

Your Monthly
Music Forecast!

**Revelator is
a Revelation**
Nate Traveller
Xoro
Hermanos
Gutiérrez
CIL
...and more!

 memBrain

STORM REPORT

ISSUE NO. 89
APRIL/MAY 2023



TABLE OF CONTENTS

4 EYE OF THE STORM

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

6 STORM TRACKER

Jai Paul , Post Malone, Alison Wonderland

7 STORM FORECAST

*EDC Las Vegas, Primavera Sound
Barcelona, The 76th Annual Tony Awards,
and the Governors Ball Music Festival*

8 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

Jake Wesley Rogers Photo by Jakob Wandel ©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

Welcome to the April/May edition of The STORM Report. Fresh from attending the TED Conference in Vancouver, we focused this month’s article on disruptive innovations and transformative shifts in the music industry, with a focus on possibility.


We were thrilled to interview a trailblazer who is actively shaping the music industry’s future - Bruno Guez. As the founder and CEO of Revelator, a leading provider of rights administration and data analytics services, Guez has been instrumental in pushing boundaries and challenging traditional norms.

Guez’s visionary approach, underpinned by a deep understanding of both music and technology, has positioned Revelator as an innovative entity. It provides comprehensive solutions that address the industry’s inherent complexities, including AI and Web3 solutions.

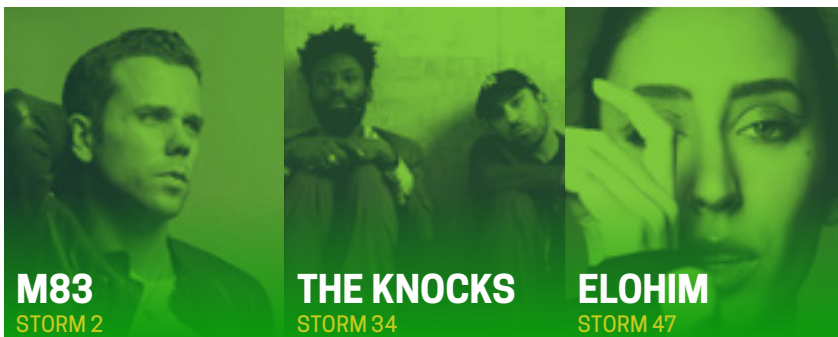
In the face of constant change and disruption, it is the love of music and belief in the possible that unites us all. Here’s to a future where creativity, innovation, and fairness in the music industry continue to harmonize in perfect rhythm.

Enjoy!



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

STORM ALUMNI



STORM STAFF

Jennifer Sullivan
Editor-in-Chief

Grace Slansky
Assistant Editor

Emma Heard
Julia Ross
Ava Blanchette
Research

Robert Roxby
Designer

**EYE
OF THE
STORM**

Revelator™



REVELATOR IS A REVELATION:

An Interview with Revelator CEO Bruno Guez

By Grace Slansky

While it's undeniable that the last 30 years have disrupted the face of the music industry, the past couple of years have been revolutionary. In fact, few industries have been impacted by digital technologies as dramatically as the music industry. From advancements in technology and the rise of the internet to AI and Web3, every part of the business has progressed, from the creation of music to the way we consume media. And that evolution is far from over. We've discussed the future of music from a broad perspective, but the exciting advancements lay in the specifics.

memBrain recently started working with Revelator, a music business platform making waves in the music industry. The platform provides music labels and other industry-related companies with an all-in-one solution to manage their digital assets, rights, and royalties. At the forefront of the Web3 revolution, Revelator is poised to transform the way music is created, distributed, and monetized. We had the privilege of exclusively interviewing Bruno Guez, Revelator's founder and music industry veteran, to learn more about its origins, benefits, and the exciting future it envisions for the music industry.

As someone who has personally worked in the music industry over the past 3 decades, Guez was uniquely positioned to anticipate this next wave of disruption. From his early years of drawing inspiration from cloud computing to his more recent integration of on-chain technology and digital wallets, he sits at the helm of Revelator, deftly navigating this era of explosive tech growth. Not only is this foresight and commitment to innovation important to the company's future, but it speaks volumes to the future of the music industry overall.

How did the idea of Revelator come to be? What led you to developing the company, and how has it evolved?

