriter-producer Tatiyana Bello, who is making a name for herself in the crowded pop/R&B scene with her sleek voice and cutting lyrics. She's been collaborating with producers like Louie Lastic, Los Hendrix, and Jay James, who are all credited on her heartbreaking 2020 single, "Sorry to Say." Her latest single "Heathens" spotlights her dark side while showcasing Tempest's alt-R&B sound. She truly defies genre and continues to carve out her own unique lane.

Photo by Macy Bryant ©2023

📺 149K 🎧 448K



9 COAST CONTRA



338K 439K

487K 271.4 Hip-Hop/Rap Wu-Tang Clan, J. Cole Area51 Music

Twin sons of West Coast rap legend Ras Kass and soul songstress Teedra Moses, Ras and Taj Austin met Colombian-born Rio Loz in high school to assemble Coast Contra. After releasing their debut mixtape, the trio discovered Eric Jamal, a rising rapper from North Philadelphia and the rest is history. Their song “Queen & Slim” appeared on the soundtrack of the film of the same name, and featured a guest verse from BJ the Chicago Kid. The hip hop collective has a soulful sound with R&B influences which are showcased on their debut studio album *Apt. 505* in 2022. Catch them on stage at Governor’s Ball in June! Photo by Jarrod Bloom ©2022

10 ABBY SAGE

5K 7.9 Alternative/Indie, Pop
Men I Trust, Beabadoobee Independent

Canadian-born, Los Angeles-based indie alt-pop Abby Sage started writing and recording tracks with her musician dad. By the start of high school she was secretly posting her music to Soundcloud—until she unintentionally uploaded a track publicly. Sage is a soft-spoken yet passionate singer, overflowing with the sentiment of someone who has lived well beyond her years. Nostalgia, alt-pop, and leaning into the uncertainty of our futures continues to fuel Sage’s abilities. Her latest EP, “The Florist,” offers sheer sonic beauty alongside an earnest vision that draws listeners deeply in.

Photo by Natalie Hewitt ©2023

560 435K

11 KEVIN ATWATER

📷 14.8K 🎵 129K

🎵 Alternative/Indie, Pop

📍 Wallows, Conan Gray

🎧 Independent

NYC-based indie-folk artist Kevin Atwater is a singer-songwriter who knew from a young age that music was going to have a significant impact on his life. He immersed himself as much as possible, learning classical piano and clarinet, teaching himself guitar, and becoming involved in musical theater. A natural storyteller, he cites influences ranging from folk idols like Joni Mitchell to modern singer-songwriters like John Mayer, Moses Sumney, and Phoebe Bridgers. His dreamy vocals and bedroom guitars coupled with his gut wrenching, tender and endearing queer love songs are garnering critical acclaim, and for good reason.

Photo by Shervin Lainez ©2022

📺 3.86K 🎧 416K

ROBERT'S
TOP PICK!



📺 285 🎧 220.6K

12 JVLY

📷 903 🎵 N/A 🎵 Electronic, R&B/Soul

📍 Galimatias, Tom Misch

🎧 Mammal Sounds

JVLY is an Australian artist who produces relaxed electro-R&B/Soul music reminiscent of Charlotte Day Wilson, Tom Misch, and Rhye. The producer and singer-songwriter (real name Kayle Butler) aimed to make the most of the lockdowns throughout 2021 by taking time to experiment with different sounds, songwriting styles, and production techniques. JVLY released his latest track 'swim' in November 2022 and he'll have a lot more to share in 2023. Stay tuned!

Photo provided by management ©2023



13 JACKSON OWENS

▶ 1.3K 🎧 185K

📷 35.6K 🎵 9.9K 🎧 Soul/R&B 🎧 Niko Walters, Joji 🎧 Five AM

New Zealand-born Jackson Owens began his musical journey when he was 10 years old. Jackson was raised in a soul music-loving household and was influenced by artists such as Sam Cooke, Otis Redding, Amy Winehouse, and Stevie Wonder. Now 25, Owens continues to develop his fan base by posting covers to YouTube, gaining 35.8k followers on Instagram and 82k followers on Facebook. He toured with Six60 and Stan Walker and sang on Sons of Zion's chart-topping single "Love on the Run." Owens' goal for 2023 is to release even more hits and perform as much as possible. Photo by Matt Noble ©2023



