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NOVEMBER 9, 2022

**CKAY TURNS UP THE HEAT IN HIS MOST SENSUAL MUSIC VIDEO TO DATE WITH HIS LATEST SINGLE “MMADU”**

**SECOND SINGLE FROM HIS *SAD ROMANCE* ALBUM**

**CURRENTLY HEADLINING HIS EUROPEAN TOUR**

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**CKay**’s music video for his latest single ‘**mmadu**’ off his debut album ***Sad Romance*** shows the beauty and intense energy of physical affection and desire which ignites a molten rock and hot gas eruption.

Shot in **Lagos, Nigeria,** is the setting for this beautiful romantic escapade which director **Ahmed Mosh** does well in capturing. The video makes its way through different parts of lush **Lagos** – its ocean; it's terribly unrelenting and vast green horizontal landscape; and its fierce concrete jungle. From the onset, **CKay**’s gaze is striking and his intention clear, as seen while pushing plates of food aside to make room for something else that has sparked his interest. The singer and his love interest find themselves floating through each scene, moving closer and deeper into one another, propelled by a force neither one of them is able to overcome.

While his previous music videos for hit songs ‘**love nwantiti**’ and ‘**Emiliana**’ show a gentler **CKay** pursuing his ‘small love’ somewhere in **Nigeria** or serenading a girl named **Emiliana** in sunny Dakar, ‘**Mmadu**’ reveals a more mature intrigue to the star. The song and its visual companion piece are pure ecstasy and devoted to celebrating sensation. All this allows **CKay** to be more poised in how he chooses to make art. Of both song and video, the star admits:

*The inspiration, simply put, was sexual tension. It’s more sensual than my previous videos. It makes me feel a mixture of sensuality, love, and sadness. An exciting mix of emotions. Very few songs make me feel like that.*

Interpersonal relationships are of course an important theme and foundation for **CKay**’s music which is a passion he shares with **Mosh**. As a storyteller himself, the way in which **Mosh** captures black bodies is interesting. His lens is sympathetic to how black people move, exist, and activate the spaces they occupy. His subjects, at their core, are warm, vibrant, alive, and honest, a quality **CKay** appreciates:

*Working with* ***Ahmed*** *was great, as usual. He knows how to work with emotions and vibes quite well. He also brings the beauty out of African aesthetics in a way very few can.*

As we begin to see **CKay** become a more nuanced artist who makes music that inspires fans to feel more viscerally, we also start to see an artist who more intentionally indulges his own enthusiasm for love experience and how he might share this with the world. As a consequence, his storytelling, at least for ***Sad Romance***, is both forward and inward-looking.

Mmadu is out now, watch here: [Ckay.lnk.to/mmadu\_video](http://ckay.lnk.to/mmadu_video)

**ABOUT CKAY**

**Chukwuka Ekweani**, known publicly as **CKay**, is the rising star in the ever-burgeoning **Afrobeats** scene. A multi-talented artist, whether behind the boards as a producer or in front of the mic performing his self-penned songs, it is **CKay**’s single-minded vision that shines through. The self-defined **Emo-Afrobeat** star has and continues to soar up charts across the globe thanks to his first globally recognized single **‘love nwantiti’**.

The Nigerian singer, songwriter, and producer originally released **‘love Nwantiti (ah ah ah)’** back in 2019 as part of his debut EP, **CKay The First**. In 2021, **CKay** became the most streamed artist of the year and became the first African artist with two tracks on the **Global Spotify Top 30** simultaneously. **‘love nwantiti’** has been certified platinum/multi-platinum in five countries, including the United States, India and Italy. The viral hit has also been certified gold in the UK, Australia, South Africa and New Zealand. **CKay** became the first African artist in 50 years to hold a top 5 position on the **UK Singles Chart** for 4 straight weeks with **‘love nwantiti’**.

**CKay** has continued to create a global presence with accomplishments such as the “most Shazam-ed song in the world”. His most recent globally recognized single, **‘Emiliana’**, has followed suit and racked in global chart positions and currently has just under 100 million streams. **‘Emiliana’** peaked at #1 on the **UK Afrobeats Chart**, #2 on **Shazam Top 200** (**Afrobeats**), and #1 in six countries on **Apple Music**.



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