I spent 30 years in Los Angeles, deep in the music industry and running a record label, where I saw firsthand the difficulties of the business side of music. It was early on that the idea of Revelator—specifically a platform that could help labels and artists with the technical side of the business—came to be, inspired originally by the beginning of cloud technologies in 2004 and later propelled forward by new technology.

12 years ago I moved to Israel, and was faced with the challenge of not having a team to run the label operations or the online elements of the business, and I realized I didn't want to spend all of my time behind the computer addressing royalties. Driven by a desire to free up my own time for creative pursuits rather than simply administrative tasks, I began to push more fervently for a solution. It was clear to me that I either needed to invest in developing a software application layer to manage my business or respectfully bow out of running the label as doing it alone was not feasible.

I guess you could say that necessity is the mother of all invention. I decided to take the challenge and dive into the music tech industry from Israel, with all of the talented artists around me in mind. The amount of creative entrepreneurial spirit, and productivity coming out of this small country is unparalleled and I found my way building the right team, balancing a mix of passion and experience very easily. Initially, the platform was aimed at solving my use case of running a digital label, but I soon saw every record company and music, distribution company or artist management company was faced with the same challenges of workflow automation, simplicity and transparency, and running a business and the streaming economy. Revelator was born out of this need to serve an underserved segment of the market, and we went after the B2B market to help independent businesses run their companies more efficiently.

In your words, what is Revelator?

Revelator is a music business platform that, at its core, enables content owners and content managers to collaborate, work and manage all the activities and workflows in the digital lifecycle. From supply chain, to catalog management, contract and rights administration, financial reporting, consumption analytics, royalty accounting and payments distribution, we cover a variety of critical business workflows. Generally smaller companies do not have free cash flow to invest in their infrastructure or in expanding their team, so Revelator provides a lot of value for relatively very little cost.

Of course over time distribution and monetization channels change and evolve, so it's not a surprise that we would be interested in creating new revenue streams and direct fan engagement opportunities with digital assets. It's pretty clear to me that the next iteration of the internet will be built on distributed and decentralized technologies. This new infrastructure provides accurate and historical data, as permanent and unchangeable records, ensuring that the information recorded is trustworthy and reliable. Digital tokens will play an important role at the center of creation, distribution and monetization of content, yet the music industry has not invested in developing this infrastructure which offers us a great opportunity to fill.

What makes now the right time for Revelator?

Revelator was built for the current music industry AND its next iteration. We are investing in our infrastructure to enable our customers to succeed with their respective music businesses no matter what the technology requirements may be. We are adaptable, and we are affording businesses that freedom as well.

To me, it seems clear that Web3 will continue to take a bigger role in the future of music and culture and Revelator is at the right place at the right time in terms of the convergence of technology and market dynamics. A year ago the majors were looking to hire people to drive their Web3 strategy. This year we will start to see more projects experimenting with different types of use cases for digital tokens... from digital collectibles, to ticketing, token gating and membership to digital communities, etc. While the market opportunity is exciting and clear, neither do the majors nor the independents have a platform to administer and manage a catalog of digital assets, tokenization, smart contracts, automated royalty splits, activity tracking on their tokens, wallet and payment infrastructure to leverage the power of Web3. This is where Revelator becomes powerful for music and entertainment companies.

How does Revelator benefit labels?

Revelator was developed and built with labels in mind, since my own label was the persona we initially designed for. Even though it has expanded beyond independent labels to include distributors, artist management companies, music creator platforms, etc. Revelator is a great toolbox for independent labels to manage all of their digital business workflows, reporting and royalties from one place.

Labels need to run efficiently and reduce cost by automating redundant tasks and simplifying operational workflows. They should be free to focus on A&R and promoting their artists, not working on the mundane backend operations. Additionally, they need new ways of monetizing their catalog, creating new revenue streams for their artists and new ways of developing community. At the end of the day, labels should be in charge of their music marketing and have the means to do it, rather than relying on music distribution platforms to cover it.

Web3 plays a part in this strategy for independent labels, and I believe will become a bigger focal point over the years to come. Having everything in one platform, from distribution to streaming platforms, or to NFT market places provides value and economies of scale that do not exist anywhere else for independent labels.

