**BRISTON MARONEY RELEASES CUTTING-EDGE AI VISUAL FOR “HARVARD” – WATCH** [**HERE**](https://BristonMaroney.lnk.to/HarvardMusicVideo)

**NEW VIDEO ARRIVES FOLLOWING MARONEY’s 2-DAY, SOLD-OUT CURATED ‘PARADISE FEST’ AT BROOKLYN BOWL NASHVILLE**

*“…an anthemic indie jam that showcases Maroney’s crystal clear voice and heartfelt lyricism… he sounds more free and unrestrained than ever before.”*

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*“…a fascinating music video… Maroney technically stars in the visual, but his face is mostly generated through AI technology, allowing for a purely digitized and unique view of both Maroney and the song’s content… absurd, eye catching scenarios.”* – **CONSEQUENCE OF SOUND**

*“…confessional singer-songwriter earnestness… but also a messy punk-indebted side that makes Maroney’s music feel adventurous, poppy, and a whole lot of fun. Think John Prine meets Tame Impala – a combination of sounds you wouldn’t know you needed until you actually heard it.”* – **UPROXX**

*“…rising rock songsmith… Just a few years after moving to Nashville from East Tennessee, Briston Maroney has helped define a new generation of local music.”* – **NASHVILLE SCENE**

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Today, **Briston Maroney** has released the official music video for “**Harvard**” (watch [here](https://BristonMaroney.lnk.to/HarvardMusicVideo)). Directed by longtime collaborator **Joey Brodnax**, “Harvard” takes Maroney’s always-impressive visual content to new heights. Utilizing cutting-edge AI technologies, the video “stars” Maroney, despite the fact he was not physically present during the creation of the video, as he was on tour at the time.

Of the unconventional process, Brodnax shares:

*“Using AI, I rendered photorealistic characters and settings that aligned with the song. I recorded Briston’s face performing the song. Then, using 52 facial tracking points, I moved that mapping data into my renders, sometimes reorienting Briston’s performance back onto his body, but in a new, impossible setting. I also used this facial tracking data to bring the faces of many new characters to life. The resulting video is one that sits on the current edge of AI tech and generative art.*

*Many people currently fear/avoid AI in the art world. Some see it as an antithesis to authenticity. The way we see it, it’s just a new tool. New to all of us. We are all learning how to conform with it. Briston was on tour for months. This tool allowed us to remotely create. This sort of thing was impossible six months ago. And it’s only getting crazier.”*

In an [exclusive ‘Origins’ feature](https://consequence.net/2022/11/briston-maroney-harvard-video-origins/), **Consequence of Sound** praises today’s release as, *“a fascinating music video,”* full of *“absurd, eye catching scenarios.”*

“Harvard” was released last month as half of a two-sided single, out now via Canvasback Music/Atlantic Records (buy/stream [here](https://bristonmaroney.lnk.to/OregonHarvardPR)). Accompanying track “**Oregon**” was praised by **Uproxx** for its *“visually stunning video,”* also directed by Brodnax (watch [here](https://www.youtube.com/watch?v=qgFM9LeWgIo)).

Fans were able to enjoy “Harvard” live at **Brooklyn Bowl Nashville** earlier this month, the site of Maroney’s two-night, sold-out **Paradise Fest**. The event marked a hometown milestone for the young musician who curated the lineup – sharing the stage with the likes of **Indigo DeSouza**, **The Greeting Committee**, **Sunflower Bean**, **Annie DiRusso**, **Cece Coakley**,and Canvasback labelmates **MICHELLE** – donated a portion of proceeds to local nonprofits [**The Nashville Food Project**](https://www.thenashvillefoodproject.org/) and [**Oasis Center**](https://oasiscenter.org/), and closed out each night with a highly-anticipated headline set.

In previewing the festival, **Nashville Scene** hailed Maroney’s *“keen ear for exploring complicated emotional terrain with indelible melodies and the sweet-and-sour crunch of post-Strokes rock,”* while praising Paradise Fest for *“featuring rock bands with thoughtful songwriters… named after a great recent single that’s about figuring out what really matters”* (buy/stream “**Paradise**” [here](https://bristonmaroney.lnk.to/ParadisePR)).

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(download [hi-res press photo](https://warnermusicgroup.box.com/s/3vs7sb5ttwend98vfsifv2vp0anc79lk); photo credit: Drew Bauml)

Maroney recently wrapped his headline ‘**All Aboard**’ North American fall tour, which included stops in cities including Toronto, Atlanta, and Charleston, as well as appearances at Delaware’s **Firefly Festival** and Southern California’s **Ohana Music Festival**. Over the summer, he played standout sets to crowds at **Bonnaroo** and **Outside Lands**, shortly after serving as support on select dates of 2022 tours for both **Jack White** and **Rainbow Kitten Surprise**.