3.8K 158K

14 NOSO

23.7K 25.9K Alternative/Indie

Blood Orange, Day Wave Partisan Records

25-year-old indie/alternative musician NoSo is a Los Angeles-based Korean-American artist whose writing grapples with the insecurities and frustrations that can arise from the Asian American LGBTQ experience. The solo project of singer-songwriter and guitarist Baek Hwong, NoSo writes and records much of their work alone in their bedroom, packaging heavy subject matter as a catchy hook or chorus without cheapening its sentiment. NoSo is short for North/South, a response to the “which Korea are you from?” question Hwong would often be asked. Photo by Marcella Desharnais ©2023



"PACKS:
lo-fi slacker rock
that confronts an
unpredictable world"
—NME

15 PACKS

- 📷 3.9K 🎵 146
- 🎵 Indie, Alternative
- 📍 Best Coast, Beach Fossils
- 🎧 Fire Talk

Toronto-based band PACKS explore a variety of issues ranging from burnout, dead-end jobs, bike theft, stress dreams, and heartbreak on new album, *Crispy Crunchy Nothing*, which comes out March 31st on Fire Talk. Led by Madeline Link (who originally performed as a solo act called PAX), started PACKS as a creative back-and-forth between Ottawa and Toronto. Link would send her bedroom demos to her bandmates via Google Drive. The result is melancholy magic with Link's detached vocals flowing with the band's cool-tone chords