You sit uniquely positioned to bridge the gap between web2 and web3, especially using on-chain payouts, but allowing the integration of non-crypto transactions. How do you facilitate that transition? How do you see yourselves evolving from here?

The main motivation around using distributed ledger technology, and smart contracts, is to accelerate royalty payments, and bring more efficiency and transparency in the distribution of payments to artists, rights owners, and all of the collaborators in the value chain. Blockchain, as a technology provides public infrastructure that enables greater transactional transparency in finality in payments. We are taking it one step further and building on top to bring a protocol focused around improving music royalties.

Whether they are native on-chain royalties or off-chain royalties, coming from streaming platforms, or collective rights management organizations, we are standardizing those processes and structuring them in a protocol so others can benefit from this work. It is aimed at the entire music industry. We are just the first company to develop it, and make use of this protocol.

What excites me about this is the potential for downstream financial products and services that can be developed around music rights and royalty flows. We have seen over 6 1/2 billion dollars in the last three years pour into catalog and IP purchases. DeFi (decentralized finance) can provide greater access to funding and financing to rights owners that would normally not be able to benefit from the traditional centralized finance and banking system.

While today we may be looking at this as a bridge to on-ramp music assets from web2 to web3, I believe that, in the future, we won't even be using these terms to define how value transacts over the Internet. You'll just use your mobile phone as a digital wallet, connect your royalty flow to a service that evaluates your credit,

worthiness and offers you financial services and loans against your future cash flows. This already exists across industries, and underwriting loans for streaming royalties is very tedious and manual valuation process in the music industry today, but given the growth of this segment it is a valuable space to be in. With new companies expanding their capabilities, I'm a firm believer that financing royalties is a good business and helpful to supporting and empowering creators' livelihoods at the same time.

What parting words do you have for readers of The STORM Report?

After spending nearly 30 years in the music industry, running a record label, I've never been more excited about where the business is heading, and where the technology will drive the industry to a more transparent, accessible, fair, and thriving, creative economy.

With an eye towards the future, Guez and the Revelator team shed light on the importance of embracing the technological revolution, using the emerging tech to support our existing industries and ultimately clear the way for more creativity and less time devising our own strategies for dealing with arduous tasks.

Currently working with distributors/aggregators, record labels, artist management, and music creator platforms across the world including Artlist, Waves Audio, Unison Rights, and Identity Music, they specialize in an enterprise grade white label distribution platform for independent labels and aggregators of all sizes. The platform is offered in 18 languages and locales across the world, including API solutions for ease of integration. Revelator serves as a clear and intriguing example of true integration and innovation inspired by direct experience within the business of music.

Click [here](#) for more information about Revelator.



CHECK OUT

this issue's carefully curated playlists by clicking below:

 YouTube

 Spotify

STORM TRACKER

Tracking Our STORM Report Alumni!



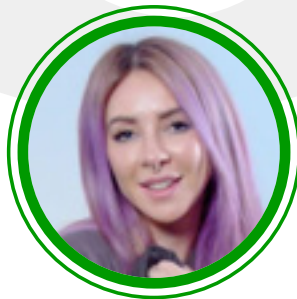
JAI PAUL
(STORM No. 10)

Jai Paul made his long-awaited live debut at Coachella on Saturday, April 17th. Prior to the performance, he got on Reddit to express his preparations for the show to his fans. Jai Paul first gained recognition in the early 2010s with hits like “BTSTU” and “Jasmine”. Despite a notorious leak of his music in 2013, he finally released an official compilation of his tracks as *Leak 04-13 (Bait Ones)* in 2019.



POST MALONE
(STORM No. 30)

Just in time for festival season, **Post Malone** has released a new single titled “Chemical”, which has a pop-centric and summer-ready vibe, in contrast to his usual moody and somber music. The 27-year-old artist teased the song on Twitter with a 15-second clip and released it on Friday, April 14. Check out his new single and let us know your thoughts on this new song from Post Malone!



ALISON WONDERLAND
(STORM No. 42)

Alison Wonderland’s alter ego, Whyte Fang, has had an eventful journey and now a recent revival. After being put on hold for almost a decade while Wonderland focused on other projects, Whyte Fang has made a comeback. She has been juggling her various creative endeavors, developing Whyte Fang’s live production, launching her own label, FMU Records, and even announcing her pregnancy. Despite the busy schedule, she sees Whyte Fang as the creative outlet she needs during this time.

