

KESHI

The Soothing Sounds of a Rising Star

Making music for himself diversifying his sound, and the global rise of Asian Artists. Recognized for his lo-fi beats and calming melodies, Keshi's usually the go-to artist when you're in the mood for some broody tunes. But he's more than just the music you play at 1 am when you're reminiscing about what could have been or one of the artists you find on those chill lo-fi play-lists you have on when you're cramming for an essay.



"I wanted to diversify my range of the music I make and put out, and bring it back to what I wanted Keshi to be when I first started. I feel like I'm really nailing it and that people will enjoy it."

Paving a new musical direction, the Vietnamese-American musician - whose real name is Casey Luong - is exploring new sonic realms in his upcoming album, one that's more aligned with who he intended 'Keshi' to be all those years ago. Keshi has always written music for himself but his forthcoming album takes it to new heights, reverting back to many of his old musical habits.

As a sneak-peek into the upcoming album, the 'beside you' hit-maker recently dropped 'SOMEBODY'.

Described as "one of the more sweeter tracks" off the record, this is our first glimpse into Keshi's new musical direction.

Working with executive producer Elie Rizk, the musician described how the album also tracks his growth as an artist and collaborator.. The album is said to be in its final steps and ready to be released soon

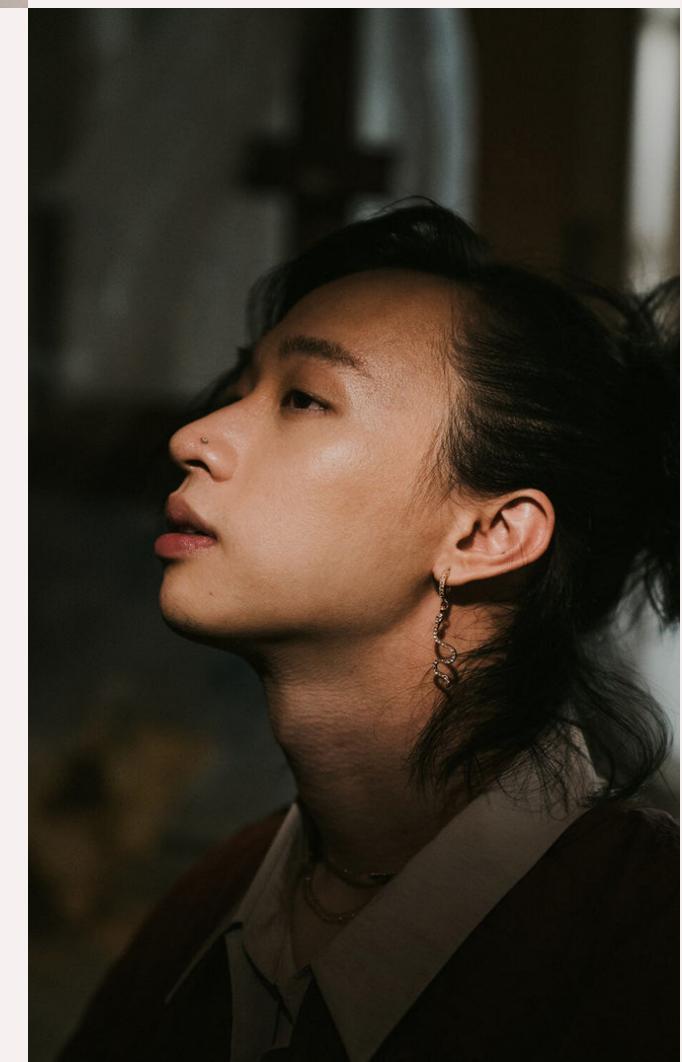
Wanting to branch out in more ways than one, 'SOMEBODY' also dropped alongside a music video that ventures into edgier territories

'SOMEBODY' comes at the heels of Keshi's highly anticipated return to the live stage, where he's been touring around the US and performed at 88rising's Head In The Clouds music festival. Joining Korean music icons like MFBTY, DPR LIVE and DPR IAN, and CL and up-and-coming acts from the region like Ylona Garcia, Seori, and Warren Hue, Keshi shared how he's honoured to be part of a momentous event for Asian music and artists all across the world.

In the last couple of years, the world has seen a new wave of artists from Asia. From global icons like BTS to rap superstars like Rich Brian, the international music scene is slowly recognizing some of the region's budding talents..

"If someone tells you 'I love you', you don't have to say it back. but you have to believe them because it took them a lot of courage to tell you."