Photo by Feng Jiang ©2023

📺 379 📶 110K

16 THOM.KO

📷 2.6K 🎵 133 🎧 Alternative/Indie

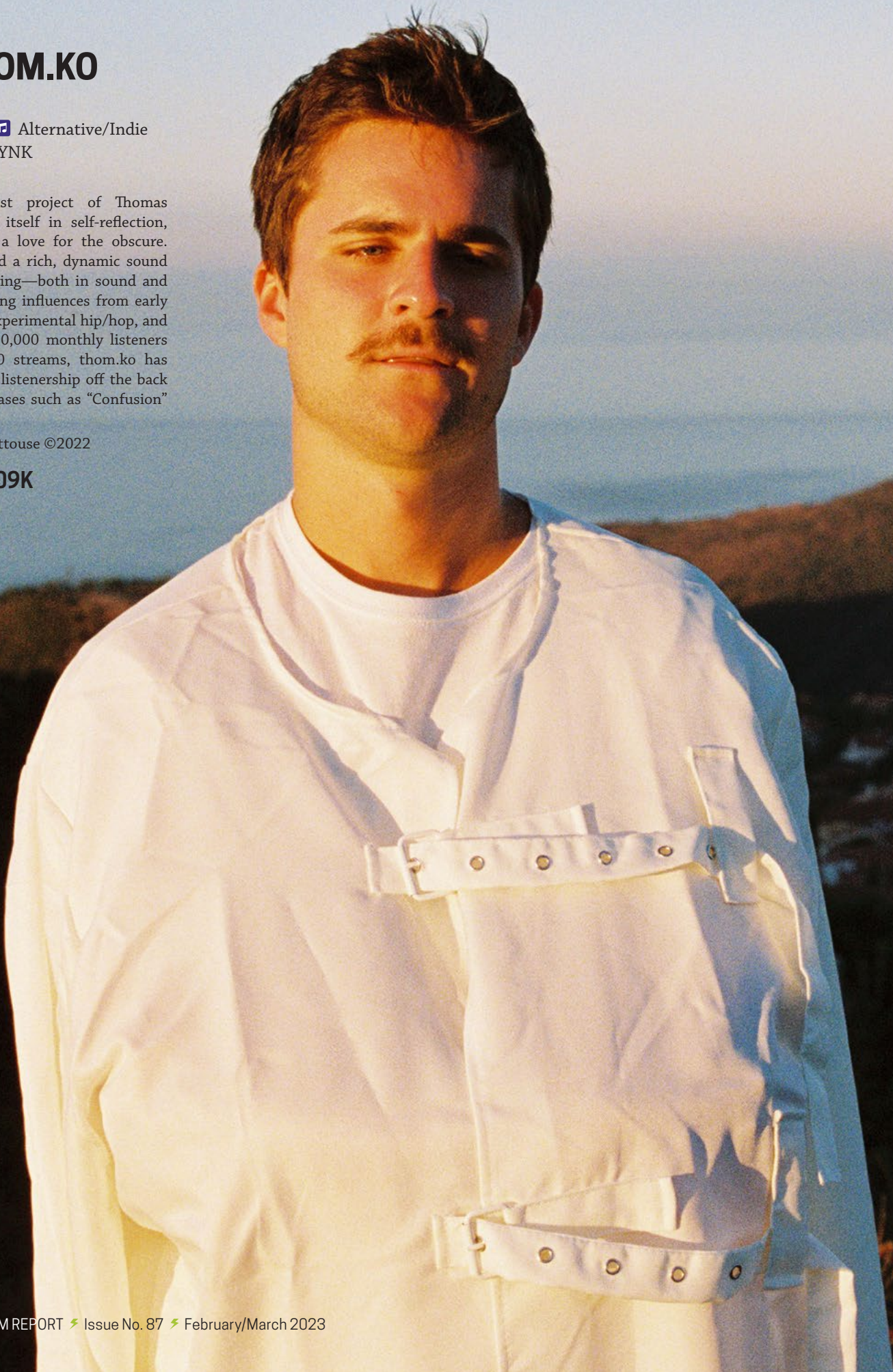
🎧 Goth Babe, BAYNK

🎧 Independent

thom.ko, the artist project of Thomas Crowley, manifests itself in self-reflection, introspection, and a love for the obscure. thom.ko has created a rich, dynamic sound that is always growing—both in sound and meaning—by drawing influences from early 2000s indie-rock, experimental hip/hop, and R&B. With over 100,000 monthly listeners and over 5,000,000 streams, thom.ko has built an impressive listenership off the back of his previous releases such as “Confusion” and “Now What.”

Photo by Sydney Cattouse ©2022

🎥 406 🎧 109K



17 ARNY MARGRET

▶ 1.05K 🎧 80.4K

📷 3.2K 🎵 318 🎸 Folk 🎧 Regina Spektor, Feist 🎧 One Little Independent

21-year old Arny Margret is an Icelandic singer-songwriter from the Westfjords. Her music and lyrics are influenced by her personal experiences and surroundings and portray beautiful yet heartbreaking imagery. Margret's music, like that of José González, Adrienne Lenker, and Aldous Harding, exudes the kind of tenderness that encourages vulnerability. Through her music one can almost experience how it is to live in an isolated place, surrounded by tall mountains that block the sun for a few months every year. We are excited to see her live at SXSW 2023! Photo provided by management ©2023

**AVA'S
TOP PICK!**

"Haunting vocals
backed up by an
intimate guitar"
—*Rolling Stone*

18 TAYLOR JANZEN

“Sombre but never down beat, her hushed tones and fragile take on Americana is worth filing alongside the likes of Phoebe Bridgers, but – truly – she’s working in her own lane.”

—CLASH

📷 8.7K 🎵 14.9K 🎶 Alternative/Indie

🎧 Anna of the North, Delacey

🎧 Glassnote Music LLC

Taylor Janzen was not encouraged to express her emotions as a child, so she turned to songwriting as an outlet. With each song, we’re given an intimate, almost painfully bold view into the most heartbreaking pages of her diary. Taylor’s long-awaited debut album, *I Live in Patterns* will feature fellow songsmith Alix Page will be released on March 3rd through Arts & Crafts/Glassnote. It follows Janzen’s previous EPs, “Shouting Matches” and “Interpersonal” and scrapes into the dirt of self-acceptance. Janzen’s soaring pop tune “Designated Driver,” will be included on the album alongside last year’s “Something Better” and “Push It Down.”

Photo provided by management ©2023

📺 2.42K 🎧 61K

19 33 BELOW

📷 19.8K 🎵 36K 🎧 Dance/Electronic
🔗 ATRIP, Lido
🎧 TH3RD BRAIN

Growing up in small town New Zealand, electronic producer Jack Laven, who performs as 33 Below, began experimenting with music software. Since the release of viral bootlegs of hits by artists such as Justin Bieber, Rihanna, Billie Eilish, and Drake, a whole new audience has fallen in love with 33 BELOW's sound, which has also piqued the attention of some fellow artists, leading to some soon-to-be revealed collaborations. With radio backing from ZM and George FM in New Zealand, as well as KISS FM in the UK, 33 BELOW has been extending his audience through unique and hard-hitting live performances, including performances at the Rhythm and Vines, That Weekend, and Baseline festivals.

Photo by Zac Emerson ©2022

📺 1.41K 🎧 44K

EMMA'S
TOP PICK!