STORM FORECAST

Events And Happenings For Your Radar

EDC LAS VEGAS

May 19-21, 2023
Las Vegas, NV

EDC Las Vegas is the largest electronic dance music festival in North America, drawing in hundreds of thousands of music lovers each year. The festival features multiple stages with performances by world-renowned DJs, carnival rides, art installations, and interactive experiences. EDC is all about celebrating the energy and diversity of electronic dance music culture, creating a unique and unforgettable experience for everyone who attends. This year you can catch Above & Beyond, Deorro, David Guetta, and so many more, so you don't want to miss out!

PRIMAVERA SOUND BARCELONA

May 29-June 4, 2023
Barcelona, Spain

Primavera Sound Barcelona is one of Europe's premier music festivals, attracting thousands of fans from around the world to see performances by top local and international artists. The festival features multiple stages, showcasing a diverse lineup of genres, from indie rock to electronic to hip-hop. With its unique setting in the beautiful city of Barcelona and its commitment to diversity and inclusivity, Primavera Sound offers a one-of-a-kind festival experience that is not to be missed. Pet Shop Boys, Kendrick Lamar, and Calvin Harris are just a few you can expect at this year's Primavera Sound.

THE 76TH ANNUAL TONY AWARDS

June 11, 2023
New York, NY

The 76th Annual Tony Awards is the biggest night in theater, celebrating the best Broadway productions and performances of the year. The awards show recognizes excellence in theater across a range of categories, including Best Musical, Best Play, and Best Performance by an Actor or Actress. With star-studded performances and unforgettable moments, The Tony Awards are a must-watch event for anyone who loves theater and the performing arts. This year the awards will be broadcast live from the United Palace in NYC on the CBS TV Network and streaming live and on demand on Paramount+.

GOVERNORS BALL MUSIC FESTIVAL

June 9-11, 2023

Randall's Island NYC, NY

Governors Ball is an annual three-day music festival held in NYC that features a diverse lineup of popular and emerging artists across multiple genres. The festival focuses on providing a unique experience for festival goers by embracing art installations, food vendors, and other activities alongside the live music performances. This year you can catch Kendrick Lamar, Lizzo, ODESZA, Lil Nas X, and so many more!








1 NATE TRAVELLER

 1.47K  3.6M

STORM WARNING

The 20 Artists
On Our Radar

ICON KEY

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

 6.6K  N/A  Alternative Pop, R&B/Rap  SEB, Dominic Fike  Boom.Records

Hailing from Southwest Florida, Nate Traveller is a young visionary whose music transcends genres and boundaries. With the recent release of his new single, "Dead Asleep" Nate showcases his organic development as a songwriter while pushing sonic boundaries and aiming to get more personal than ever before. Photo by Sinbad Zaragoza ©2023

2 XORO

📷 3102 🎵 1078

🎧 Electronic, Dance

🎧 Laidback Luke, DVBBS

🎧 Spinnin' Records

Xoro is a 22 yr. old producer, songwriter, and DJ from London who found a love of EDM after 10 years of songwriting and a lifetime of playing the piano. In September 2020, Xoro released his debut single 'Face Mask On' after a leaked version went viral, achieving over 150M streams on TikTok and 50K videos, and since then he has taken full advantage of the meteoric rise. His new sound tries to push the boundaries of commercial house music through higher BPMs and trance inspired synths.

Photo by Juan Aparicio ©2023

🎥 265 📶 1.5M





3

HERMANOS GUTIÉRREZ

24K 1.3M

JENNIFER'S
TOP PICK!

ROBERT'S
TOP PICK!

