in8te Releases Deep New Single “**Hold On**”

RELEASE DATE: 28th February 2019

**An uptempo yet emotional fusion of lyrical ingenuity, penetrating hard bass, dark classical harmonic content, communicating a poetic message.**

Songwriter, rapper, multi-instrumentalist, and singer **in8te** releases his brand-new single “**Hold On**”, produced by Jude Hudson.

‘In light of the current wave of knife crime that is plaguing our streets, I felt a strong urge to speak out from a perspective that is often ignored. Having already confronted the deteriorative ideology of being a ‘bad man’ within UK rap, I wanted to explore, with “Hold On”, the dark depths of emotional, physical and psychological pain that taking a life brings. It is easy to become desensitised to violence and death in an age where all forms 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’ and 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 uptempo 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 vivd 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 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.

in8te’s EPK - https://in8te.com/press.htm

in8te’s Instagram - <https://www.instagram.com/_in8te/>