

In8te's Bio

in8te is a gifted, young, positive, rising, multifaceted musician, ready to take the game by storm. The Croydon based songwriter, rapper, multi-instrumentalist, and singer has been honing his craft for a very long time and this is becoming more and more apparent with each and every release he offloads.

Being ahead of his years in many ways has seen *in8te* take it upon himself to address the current wave of knife crime that is seemingly plaguing our streets via very deliberate and effective social commentary in his recent releases. He inherently feels a strong urge to speak out from a perspective that is often ignored.

The talented wordsmith is very clear about his purpose in his lyrics which drives him to make sure what he says reflects his principles and beliefs while simultaneously ensuring his listeners are both entertained and blown away by the music, his flow and delivery as well as the extremely important message he's trying to convey.

Having already confronted the deteriorative ideology of being a 'bad man' within UK rap, *in8te* wanted to explore, with "Hold On", the dark depths of emotional, physical and psychological pain that taking a life may inflict. It's easy to become desensitised to violence and death in an age where all forms of media suggest it is part and parcel of our lives and society. "Hold On" challenges this desensitisation with musical and lyrical boldness. It asserts that whichever end of a knife you are facing there is a deep dark reality which ruins lives, that should never be overlooked, understated or taken lightly.

"Hold On" boasts a unique blend of UK rap with hints of a more contemporary American trap sound. The up tempo yet deeply emotional track delivers a hard hitting bass penetrating harmonic content and poetic vocals. The combination of classical instrumentation and deep lyricism maintain that *in8te* is a unique artist who communicates a much-needed message whilst artistically juggling vivid imagery, unique rap flows, and clever wordplay. The bold delivery of rhythmically complex vocals assert *in8te*'s rap skill and passion as an artist. "Hold On" further sets *in8te* apart from the typical UK rap, drill, and grime artists as a poet.

in8te released "Ring Ring Ring" in June 2018, which reached no. 17 in Music Week's Urban Club chart (2 weeks in the chart) and was playlisted in several UK stores including H&M and Missguided. In February 2019, "Never", *in8te*'s confrontative third single, peaking in Music Week's Urban Club chart at no.13. With 'Hold On' *in8te* communicates his lyrical versatility dealing with deep, meaningful and emotional topics; showing us that he is here to stay in the UK music scene.