72K N/A Instrumental Latin Western Khruangbin, Omar Rodriguez-Lopez Easy Eye Sound

Hermanos Gutiérrez, the dynamic duo of brothers Alejandro and Estevan Gutiérrez, are a musical force to be reckoned with. Drawing inspiration from the vintage Latin American sound of the 1950s, their music takes listeners on a journey through beautiful landscapes and leaves a lasting impression. Photo by Jim Herrington ©2022

131K 706.4K Pop, R&B Ariana Grande, Jessie Reyez Cillables, LLC

The perfect soundtrack for the Rocky Mountains of Fort Collins or the bright lights of Los Angeles, CIL's music is an authentic blend of pop and soul that tells the story of her raw and vulnerable life experiences. Inspired by artists like Etta James, Aretha Franklin, and Amy Winehouse, CIL's voice is full of emotion, and her music has a breathtaking, healing quality. Photo by Cameron Nisbet ©2022



4 CIL

11.4K 1M

GRACE'S
TOP PICK!



5 BSHP

📷 7.7K 🎵 8.6K 🎧 Pop, R&B

🎤 Bebe Rexha, RAYE

🎧 Independent

Since bursting on to the scene, Pop/R&B Dance artist bshp (pronounced “bishop”) has been making waves in the music industry, including a nationwide tour with Sigala, a stint as the face of Jaguar cars entertainment division, and a writing credit/feature on Disciples sultry single Solid Gold. Her music is a perfect blend of power ballads and uptempo bangers, and her upcoming debut single ‘Sweet’ is sure to set Summer 2023 alight. With a major record deal with Universal Germany on the horizon, bshp is definitely one to watch out for. Photo provided by management ©2023

🎥 762 📶 1.06M

6

JADE LEMAC

📸 104K 🎵 1.2M 🎧 Pop

👤 Billie Eilish, Sabrina Carpenter

🎵 Arista Records

Jade LeMac is a rising 18-year-old musician from Vancouver who writes introspective music that transcends genres. Her half-Asian heritage and connection to the 2SLGBTQ+ community play a significant role in her work, which ranges from anthems to ballads. Jade's 2021 debut single, "Constellations", gained over 25M streams and earned her a spot among GLAAD's "10 LGBTQ Women in Music to Listen to this Pride Month" in 2022. Her vision comes into focus on her debut EP of the same name, released via Arista Recordings in February. Photo by Zachary Vague ©2022

📺 47K 🎧 468.6K



7

SIENA LIGGINS

📸 15.2K 🎵 9K 🎧 Pop

👤 Kilo Kish, Coi Leray 🎵 Independent

Siena Liggins has made a name for herself as one of the top rising LGBTQ+ artists (Billboard), sharing stages with the likes of Lizzo, Doja Cat, and King Princess. Her 2021 debut album *Ms. Out Tonight* has now surpassed 3 million streams with features on playlists across every streaming platform. Liggins is a pop provocateur whose work is fueled by her Black, queer renaissance, making songs with intoxicatingly salacious lyrics and addictive earworm hooks. Her much-anticipated second full-length album is set to release in Summer '23, starting with the single "3 Bad" out on March 15th. Photo by Nate Sturley ©2023

📺 1.42K 🎧 229K





8

BARTEES STRANGE

4.06K 176K

AVA'S
TOP PICK!

32.9K 1.9K Indie Rock, Alternative Arcade Fire, Kings of Leon 4AD

Barteek Strange's musical background began with his mother's formal voice training, but his teenage years shaped his love for the hardcore emo scene of the Midwest and Deep South. His travels and exposure to different musical styles eventually led him to produce music for friends with a small project studio he built out of a Tascam 388, the family computer and a pirated copy of FL Studio. His eclectic path culminates in a unique sound that captures the essence of his musical journey, rich in lyrical and textural brilliance. Photo by Luke Piotrowski ©2022

43.9K 760 Surf Rock, Indie The Growlers, Spacey Jane Cooking Vinyl Australia

King Stingray, the five-piece surf rock combo, has been making waves on Australian stages and airwaves since 2020. Their self-titled debut album is a stunning work of art that rivals the best debut albums in the country. With a combination of ancient traditions of manikay (song/songlines) and a profound love of country and Mother Earth, King Stingray has created a raw, wild, and free album that takes listeners on a road trip through northeast Arnhem Land. Keep an eye out for what's next from this talented group of musicians. Photo by Luke Henery ©2023

