

DRIFTWOOD.

A crystalline and driving foray into contemporary R&B, soul and electronic wizardry, the brand new single *Hold Onto Your Light* out today from relentlessly creative producer, singer-songwriter and visual artist Driftwood. blends real-life inspiration with steamy beats and effortless soundscapes. Also joining the new tune today is an elegant accompanying music video, featuring a journey through the streets of Brooklyn and parts of New York, which, in part, significantly inspired elements of the song.

Hold Onto Your Light glimmers and glistens in just under three and a half minutes, armed with fluid vocals, goopy synths and simmering trap beats, at times simulating a pounding heartbeat while also capturing the very real energy Driftwood. himself experienced while commuting amid writing and recording in America. Produced by Wares Danny and executive produced and written by Driftwood. himself, *Hold Onto Your Light* ebbs with a passionate serenity and a culmination of experience rather than specific sonic inspiration, as Driftwood. explains, "Hold onto your Light was a song I created in Jersey, while I was in America writing and recording with some incredible people. It also features a special sample vocal appearance by fellow collaborator LVNDVN who I locked away and wrote a ton of songs with while I was in Jersey. We literally set up a studio in an Air BnB in the winter and just wrote day and night, making beats and singing over vibes. I was also commuting back and forth to New York City every day during this process, so it was an incredible crossroads of energy that I was soaking up every single day, and I think the energy comes through in this single. I wasn't listening to any one genre in particular - this genre is literally the joint composition of so many influences and experiences I've been collecting over the last 5-6 years as an artist, and now travelling and touching these energies in real life and being amongst these atmospheres - it organically expressed itself."

The video for *Hold Onto Your Light* further elaborates on Driftwood.'s renowned work as a visual creative, with Driftwood. working as the director of photography and editor for the clip, delicately bringing to life a mixture of slow-mo, colour pops and a wintry aesthetic around a piercing and ever-evolving narrative. Providing a chance for Driftwood. to present his

own personal New York experience fused with his sharply-honed aural wares, the clip was entirely a labor of love, as Driftwood. explains: "I'm excited about the video for *Hold Onto Your Light*. It was shot in Brooklyn and around parts of New York, and we did it in the same way that I shoot all of my videos with me as DOP and one or two other additional people assisting. I love the class and feel of this shoot, and I was so stoked that I got to paint NY the way I felt it and bring it into a piece. The clip holds a particular narrative which I think is poetic as well."

Currently on tour in the UK, 2022 continues to be an increasingly busy ride for Driftwood., following on from his previous single *3AM* which released its shimmering self into the world just last month. And from recently participating at The Great Escape Festival in the UK, as part of the official lineup of the Alternative Escape, to appearing at the highly revered Australian showcase in London for Sounds Australia's The Aussie BBQ, Driftwood. continues to cement himself as both a dynamic force and burgeoning international artist. Currently also focusing on recording and producing music in London with music producer Dan-Vinci, the Driftwood. future is one entirely shiny and bright, and Driftwood.'s ongoing excitement and passion for his craft has only strengthened as a result of his recent live adventures in the UK and beyond, as he concludes, "It has been an experience of a lifetime. The energy in London is second to none. But in the space of 15 weeks I have written and produced (with Danny & LVNDN) 15 songs. I've written in Jersey, shot and edited *Hold Onto Your Light* in NY, toured London and participated in Brighton Great Escape festival - and now I'm locked in the studio in London with another producer for the week producing more. I haven't had a lot of time to process exactly what I've created, yet I feel extremely fluid and more inspired than ever at the moment. I've met some of the most incredible industry and creative people on this trip and I am really excited for what the future holds".

***Hold Onto Your Light* is out today, June 3.**

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