📺 12.9K 🎧 2.7K

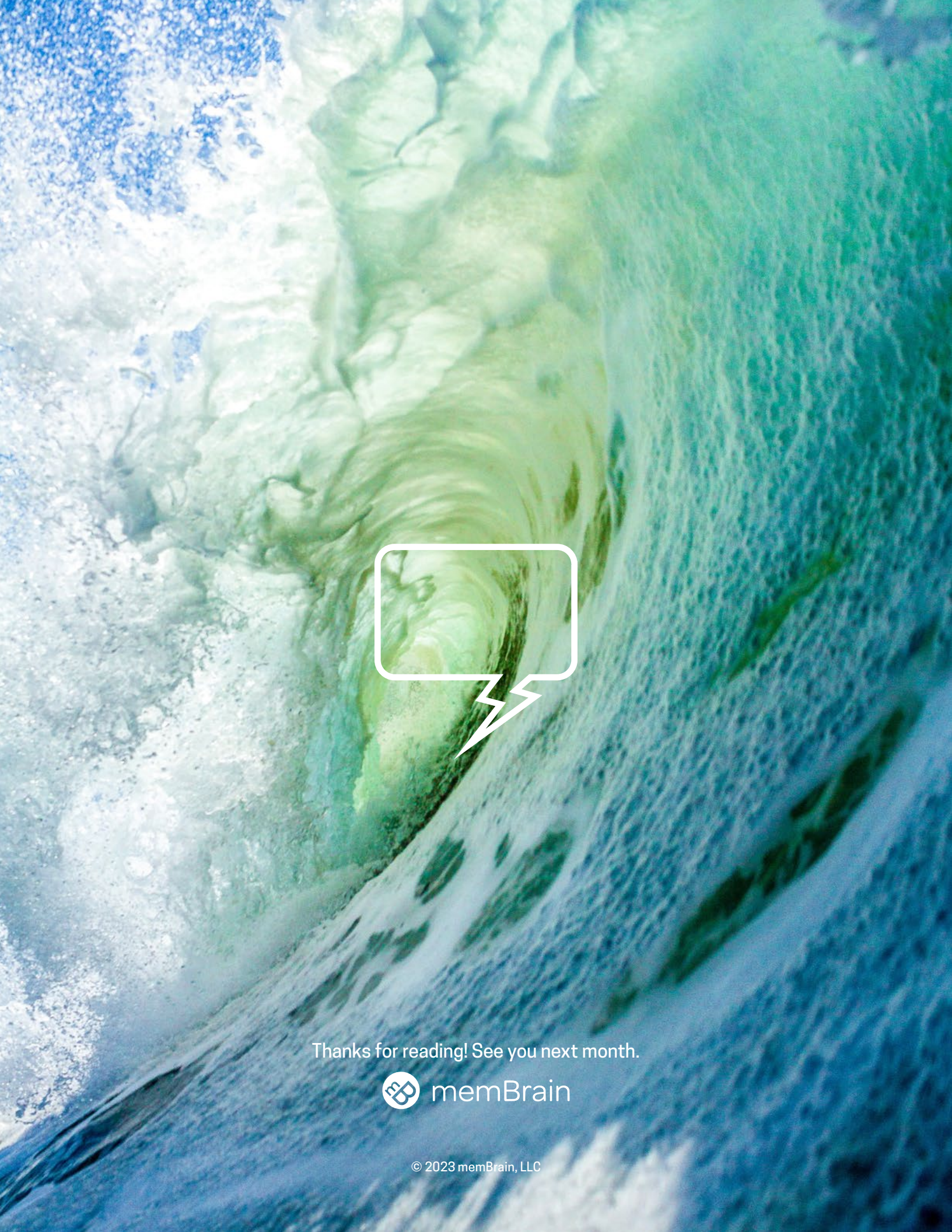
20 ARO

📷 31.8K 🎵 N/A
🎧 Synth-Pop, Alternative
🔗 Massive Attack, Portishead
🎧 OneRPM

ARO is the solo project of Ozzy Osbourne's daughter, Aimée Osbourne. Both a singer-songwriter and multi-instrumentalist, ARO started her own career in music as lead vocalist of the band The Confession in 2003. After leaving the group in 2005 to pursue a solo career, ARO has built a sound all of her own. *Vacare Adamaré*, ARO's debut album, was released in 2020. Osbourne has brilliantly sidestepped any familial expectations, and has established ARO's distinct identity.

Photo by Mynxii White ©2023

"A little bit more avant-garde and ethereal, a little darker, grittier."
—*People Magazine*



Thanks for reading! See you next month.

