FOR IMMEDIATE RELEASE

MAY 15, 2020

**FRED AGAIN.. RELEASES NEW TRACK “KYREN (MY SON)”**

**OUT NOW VIA AGAIN.. RECORDS**

***ACTUAL LIFE* PROJECT IS LIVE NOW** [**HERE**](https://lnk.to/ActualLife)

**LISTEN TO “KYREN (MY SON)”** [**HERE**](https://lnk.to/Kyren-MySon)



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

**Mixmag**

*"Fred again.. is solidifying himself as the producer of the moment and, quite possibly, the future"*

**Loud & Quiet**

**Fred again..’s** latest single, “**Kyren (My Son)”**  arrives today via his own again.. Records -- listen [**HERE**](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 track, part of Fred again..’s *Actual Life* project, is based around an Instagram sample of father and son [Kyren and Kyng](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fp%2FBGss9DhiFEj%2F%3Figshid%3Dvdskczh0le4z&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C79ffac60befa48e1d31208d7f8db91ca%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637251494231168718&sdata=qhiFUSVJu3HBQ0je5n6k2Mq%2FmhzRCY9NMzwOGUKgyX8%3D&reserved=0).

Fred again.. is a London based musical polymath who, behind the scenes, has already been involved in some of the biggest UK rap, grime and pop tracks in recent years. Over the last year we’ve seen the latest stage in Fred again..'s musical evolution, as he steps out of the shadows to start releasing his own music which he'd been creating in parallel all along, most recently on his acclaimed artist collaboration with **Headie One** and their [***GANG***](https://smarturl.it/GANGHeadiexFred) mixtape.

Fred describes his sound as *Actual Life*, 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.

“Kyren (My Son)” is the latest in the line of ***Actual Life*** releases. What started out as a description of Fred again..’s sound has now become the title of a longer form project. This collection of music, which features all of Fred’s[*Actual Life*](https://lnk.to/ActualLife) releases to date, is available from today,with further tracks to be added as they’re released.

***Actual Life* tracklist:**

Marnie (Wish I Had U)

Kyren (My Son)

Chika (Scared)

Me (Sorry)

Kyle (I Found You)

**Listen to “Kyren (My Son)”** [**HERE**](https://lnk.to/Kyren-MySon)

**Listen to *Actual Life*** [**HERE**](https://lnk.to/ActualLife)

This latest release follows the success of Fred again..’s acclaimed artist collaboration with Headie One. Their [***GANG***](https://smarturl.it/GANGHeadiexFred) mixtape, out now via Relentless, is 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 have 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 more of the UK's most exciting and innovative artists including featured artists and collaborators **FKA twigs, Jamie xx, Sampha, Octavian** and **Berwyn**.

*“There’s a clear sense of artistic growth here, Fred inspiring Headie to find transcendence from a tower block.”*

**NME**

*“A pivotal release in the evolution of UK drill”*

**Crack Magazine**

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) including his most recent **Lockdown Live 002** show which featured a special [live piano and DJ set.](https://youtu.be/CAOylriQ2Lo?t=1)

Connect with Fred again..

[Instagram](https://www.instagram.com/fredagainagainagainagainagain/?hl=en)

[Soundcloud](https://soundcloud.com/fredagain)

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