- Keshi

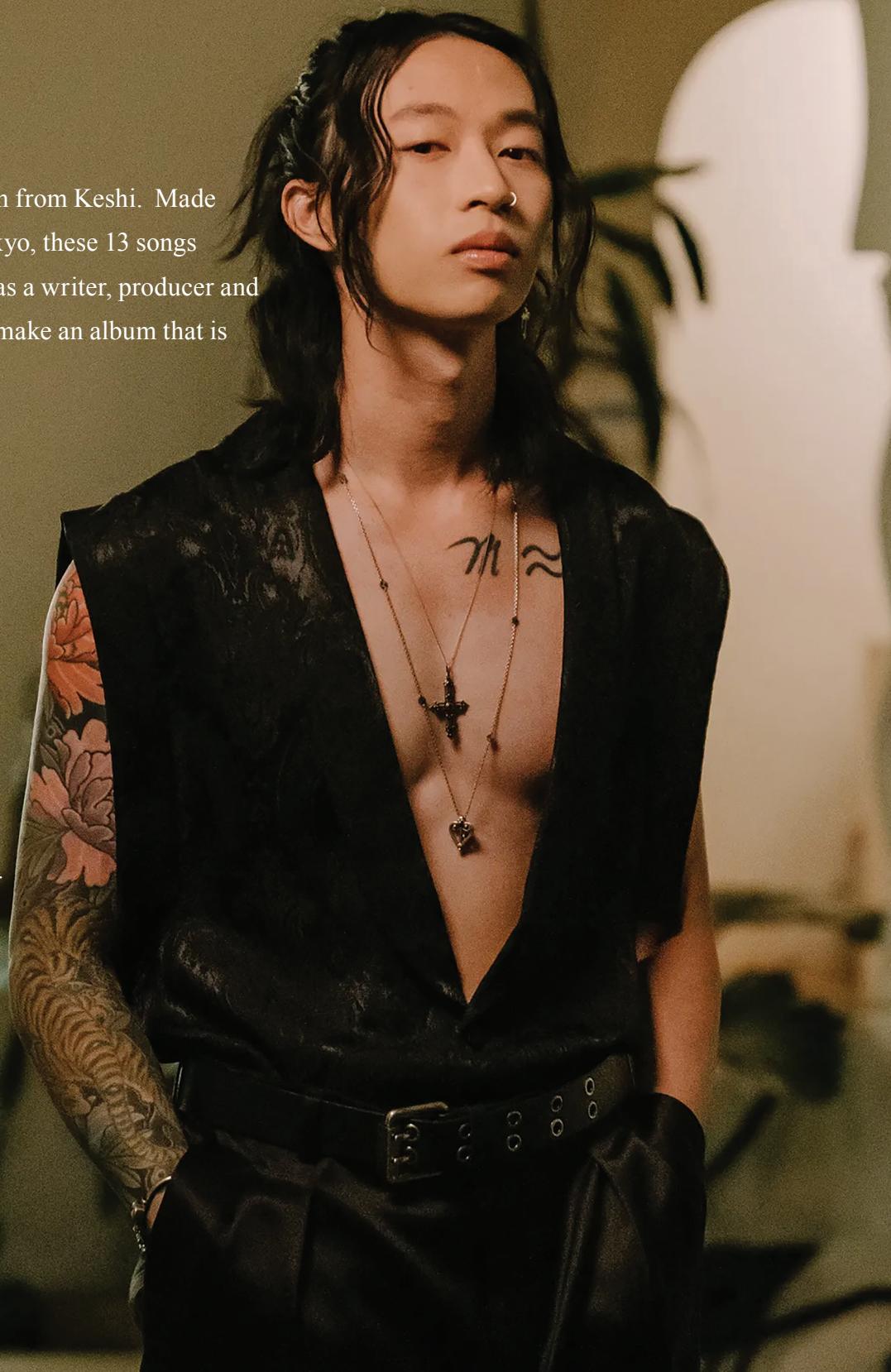


REQUIEM

Requiem is the stunning new album from Keshi. Made in Houston, LA, New York and Tokyo, these 13 songs showcase Keshi's incredible skills as a writer, producer and performer, and fulfill his vision to make an album that is made to be performed in arenas.

GABRIEL

Gabriel is the debut studio album by American singer-songwriter Keshi. It was released on March 25, 2022, through Island Records. It was preceded by the singles "Somebody", "Touch" and "Get It". The album was recorded between January and November 2021.



When Keshi's world becomes wrought with chaos and uncertainty, he locks himself in his studio and turns to music. The artist wrote most of Gabriel in his home studio in Houston, where he scrutinized every single aspect of the creation process until he began feeling stuck. But his producer, Elie Rizk, with whom Keshi traded producing and writing hats on the project, told him to simply treat the work like a diary and, perhaps most importantly, have fun.

Throughout Gabriel, Keshi delves deep into his evolution as an artist and examines his new world as a musician on the cusp of worldwide domination. He looks at his journey and contemplates the moments where he had to

home still consume him to this day. *"I am nervous about my future, for sure. Because the idea of it used to be so simple. It was like, work 9 to 5, have kids, come home, play the guitar when I'm bored,"* Keshi says.

Keshi made it a point to include the people who ground him most on Gabriel. His father happily participated on the track "Père," in which he openly recalls his journey immigrating to the US.. It was jarring for Keshi to not only experience his parents' change of heart regarding his career, but also create a newfound understanding between them.

*"The life that you live is yours,
and your happiness is your own.
Pursue what fulfills you."*

- Keshi

give up his "privacy, personal time, mental health." "Angel"—a favourite track of his—sees the musician completely vulnerable, with his soft, floating whispers begging for solace. *"It captures the ethos of the record and a lot of the romanticism I like to write about,"* Keshi says.

Leaving nursing caused Keshi to question whether he was on the right path. He explains that while not knowing how to speak Vietnamese gave him a unique relationship with his identity, many aspects of Vietnamese culture, like collectivism, are still deeply embedded within him—and these same insecurities about leaving