This past spring, Maroney released [***Sunflower: Deluxe***](https://bristonmaroney.lnk.to/SunflowerDeluxe), an extended version of his 2021 full-length debut *Sunflower*. That project included new tracks such as “[**The Kitchen**](https://www.youtube.com/watch?v=zIqQEWHN-mw&ab_channel=BristonMaroney)” – heralded by **V** **Magazine** as “*infectious*” – and reworks of original album tracks including “[**Bottle Rocket**](https://bristonmaroney.lnk.to/BottleRocketManchesterPR),” featuring **Manchester Orchestra**, and “[**Cinnamon**](https://open.spotify.com/track/6aQXVBCsGYRSpUp9cRkz3f?si=4fb32d0c5da24837),” featuring alt-pop singer-songwriter **Genevieve Stokes**.

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**ABOUT BRISTON MARONEY:**

After a childhood spent between Tennessee and Florida, 24-year-old recording artist Briston Maroney landed in Nashville and developed a style steeped in the sweat and scrappy sounds of the city's DIY house parties, winning over fans one living room at a time.

Maroney’s 2018 EP [Carnival](https://lnk.to/Carnival) –his take on the modern coming-of-age story and debut for Canvasback Music/Atlantic Records – amassed millions of streams, is highlighted by RIAA-Gold certified track “[Freakin' Out On The Interstate](https://open.spotify.com/track/0awZwmlC6pxH65KTZpadmX?si=345e44cab0c74f8e&nd=1),” and opened the door to tours with Wallows and Liz Cooper. The following year saw the release of [Indiana](https://bristonmaroney.lnk.to/IndianaID), lauded by such tracks as “Fool’s Gold” (later featured on fellow Nashvillian Taylor Swift’s hugely popular Apple Music “[Playlist by ME!](https://music.apple.com/us/playlist/playlist-by-me/pl.ae7cd2db31fc4d519725b6747b9074a5)”). *Indiana* was met with wide-ranging critical acclaim, with [PAPER](https://www.papermag.com/briston-maroney-fools-gold-video-2638904217.html) praising the EP for its *“mixture of absolute tension and mounting significance”* and [NPR](https://www.npr.org/sections/world-cafe/2019/09/06/758024510/world-cafe-nashville-a-new-music-roundup) applauding his *“buoyant guitar-pop”* and *“taut, hooky romanticism.”* *Indiana* was ultimately cited on a number of 2019 “Best Of” lists, including [Consequence of Sound](https://consequenceofsound.net/2019/12/top-50-songs-of-2019/), [Vulture](https://www.vulture.com/article/best-new-music-2019.html), and [PAPER](https://www.papermag.com/paper-top-50-songs-2019-2641607112.html). At the top of 2020, Maroney released his third EP [Miracle](https://bristonmaroney.lnk.to/MiracleID), heralded by “Chattanooga” and “The Garden” which Consequence of Sound declared “*refreshingly raw*.”

Briston released his full-length debut [*Sunflower*](https://open.spotify.com/album/6SqMNL4do3px3cHCyUS8V8?si=aK4zPIbvQNO1ZFOpjrumCw&nd=1) in 2021, which earned critical acclaim from Billboard, NME and more, had a sold out accompanying tour, and has amassed 40+ million streams. Earlier this year, Maroney released *Sunflower: Deluxe*, which includes “[Bottle Rocket](https://bristonmaroney.lnk.to/BottleRocketManchesterPR)” featuring Manchester Orchestra, as well as a rework of album track “Cinnamon” featuring alt-pop singer-songwriter Genevieve Stokes.

An energetic live performer with a craft honed in basements, living rooms, and jam-packed clubs, Maroney’s live touring includes sold out headline shows around the world, dates alongside Cold War Kids, Jack White and Rainbow Kitten Surprise, and international festival performances spanning Austin City Limits Music Festival to Pitchfork Paris.

**CONNECT WITH BRISTON MARONEY:**

[OFFICIAL](https://www.bristonmaroney.com/) I [INSTAGRAM](https://www.instagram.com/bristonmaroney) I [YOUTUBE](https://www.youtube.com/user/MrHeadphonesguy) I [FACEBOOK](https://www.facebook.com/bristonmaroney) I [TWITTER](https://twitter.com/bristonmaroney)

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