FOR IMMEDIATE RELEASE

JUNE 12, 2020

**FRED AGAIN.. RELEASES “ADAM (ACT LIKE)”**

**TRACK SAMPLES FREESTYLE BY RAPPER AMINÉ**

**WATCH “ADAM (ACT LIKE)”** [**HERE**](https://www.youtube.com/watch?v=MUKl55sOnuE&feature=youtu.be)



(download high res video stills [HERE](https://www.dropbox.com/sh/tqknef74rh6mmlu/AAA7SEGaPcCKlC0sTmGyToKGa?dl=0))

*“A mixture of muted, subtle electronics carry the faintest hint of a rave influence, yet there's a noticeable edge of melancholy about it….The result is a melancholic look back at what our social lives used to look like — and the video that comes with it reflects that perfectly”*

**COMPLEX**

*“Listening to Fred again..’s music feels like you’ve stumbled onto something very personal... it’s how he collaborates with the world outside music that makes his sound especially visceral.”*

**HIGH SNOBIETY**

*“It’s the search for authenticity that makes Fred again.. so exciting – and makes us reckon he could be the real deal.”*

**MIXMAG**

Today, London-based musical polymath **Fred again**.. has released his new single “**Adam (Act Like).”** The track is built around a [sample of a freestyle](https://www.youtube.com/watch?v=Mwy_CWdTh_Q&feature=youtu.be&t=41) by Portland rapper**Aminé** -- watch the official video, which premiered via [Complex](https://www.complex.com/music/2020/06/premiere-fred-again-adam-act-like), [HERE](https://www.youtube.com/watch?v=MUKl55sOnuE&feature=youtu.be).

*“I made this tune from sampling an Aminé freestyle I saw on Insta,”* says Fred again... *“At one point he goes, ‘and we act like, it’s alright, when it’s not’ and it was so direct it cut through the whole verse to me. So I made a song around it and sang some verses. Another line he says is, ‘I bench press my problems like ‘add another weight.’’ And that’s a really beautiful modern macho line to me. Also LOVE to Aminé for being so safe about this as alwayyyss”*

The prolific producer originally previewed the track last month as part of his much-hyped mix for **High Snobiety’s** [**High Snobiety Soundsystem**](https://www.highsnobiety.com/p/fred-again-highsnobiety-soundsystem/)**,** premiering it among a host of brand new **Fred again..** original music and exclusive edits.

Following “[Kyren (My Son)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flnk.to%2FKyren-MySon&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C79ffac60befa48e1d31208d7f8db91ca%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637251494231168718&sdata=p%2Bej1k8dLnI1vimXabYTLBIdn20%2FNwy9kXrjeluXoSU%3D&reserved=0),” the new track is the latest in a collection of music Fred describes as [**‘Actual Life’**](https://lnk.to/ActualLife). His signature sound sees him building tracks around vocals uncovered from the unlikeliest of sources; from obscure YouTube clips to personal FaceTime conversations, random Instagram accounts and iPhone video footage of half-remembered nights out. Rather than creating songs about experiences, the music is actually made out of those experiences. The end results - often made on the move wherever Fred has his laptop - shift between dancefloor-inspired euphoria and yearning melancholy.

This latest release follows the success of **Fred again..’s** acclaimed artist collaboration with **Headie One**. Their [***GANG***](https://smarturl.it/GANGHeadiexFred) mixtape, released in April via Relentless, was the culmination of months of collaboration in the studio between the two artists, who first struck up a close friendship in 2019. Since then the pair worked together to take their individual signature sounds into a unique new direction and ***GANG*** is their full length statement, the sound of two musical worlds coming together. Across the mixtape's eight tracks, the duo are joined by exciting and innovative artists including **FKA twigs, Jamie xx, Sampha, Octavian** and **Berwyn**.

In addition, Fred continues to debut exclusive new music on his **Rinse FM** residency, regularly building entire shows out of the tracks and collaborations he’s currently working on in the studio. A full archive of the shows can be found at Fred’s [Soundcloud](https://soundcloud.com/fredagain/sets/rinse-fm)



(Fred again.. photographed by **Jack Bridgland**. High res [here](https://www.dropbox.com/s/yls5y7jlb0y1rqd/JB003429-R1-21-22A.jpg?dl=0))

**Fred again..** [**Instagram**](https://www.instagram.com/fredagainagainagainagainagain/?hl=en) **/** [**Soundcloud**](https://soundcloud.com/fredagain)

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