**As of 10.19.22**

At 14 years old, Shane became Sombr via a make-shift recording studio in his bedroom funded by a summer of scooping ice cream.

The now 17-year-old honed his talents at New York’s LaGuardia High, the public performing arts school celebrated for inspiring the film *Fame*, spending his days studying classical music and nights invested in his bedroom studio. While other high school juniors obsessed over driving tests or dates, Sombr recorded romantic indie-rock melodies while trawling for like-minded musicians to sign to his label. When COVID hit, creating music became an escape for the young artist from the physical and social isolation brought on by the pandemic - all leading Sombr to launch his own major label imprint while his single “Caroline” earned over a million listens within its first week.

It’s the kind of trajectory that feels once in a generation. Between his remarkable aural instincts and an insatiability for success, Sombr exudes staying power. Much of the credit goes to his father, he says, who rendered him a music fanatic “since the womb.” Raised on uninhibited creative expression (more specifically, old clips of his dad fronting a seminal NYC performance-art rock band while dressed in drag), Sombr learned his way around piano and guitar and now, self-produces his entire output. Nonetheless, it's his voice that Sombr cites as his most powerful instrument.

“It's such a cool feeling, listening to your voice evolve,” he says. “Learning how to sing classically taught me how to get any sound I want. My voice is a more powerful tool than anything else.”

Sombr developed a remarkable ear — something he describes as his “specialty.” While reading music never came easily, Sombr’s ear for pitch meant that he could mimic any melody without flaw. Over time, Sombr noticed the skill come in handy when it came to discerning talent online. While sifting through unending audio uploads across TikTok, YouTube and SoundCloud, Sombr began to find favorites. Now, he’s partnered with Warner Records, signing a variety of artists which have collectively garnered nearly two billion streams across platforms to his own imprint.

While Sombr’s primary objective is to assist in promoting underground musicians via digital channels – even founding a small influencer agency to introduce fresh audio to content creators – he hopes to explore artist development, as well as eventually write and produce for other acts. It’s a tall order for the teen, who is the first to admit he should “hire staff,” but the sleepless nights are a small sacrifice for what’s become his community.

“We’re all friends. I'm so grateful. The more passionate I am about the artist's work, the more motivated I am to push it.”

Still, the artist project Sombr remains the most passionate about is his own, and rightly so. TikTok sensation “Caroline,” Sombr’s latest single, has become a sad girl anthem — populating Zillennial playlists across Spotify. Both haunting and heartbreaking, the ephemeral track and its subsequent success is a window to Sombr’s potential as an indie mainstay. Informed by the alt-pop greats – from Bon Iver to Phoebe Bridgers – the singer-songwriter’s newer releases are certain to cement the artist’s ascension, though Sombr says he’d be happy enough with a “timeless alternative project.”

Sombr navigates love and loss with sonic maturity that’s well beyond his years. Each musical offering is a vocal clinic, showcasing his ability to seamlessly traverse the scales as well as his general versatility. It should surprise no one when Sombr is heralded among the most promising voices of the digital generation, or when his songs are inevitably selected to soundtrack everything from lonely city walks to CW shows.

“I make my own unique art that I feel is very magical, and it'll find its way no matter what, but I'm just as happy to be boosting other artists. I just love art and as long as I can use my talents to make good art heard by more people, I'm happy.”

As for his potential to touch every other element of music-making --- discovery, songwriting, producing, distribution, promotion --- this is just the beginning. He’s only 17, after all.

 **Short Bio**

At 14 years old, Shane became Sombr via a make-shift recording studio in his bedroom funded by a summer of scooping ice cream. The now 17 year old honed his talents at New York’s LaGuardia High, the public performing arts school celebrated for inspiring the film *Fame*, spending his days studying classical music and nights invested in his bedroom studio. While other high school juniors obsessed over driving tests or dates, Sombr recorded romantic indie-rock melodies while trawling for like-minded musicians to sign to his label. When COVID hit, creating music became an escape for the young artist from the physical and social isolation brought on by the pandemic - all leading Sombr to launch his own major label imprint while his single “Caroline” earned over a million listens within its first week. Still, the artist project Sombr remains the most passionate about is his own, and rightly so. TikTok sensation “Caroline” has become a sad girl anthem — populating Zillennial playlists across Spotify. Informed by the alt-pop greats – from Bon Iver to Phoebe Bridgers – the singer-songwriter’s newer releases are certain to cement the artist’s ascension, though Sombr says he’d be happy enough with a “timeless alternative project.”