That’s So 90’s
Alan Walker
Kevin Gates
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Foals
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and more

Your monthly music forecast!
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On the Cover:
Ellie Rowsell, the lead singer of Wolf Alice. Photo provided by management
The STORM Report is a compilation of up-and-coming bands and artists who are worth watching. Only those showing the most promising potential for future commercial success make it onto our monthly list.

How do we know?

Through correspondence with industry insiders and our own ravenous media consumption, we spend our month gathering names of artists who are “bubbling under”. We then extensively vet this information, analyzing an artist’s print & digital media coverage, social media growth, sales chart statistics, and various other checks and balances to ensure that our list represents the cream of the crop.

Why do we do it?

Music is the best way to sell products because it creates such a powerful emotional connection with an audience. The STORM Report provides our clients with a tool to harness the music that will be the most relevant to audiences in the near future, thereby becoming very useful for the enhancement of products, promotions, and platforms.

Hello STORM Readers!

Nostalgia is a powerful emotion – and one that marketers frequently use to excite and engage their consumers. As we look back at 2016 so far, we’ve observed a decided yearning for a return to the 1990s. An inaugural “I Love the 90s Tour” kicks off this month featuring performances by Vanilla Ice, Salt N Peppa, Kid N Play, Coolio and more; “MTV Classic” debuts on August 1 and features programming entirely from the 90s and early 2000s; The Backstreet Boys are back in the studio working on a country song with Florida Georgia Line; Guns-N-Roses, PJ Harvey, Blink 182, Weezer and Deftones are all on the road again - with members of Pearl Jam and Soundgarden forming a supergroup. And there is a new crop of artists emerging with sounds that can only be classified as post-90s goodness.

It’s all about the “throwback.” We explore how Millennial consumers (aka 90s kids) are driving this renewed demand for the fashion, entertainment and music of the 1990s in this month’s “Eye of the Storm” article.

Jennifer Sullivan
President, memBrain
Editor-in-Chief, The STORM Report
That's So 90's: What Goes Around Comes Around

By Ian Hecht, Jennifer Sullivan

In uncertain times, we return to the familiar looking for comfort. Millennials, born between 1980 and 2000, are faced with a world of uncertainty. While well-educated and rich in resources, Millennials are saddled with a poor economy and lack of jobs to meet the demand of the largest generation alive today. Faced with social pressures in a world of always-on media and "selfie" culture, Millennials are also faced with more scrutiny and less personal privacy than any generation in history.

While often considered spoiled by older generations, Millennials were raised in a world with infinite possibilities powered by technology. They are restless and passionate about making their mark on the world, yet saddled with debt and an uncertain job market. And they are becoming parents.

So what are they doing? They are relying on nostalgia to make sense of the world – or perhaps to escape it for just a few hours.

Millennials love 1990's pop culture- fashion trends, entertainment and music have all experienced a return to the decade that defined a generation. Choker necklaces, Doc Martins, grungy flannels and denim jackets are back. "Duck Tales," "Celebrity Death Match," "Magic School Bus," "Powerpuff Girls" and "Hey Arnold" are just a few titles in the massive number of 90's television shows returning to the small screen. Nickelodeon introduced a programming block called The Splat featuring primarily shows from the 1990s (formerly known as "The 90s Are All That"). "Independence Day" is back in theatres and kids hunting "Pokemon" once again.

Similarly, a broad spectrum of new music artists influenced by the 90's has emerged.

Electronic music is especially fond of the 90's. Duke Dumont's tropical tune "I Got U" samples Whitney Houston's "My Love is Your Love” to great effect. 3LAU twisted the iconic chorus of Corona's "Rhythm of the Night" in his high energy electro house single "The Night." And Cyril Hahn’s remix of Destiny Child’s "Say My Name" into an addictive deep house cut effectively put his name on the map in the electronic music scene.

Hip Hop music had its Golden Age in the late 1980s and early 1990s - perhaps the most culturally relevant genre of music. 90’s Hip Hop music was instrumental for many of today’s top Hip Hop Acts. In a recent radio interview, Kendrick Lamar lists what he learned from his idols: Biggie taught him how to flow and be confident, Nas taught him the art of storytelling, and Tupac taught him how to connect with people on an emotional level. Joey Bada$$’s music is also heavily reminiscent of the 90’s - his intricate lyricism is evocative of Nas. J. Cole’s lyrical content is rooted in similar issues to that of 90’s Hip Hop; societal problems, childhood experiences, and the struggle of being underprivileged. While Hip Hop today is decidedly more commercial (a la Drake or Kanye West), its popularity would not have been possible without the 90’s artists who paved the way for their success.

