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| **IDK UNVEILS HIGHLY ANTICIPATED COLLABORATIVE PROJECT *SIMPLE.* PRODUCED BY KAYTRANADA****LISTEN TO *SIMPLE.***[**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidk.lnk.to%2Fsimple&data=05%7C01%7CDionte.Williams%40warnerrecords.com%7Ccd9284c8974e4609b92208da2f8d0c1b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637874580094796551%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Xuw4X3Y%2FQgTYzZuKieaETsjmdPTMvpI8fE6F%2BK44BQA%3D&reserved=0)**RELEASES NEW VIDEO “DOG FOOD” FEATURING DENZEL CURRY****WATCH**[**HERE**](https://www.youtube.com/watch?v=Aw443tQ0FrI)**IDK’S TINY DESK (HOME) CONCERT ARRIVES MAY 18** |

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| **May 6, 2022 (Los Angeles, CA)** – Today, Maryland rap star **IDK** unleashes his highly anticipated new project ***Simple.***, produced in full by GRAMMY®-winning dance music auteur **Kaytranada**. The 8-track release arrives via Clue/Warner Records and features official single **“Breathe”**as well as previously released singles **“Taco,”** an uptempo hit that brings the 29-year-old rapper’s wit to the dancefloor, and **“Dog Food,”** a triumphant reunion between **IDK** and frequent collaborator **Denzel Curry**. Listen to ***Simple.*** [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidk.lnk.to%2Fsimple&data=05%7C01%7CDionte.Williams%40warnerrecords.com%7Ccd9284c8974e4609b92208da2f8d0c1b%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637874580094796551%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Xuw4X3Y%2FQgTYzZuKieaETsjmdPTMvpI8fE6F%2BK44BQA%3D&reserved=0). and watch the brand new video for **“Dog Food”**[HERE](https://www.youtube.com/watch?v=Aw443tQ0FrI).  *“There’s a neighborhood in my city called “Simple City”. It gets its name because you can get killed for any simple reason. Simple City is also the birthplace of Marvin Gaye. I wanted to tell the story of Simple City in a way that it’s never been told before. From drug abuse to crime and murder, I wanted to cover what it feels like to be from Simple City and teach the world that the fix to helping disadvantaged Black communities isn’t as simple as you think. The way people view our mentalities is a straightforward thing. There’s a lot of depth and it should be handled with care. I wanted to create a project where people can ‘dance to real shit’”.* – **IDK** *Simple.* is**IDK’**s first full-length rap project helmed entirely by **Kaytranada**, who has brought his trademark groove to collaborations across the pop spectrum, from Snoop Dogg and Pharrell to Mary J. Blige and The Internet. **IDK**, a consummate musical omnivore stretches **Kaytranada**into new creative territory. Nowhere is that clearer on songs like **“Breathe”** where nocturnal R&B collides with moody ’80s synthpop. *“Lemme catch my breath,”* he coos lightly, while later on **“The Code” IDK** unloads sharp bars over a piano-led beat that recalls Kanye’s *Graduation* era. But the house-hop romps that fans are waiting to soundtrack their summer are here, too. The project is **IDK**’s first since 2021’s confessional and guest-laden *USEE4YOURSELF*, which featured Young Thug, Offset, Swae Lee, the late great DMX, and more. The critically acclaimed offering received praise from *NPR, Billboard, Office, i-D, NME,* and more. ***Simple.*** now finds both artists in peak form, pushing each other to new limits. Sometimes synergy is that simple. **IDK** will be celebrating *Simple.* with a special *NPR Tiny Desk (Home) Concert* featuring veteran hip-hop producer and multi-instrumentalist **Mike Dean** on May 18. Follow **IDK** on Instagram for more information. ***SIMPLE.* TRACKLIST:**1. Drugstore2. Southeast to Paris3. Dog Food feat. Denzel Curry4. Zaza Tree5. Breathe6. Taco7. The Code feat. Mike Dimes8. Paris to Southeast |