9 KING STINGRAY

5.34K 136.8K





10 DEEM SPENCER

📸 12K 🎵 5K

🎵 Alternative/Indie, Hip-Hop/Rap

👤 Earl Sweatshirt, Smino

🎧 drink sum wtr

Hailing from gritty South Jamaica, Queens, deem spencer's mellow rhymes have made him an outlier in New York's rap sphere. With the recent release of his third album *adultSW!M*, deem's pensive mood has not deserted the scene. deem showcases his evocative bars with worthwhile collaborations, while also making strides as a producer working alongside a few 'flower shop' favorites. deem's bona fide disposition makes him a leader in the rising lo-fi rap movement, championed by Earl Sweatshirt, MIKE, Navy Blue and others. Using a softer tone unlike many of his rap peers, some may consider deem's presence 'atypical,' but he's nonetheless distinguished within the genre. Photo by Ramshah Kanwal ©2022

📺 7.89K 📶 125K

"How Deem Spencer Learned to be Vulnerable on His New Album 'adultSW!M'"
—Rolling Stone

11 GEORGIA LINES

1.1K 116K



4.4K 1.6K Pop Dua Lipa, Gwen Stefani Independent

Georgia Lines is the 2022 AMA Breakthrough Artist of the Year, a nominee for Best Pop Artist (alongside Lorde and Bennee) and finalist for the coveted Silver Scroll Award. With her EP, "HUMAN" soaring to #1 on the Official Top 20 NZ Album chart, and her hit single 'Faith' topping the NZ Airplay Radioscope chart for four consecutive weeks, Georgia's star is on the rise. The singer / songwriter has enchanted audiences with her effervescent personality, exquisitely soulful, dream-like vocals, and distinctive feel-good R&B-sprinkled pop, weaving together and delivering stories that express the complexity of humanness in an uplifting way. Photo by Holly Sarah Burgess ©2023



12 BEL

📷 4.2K 🎵 5.7K

🎵 Indie Pop / Alternative

📍 Phoebe Bridgers, Maggie Rogers

🎧 Independent

In a world where modern music rarely earns the label of “timeless,” BEL stands out. From the small town of Clovis, California, BEL creates nostalgic songs with honesty, blending indie, pop, folk, and country with the influences of Stevie Nicks, Joni Mitchell, and Mazzy Star. After releasing her debut EP, “Muscle Memory”, in 2021, she followed up with four singles and her sophomore EP, “Jet Lag”, in 2022, positioning herself as a rising star in the indie scene. Now, with the recent release of her new single this past February, “Are You Okay?”, BEL is poised to continue her ascent. Photo by SJ Spreng ©2023

📺 466 🎧 110K



13 CIVIC

📺 747 🎧 88K

📷 6.8K 🎵 N/A 🎵 Rock, Punk 📍 Ramones, STIFF RICHARDS 🎧 ATO Records

Melbourne-based five-piece CIVIC is a band that has reinvented the spirit of proto-punk, blending frenetic sound with self-aware outpouring and incisive observation. Their debut album *Future Forecast* released in 2021, has garnered massive recognition, with praise coming from the likes of punk legend Henry Rollins. On their upcoming sophomore full-length, *Taken By Force* CIVIC obliterate the line between furious catharsis and unbridled fun, introducing a vital new energy into today’s musical landscape, “1984 meets Endless Summer”. CIVIC aims to leave listeners with the same significant sensation they found in discovering the music that shaped them, even if it’s as simple as realizing they just really love rock-and-roll. Photo by Jacob McCaan ©2022

14 SNOTTY NOSE REZ KIDS

73.6K 81K



📍 58.2K 🎵 N/A 🎧 Hip-Hop/Rap 🏠 Run The Jewels, Flatbush Zombies 🎧 Independent

In 2016, Snotty Nose Rez Kids was born from the friendship of Yung Trybez and Young D, who bonded over their love of music, wrestling, and pop culture. Growing up on the 'Rez', they were faced many challenges but were able to find solace in hip-hop and each other's talents. SNRK uses music as an outlet to create, connect with their culture and language, and express themselves. Photo by Kaylee Smoke ©2022



15 CIFIKA

2.95K 48K

“Electronic musician
CIFIKA is the Korean
Arca”
—Interview

📷 24K 🎵 N/A

🎶 Dance/Electronic, K-Pop

🎧 FKA Twigs, Kate Bush

🎧 Hyper Harmony

Emerging from the Korean underground, CIFIKA is taking the world by storm with her unique vision of a borderless world where language, art, music, and gender are fluid. With comparisons to artists like FKA Twigs and James Blake, CIFIKA has collaborated with established Korean artists and was invited to contribute to ISM Berlin’s Hexadome project alongside avant-garde artists like Thom Yorke and Brian Eno, proving her versatility in both the highbrow and the club.