Recent years have seen the return of acts like The Backstreet Boys, Sugar Ray, Smash Mouth, Korn, Slipnot, Pearl Jam and Third Eye Blind to the stage. There is also a crop of new artists drawing inspiration and sounds from the likes of Smashing Pumpkins, Sonic Youth, The Pixies, Weezer and so on.

One of the most notable newer artists bringing back the 90s grunge rock sound is Wolf Alice. Wolf Alice’s grungy guitar crunch on the single "Moaning Lisa Smile" sounds like vintage Nirvana or Hole. Crowd favorite "Bros" is cut from the same cloth as the Smashing Pumpkins' anthem "1979." And the lush "Silk" starts out like a Mazzy Star ballad before segueing into something more akin to Sneaker Pimps.

Millennial demand for 90’s nostalgia is poised to impact our content for years to come. What will Generation Z bring back into vogue? Only time will tell.
STORM Summer Festivals: Part 2

STORM Alumni are taking over the festival circuit! With 75 STORM alumni playing Bonnaroo (38% of the lineup), and 85 at Lollapalooza (46%), it’s set to be a stormy summer.

TOMORROWLAND
Europe’s Dance Music mega-festival is back in Boom, Belgium, sporting a lineup of the world’s best DJs. STORM alumni in attendance include: Galantis, KSHMR, Felix Jaehn, Lost Frequencies, Sigala, Martin Garrix, Matoma, and Sam Feldt

FYF FEST
Eclectic as ever, FYF has a stellar lineup of rock, indie, and electronic acts. Headliners at the LA-based festival this year include Kendrick Lamar, LCD Soundsystem, Tame Impala, and Grace Jones. Storm Alumni: Beach House, Blood Orange, CLASSIXX, Denzel Curry, DIIV, Father John Misty, Grimes, Jagwar Ma, Kelela, Mac DeMarco, Rae Sremmurd, Tame Impala, and Vince Staples

MADE IN AMERICA
What better way to celebrate labor day than by going to a music festival? For those in the Philadelphia area, Made in America has you covered with a diverse lineup of hip hop, electronic, and indie acts. Storm Alumni: Jamie xx, Chance the Rapper, Martin Garrix, Bryson Tiller, Grimes, Gary Clark Jr., Tory Lanez, St. Lucia, and Car Seat Headrest
Events and happenings during the month of July.

**STORM FORECAST**

**JULY ALBUM RELEASES**

Released on July 8, Wildflower marked The Avalanches first album in 16 years. Well worth the wait, the sample rich album is an electronic music journey, and a must-listen.

Schoolboy Q’s latest album, Blank Face LP, was also released on July 8 via Interscope Records. The album has big features from the likes of Kanye West, Jadakiss, and Miguel, and has been received as some of Schoolboy Q’s best work.

**AUGUST ALBUM RELEASES**

DJ Snake’s debut album, Encore, is set to come out on August 5 via Interscope records. The hit single “Middle” has already been released, but collaborations with Justin Bieber and Travis Scott will finally see the light of day upon the release.

Duo behind the hits “No Flex Zone” and “No Type,” Rae Sremmurd, are back with their second album “Sremmlife 2,” out on August 12. The lead single “By Chance,” has already had considerable radio play, and the album promises collaborations with Juicy J, Lil Jon, and DJ Mustard.

**MOVIE RELEASES**

Featuring an all-star cast with the likes of Jared Leto, Will Smith, and Margot Robbie, Suicide Squad hits theatres on August 5. In the movie, a mix of well-known and unknown villains are recruited by the government to team up and complete a task deemed too dangerous for superheroes.

The Secret Life of Pets was released on July 8, and is on pace to be the highest grossing movie of July. In the movie, a spoiled terrier (voiced by Louis C.K.) gets upset when his owner adopts a large unruly dog, and after the pair get lost they must work together to make it back home.

Who you gonna call? Ghostbusters is back in a long-awaited return to the big screen that was released on July 15. Director Paul Feig brings a fresh take on the classic comedy, with some of the funniest actors in the business including Melissa McCarthy, Kristen Wiig, and Kate McKinnon.

**AWARD SHOWS**

MTV’s biggest night of the year, the VMAs will air on Sunday, August 28 from Madison Square Garden.

**CONCERT TOURS**

Justin Beiber’s Purpose Tour recently ended with a finale in Madison Square Garden on July 18, but that’s not the last we’ve heard from him in July. Released on July 22, he was featured on Major Lazer’s single “Cold Water,” which is the first time since “Where Are U Now” that Diplo and Beiber have worked together.