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| **ABOUT IDK:**Short for Ignorantly Delivering Knowledge, IDK is as much a moniker as it is a mission. The Prince George’s County, Maryland, artist has long dedicated his life and art to presenting big ideas in accessible ways. Using witty lyricism, percussive flows, and a chameleonic musicality, IDK turns life lessons and philosophical musings into utter bangers. In the process, he’s become one of rap’s most inventive practitioners. His new album, *USEE4YOURSELF*, is his richest work yet, a sprawling meditation on love, materialism, masculinity, and the effects of a troubled upbringing. Loaded with unpredictable features and recollections from childhood, it’s a character study framed in fierce beats and blockbuster productions. It’s also a culmination for the man born Jason Mills, who began his musical journey behind bars about a decade ago. Through albums like *Subtrap* (2015), *IWASVERYBAD* (2017), and *Is He Real?* (2019) IDK built a proper body of work. And he using that foundation as a jump-off point for not just music, but action that enriches the world: his inquisitive *Radio Clue*Apple Music radio show; No Label Academy, his music biz course in collaboration with Nike and Harvard University; and his Clue Records, which in 2020 released *IDK & FRIENDS 2*, a soundtrack for Kevin Durant’s *Basketball County: In the Water* documentary full of DMV-area artists. As IDK puts it, with that trademark mix of flex and humor: “I'm in competition with myself and only me. And I'm whooping my ass every time.” using that foundation as a jump-off point for not just music, but action thatenriches the world: his inquisitive *Radio*Clue Apple Music radio show; No Label Academy, his music biz course in collaboration with Nike and HarvardUniversity; and his Clue Records, which in 2020 released *IDK & FRIENDS 2*, a soundtrack for Kevin Durant’s *Basketball County: In the Water* documentary full of DMV-area artists. In 2021 he dropped confessional and guest-laden album *USEE4YOURSELF*, which featured Young Thug, Offset, Swae Lee, the late great DMX, and more. The critcically acclaimed offering received praise from *NPR, Billboard, Office, i-D, NME* to name a few. His most recent project ***Simple.*** with Kaytranada finds both artists in peak form, pushing each other to new limits. As IDK puts it, with that trademark mix of flex and humor: “I'm in competition with myself and only me. And I'm whooping my ass every time.” |

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| **FOLLOW IDK:**[Twitter](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fidk%3Flang%3Den&data=04%7C01%7CJoshua.McDonald%40warnerrecords.com%7Cc79f60ff1227419ac43808d99967298c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637709490629902246%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ZuZUsj1Mq0%2FSeDK14SJWdil4ZRWpNbhr8yjjw9r%2BD5s%3D&reserved=0) | [Instagram](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fidk%2F%3Fhl%3Den&data=04%7C01%7CJoshua.McDonald%40warnerrecords.com%7Cc79f60ff1227419ac43808d99967298c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637709490629902246%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Or4OnuMXoC79V%2FRPX4nEzx3CM5bDP1%2Fflkq80l%2FOrg8%3D&reserved=0) | [Facebook](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FTRIBEIDK%2F&data=04%7C01%7CJoshua.McDonald%40warnerrecords.com%7Cc79f60ff1227419ac43808d99967298c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637709490629912241%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=MfQUVe%2FTONDTtTz6bJaweYnovXVkhT1V42y2TgIVN4c%3D&reserved=0) | [YouTube](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fchannel%2FUCyzWvqEm4w0HTS6OGemsZCA&data=04%7C01%7CJoshua.McDonald%40warnerrecords.com%7Cc79f60ff1227419ac43808d99967298c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637709490629912241%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=vJ5mvSX%2BJzXmUp2HE0%2FgdfrgsDfFQHAgCUWvXK1gEXI%3D&reserved=0) | [TikTok](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.tiktok.com%2F%40idkofficial%3Flang%3Den&data=04%7C01%7CJoshua.McDonald%40warnerrecords.com%7Cc79f60ff1227419ac43808d99967298c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637709490629912241%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=GC1dlLR%2FajSdA1HR7Vfe%2FAOzJdtv3h7ARi7sj6rcsNk%3D&reserved=0" \t "_blank) | [Spotify](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Fartist%2F6aiFCgyKNwF9Rv5TOxnE8E&data=04%7C01%7CJoshua.McDonald%40warnerrecords.com%7Cc79f60ff1227419ac43808d99967298c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637709490629922237%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ODr%2FV%2BeoRgXm%2FETgzEJVxOQG29lSUm2%2FJqG0g%2FSGbBU%3D&reserved=0) **For more information, please contact:****Warner Records****Aishah White**Aishah.White@warnerrecords.com |

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