Photo by Dongwoo Gang ©2023

16 HAYLEY WARNER

📷 10.9K 🎵 1091 🎧 Pop

🎧 Adele, Sam Smith

🎧 Hart Records

Hayley Warner, the Australian singer-songwriter, overcame the odds after being diagnosed with a rare disease and told she'd never walk again. Her journey to recovery led her to discover a passion for music, learning to play guitar, piano, and writing. Her debut single, "Closure" has independently garnered over 12M streams, leading to features on Spotify's playlists, "Viral Hits" and "Life Sucks," as well as the attention of other artists. She is set to release her debut EP, 'I Think I Saw The Moon', which has already received playlisting on Spotify and coverage from several prominent publications. Hayley is also a sought-after songwriter, with her works tallying over 5 billion streams for artists such as Katy Perry, Dean Lewis, and Chris Stapleton. Photo by Jamie Green © 2023

📺 142 🎧 44.6K

17 FiFi ZHANG

📷 3.6K 🎵 1.2K

🎧 Dance/Electronic, Pop 🎧 Grimes, Yaeji

🎧 Gum Studio

Get ready to be transported into a world of ethereal sound and mesmerizing visuals with the talented FiFi Zhang! Born and raised in Shanghai and now based in NYC, FiFi Zhang is a singer-songwriter, producer, DJ, and creative director. Blending house, rap, D&B, and dream pop in both Chinese and English, FiFi Zhang's music is a stunning exploration of soft and fragile emotions, brought to life by her healing vocals and dreamy soundscapes. With her music videos already making waves on the indie scene, and her upcoming performance at the Head In The Clouds New York Music Festival (May 20-21, 2023), FiFi Zhang is definitely an artist to watch. Image from the video, "Nobody," Director: Xiao Han ©2023

📺 552 🎧 44.2K



18 LOUIS BERRY

📷 27.8K 🎵 N/A

🎵 Alternative/Indie

🎧 Johnny Cash, July Talk

🎧 Independent

Louis Berry's life has been a challenging one having grown up in Liverpool. Because of this he developed a sense of morality and learned to play the guitar, which eventually led him to realise his talent as a musician. With a gritty rock 'n' roll sound combined with soul, he quickly gained a following and won critical acclaim from tastemakers such as Zane Lowe and Annie Mac. Louis is one who isn't afraid to speak his mind and create music that reflects the reality of his surroundings.

Photo by Emma Berry ©2023

🎥 9.03K 🎧 31.1K

19 TRIBE FRIDAY

- 5.4K 24.9K
- Alternative/Indie
- Phoenix, TV On The Radio
- Artist For Artist

Get ready to fall in love with the electrifying sounds of Tribe Friday, a group of guitar-slinging emo kids hailing from the Swedish wilderness. With a sound that seamlessly blends the rugged indie rock of the early 2000s with the post-pandemic party vibes of Gen Z, their upbeat songs explore themes of self-deprecation, identity, confusion, love, and death with a healthy dose of sarcasm, wit, and charm. Prepare to be captivated by their unique sound and undeniable talent.

Photo by Miranda Fredriksson ©2023

1.25K 19.7K





20 HOHNEN FORD

📷 7.9K 🎵 2.5K

🎵 Jazz, Folk

📍 Birdy, Daughter

🎧 Young Poet

Hohnen Ford, a talented singer-songwriter from North London, has a unique ability to capture the raw emotions of life as a young woman through her celestial voice and lyrical prowess. Her debut EP “Infinity” was created entirely in her childhood bedroom, showcasing her authentic and heartfelt approach to music-making. Hohnen Ford’s passion for her craft is evident in every track, and she hopes that her listeners will cherish and connect with her music on a personal level.

Photo by Harvey Pearson ©2022

▶ 5.03K 🎧 18KK



Thanks for reading! See you next month.

