**SAM AUSTINS BIO**

Some artists go outside the box. Sam Austins ventures outside of this dimension altogether. His sound morphs with the malleability of a living and breathing entity, reforming to reflect his emotions and, ultimately, reshaping what alternative music can be. His dynamic vocals twist around magnetic guitar and otherworldly beat-craft equally rooted in color motifs and sonic moods. These elements paint a picture of youth not just giving way to adulthood, but creative transformation untethered from expectations. After gathering millions of streams and landing looks from *Vogue*, *HYPEBEAST*, and *Pigeons & Planes*, the Detroit-born and Los Angeles-based artist, model and maverick creative continues to surprise on a series of 2022 singles and more to come.

“The colors of the music are now brighter, stronger, and more triumphant,” he observes. “The spectrum has more light, which is a stark difference from before. It’s a different pocket and space. This is how I approach art. I’m telling stories with my flare.”

His story continues to fascinate…

The lifelong creative endured a period of homelessness in Detroit post-high school. He eventually settled in his aunt’s house and dove into crafting songs headfirst. He quietly buzzed out of Michigan with a series of independent releases, placements on major television shows like HBO’s *Euphoria*, and performances alongside Vince Staples, Danny Brown, and Playboi Carti, to name a few. Signing to Atlantic Records, he unveiled *HOMELESS STAR* in 2021. The single “JOY FOR YOUTH” [with Sir Chloe] amassed 1.5 million Spotify streams. Right out of the gate, *Billboard* raved, *“Austins is a boundary-breaker, challenging long-held ideas of what it means to be an alternative artist*,*”* and *OnesToWatch* hailed his *“boundary-breaking appeal*.*”* Along the way, he made his home in Los Angeles, planting roots and cementing friendships. For as new as his surroundings felt, he rediscovered formative influences. Back in the day, he belted out alternative classics on *Rock Band*, studying the lyrics of Paramore and My Chemical Romance tunes and looking to Thom Yorke, Julian Casablancas, and André 3000 as *“heroes*.*”*

“There was such an emotional attachment to the last project and my story of being in Detroit,” he says. “It was made with all of my Detroit peers. With the new material, I took this foundation and did something fresh. I’ve been inspired by the nature of the world around me and the different vibrations that have come in the last two years living away from Detroit. These thoughts and experiences are a huge part of the music. At the same time, these songs sound like what a younger version of me would’ve loved to sing in *Rock Band*.”

He introduces the next era with the bright and buoyant single “Matador.” On the track produced by Rodaidh McDonald [Adele, The xx, King Krule], Spanish horns herald a head-nodding guitar riff as Sam’s voice rings out over a sunny beat, *“She’s a matador. Won’t stand it anymore*.*”* It evinces his evolution in technicolor.

“I wanted to tell a story about a bullfight in a romantic way,” he reveals. “There’s a push-and-pull between how people communicate. Love can be a fight. I have had that experience where I felt like I’ve been manipulated and my head was on a swivel. The song displays this emotion poetically. The red cape is moving, and it’s the feeling of being locked on one person in the bullfighting ring.”

By taking flight in a sky of his own, Sam finds home and himself in the music. He might just help you do the same.

“I want to be a superhero to someone,” he proclaims. “That’s how I look at my idols and how I hope to be to some kid out there. I want to break down boundaries and walls. I want to gain respect from the greats by putting out limitless and boundless art. With anything I release, the goal is to empower you to feel bigger and stronger than they day before. That’s what I’m about in 2022, 2023, 2024, and so on and so forth.”

**BOILER**

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