Rhianna’s Anti tour is wrapping up after an almost six month run, filling stadiums in the US and Europe. Her final show is in Zurich’s Letzigrung Stadion on August 12.

YouTube sensation Lindsey Sterling’s summer tour is taking her all around the US and Canada through to the end of the summer. With stops including Panorama Festival and Lollapalooza, there are plenty of opportunities see the multi-talented performer in person.
# THE 20 ARTISTS ON OUR RADAR

<table>
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<tr>
<th>Rank</th>
<th>Artist</th>
<th>Audio/Video</th>
<th>Label</th>
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**STORM WARNING**

STORM has a new formula! Artists are now ranked by the **number of Shazams** for their most recent track, divided by the number of days that track’s been available online.

Click on the SoundCloud and YouTube icons next to each artist on the chart for featured audio tracks and video performances.

Also, check out our comprehensive Spotify playlist by clicking on the buttons above.

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**THE STORM REPORT Issue No. 37 July/August 2016**
British-Norwegian Alan Walker was only 18 years old when his track "Faded" became a European sensation, going 4x platinum in Sweden and topping the charts in Germany, Austria, his native Norway, and elsewhere. His most recent single "Sing Me To Sleep" follows "Faded’s" formula with melancholy chords, angelic vocals, and an infectious melody, and is currently sitting at 26 million YouTube streams.

Photo © Photo by Marcus Rönne 2015
Kevin Gates’ sound is strikingly dynamic: his lyrics are jarringly honest and autobiographical, while his productions range from tough trap beats to ambient sonics. This unique contrast has created a die-hard fanbase to support him, his debut full-length album for Atlantic Records, Islah, beat out Adele’s 25 during its debut, to peak at No. 2 on the Billboard 200.

“After years of stardom in his native Louisiana… it seems that if the 29 year-old rapper is to have a time, that time is now”

— Drew Millard, Spin

Hayden James burst on to the scene in 2013 with his laid-back disco single “Permission to Love,” on Australia’s Future Classic label. His next hit “Something About You,” featuring sensual vocals, atmospheric synths, and bubbly drums, charted in multiple European countries and was remixed by the likes of Odesza and Gazzo.
Hailing from Oxford England, Foals are an indie rock band with a poppy, jittery, upbeat, math rock sound. They are recognized as one of the UK’s best live acts, as they have won the 2013 Q Award for Best Live Act, and were twice nominated for the NME Award for Best Live Act.

Photo © Photo by Nabil, 2015
Kaytranada, born Louis Kevin Celestin, is a producer and DJ, creating insanely groovy jams that range from soul to disco to R&B. His break came after his Soundcloud remix of Janet Jackson’s “If” went viral. His long awaited debut album, 99.9%, was released on May 6, 2016 featuring big names such as Anderson .Paak, AlunaGeorge, Goldlink, and more.

Photo © Photo By Liam McCrae 2016

Robert DeLong creates experimental dance music that takes from a variety of electronic subgenres from house to dubstep to moombahton. He’s known for using a variety of MIDI controllers during his performance, including keyboards, drum pads, and even video game controllers.

Photo © Photo by Myles Pettengill

Born Christopher Gallant, the Maryland native’s striking falsetto and emotive singing style leave an impression that is hard to forget. His debut album “Ology,” puts his voice front and center with smooth R&B instrumentals to back him up, and includes "Skipping Stones," a single co-produced with Jhene Aiko.

Photo © Photo by Nikko La Mere
HOUNDMOUTH

Houndmouth’s sound can be described as melodic indie rock, with a twist of country. The group built a loyal following in their native New Albany, IN due to their enthusiastic live shows, which led to their full-length debut through Rough Trade Records in 2013. Their latest release, Little Neon Limelight, contains the catchy single “Sedona.”

Photo © Photo by Cory Gehr 2016

JAI WOLF

NYC-based Jai Wolf had no idea that when he posted a bootleg of Skrillex’s “Ease My Mind,” the OWSLA label owner would end up making it an official release, kickstarting his career as a producer/DJ. Since then he has achieved seven #1 tracks on Hype Machine, millions of Soundcloud plays, and made his official debut on Odesza’s Foreign Family Collective with his song “Indian Summer.”

Photo © Photo by Colin Miller 2016

“There's a new breed on the songwriter’s block now. And Houndmouth is barking up the right tree.”

—Michael Bialas, Huffington Post
James Blake is an English singer, songwriter, and producer from London. His earliest work incorporated many elements of dubstep, yet his sound has changed over the years to bring his voice and piano arrangements to the foreground. His latest album, “The Color in Anything,” is a soulful exploration through an ambient electronic soundscape of what remains after heartbreak.

“Listening back to Blake’s records in chronological sequence is like hearing a ghost gradually assume material form […] out of digital ether.”

—Mark Fisher

Photo © Photo by Nabil Elderkin 2016
Singer, songwriter, and rapper, JAHKOY describes his brand of emotive electronic R&B as bipolar. Coming from Toronto like so many other synth-based R&B artists of late such as The Weeknd and PARTYNEXTDOOR, his forthcoming album "Temptations" has already been co-signed by Pharrel, despite the two never having met.

Photo © Photo by Ararsa Kitaba 2016

Boy & Bear is an Australian indie folk-rock band whose optimistic, pop sound has made them a staple on Australia’s radio playlists. Their first two albums, "Moonfire" and "Harlequin Dream" both reached the top ten of the Australian album charts, with "Moonfire" winning Album of the Year at the 2011 ARIA awards.

Photo © Photo by Luke Kellet 2015

Singer, songwriter, and rapper, JAHKOY describes his brand of emotive electronic R&B as bipolar. Coming from Toronto like so many other synth-based R&B artists of late such as The Weeknd and PARTYNEXTDOOR, his forthcoming album "Temptations" has already been co-signed by Pharrel, despite the two never having met.

Photo © Photo by Ararsa Kitaba 2016
SOAK, aka Bridie Monds-Watson, hails from Derry, Ireland and says her stage name is a combination of “soul” and “folk,” neither of which can accurately describe her music. While her emotionally charged songs definitely have soul and folk influences, her sound is decidedly indie-rock.

Photo © Photo by Jodhua Hailing 2015
Lucius was created when voice majors Jess Wolfe and Holly Laessig quickly became friends during their studies at Berklee School of Music. The group has since expanded into a quintet and garnered praise from the likes of The New York Times, Rolling Stone, and NPR.

Photo © Piper Ferguson 2016

Toronto based singer River Tiber produces a unique blend of R&B and funk tinged with electronica reminiscent of late nights and broken hearts. Drake recently sampled his unreleased track “No Talk” in his song “No Tellin',” which appeared on his album If You’re Reading This It’s Too Late.

Photo © Photo by Devon Little 2016
Midnight to Monaco are an electronic duo consisting of Canadian singer Ricky Ducati and LA-based producer Donnie Sloan. Their unique brand of house combines Ricky’s pop vocals with Donnie’s knack for producing funky baselines, and has seen remixes from upcoming producers such as Wheathin and Com Truise.

“Their infectious drive taken in tandem with bold, thematic elements is what makes Midnight To Monaco more than your average music makers”

— Nest HQ

Finnish DJ and producer creates deep, groovy cuts that have seen praise from all over the dance and pop music worlds. Pete Tong named his remix of Rufus’ “Like an Animal,” the essential new tune on his BBC Radio 1 weekly radio show, and Yotto was tapped by Coldplay to remix their track “Adventures Of A Lifetime,” which was well received by critics.
Tennyson is Luke and Tess Petty, a brother-sister electronic producer duo hailing from Canada. Their music is characterized by electronic chirps and beeps sprinkled over ambient synth chords, with the occasional vocal pairing. While they are still teenagers, Tennyson have already remixed Skrillex’s “Stranger” with Skrillex himself; a promising co-sign to a group so young.

Photo © Tennyson 2015

Hotel Garuda, the combination of DJ’s Manila Killa & Candleweather, quickly rose to the top of the blogosphere with their inventive bass house remixes and remakes. With official remixes done for the likes of Lana Del Rey, Galantis, BANKS, and Kiiara, Hotel Garuda released their debut single “Smoke Signals” on PRMD music, Avicii’s record label, to critical acclaim. With all this momentum, Hotel Garuda are surely a duo to keep your eyes on.

Photo © Jasmine Safaeian 2016

Dawn Richard began her career as a member of Danity Kane before transitioning into the trio Diddy-Dirty Money and finally into her solo career as DAWN. Her most recent album, Blackheart, is a dive into electronica, while its predecessor, Goldenheart, displays her unique R&B sound.

Photo © Anonymous
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Digital Music News
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Gorilla vs. Bear
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The Huffington Post
HypeBeast
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The Independent
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Music Metric
The New York Times
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Noisy
NPR
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https://www.youtube.com/watch?v=9rFpsvTLRdI

PHOTO CREDITS

Thanks for reading! See you next month.