

## IDK RELEASES NEW VIDEO FOR "LILLY"

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**CRITICALLY-ACCLAIMED *IS HE REAL?* ALBUM AVAILABLE [HERE](#)**

*"IDK has plans to be a superstar...he isn't taking any shortcuts in his journey."* – [Billboard](#)

*"What is most stirring on 'Is He Real' is that IDK's building blocks for career longevity — his talent at wordplay and his burgeoning ability to develop fully formed sonic ideas against intriguing soundscapes — are fully revealed."* – [The FADER](#)

*"[IDK] is building a legacy that will last."* – [Pigeons & Planes](#)

**February 5, 2020 (Los Angeles, CA)** – Avant-garde rapper and producer **IDK** has unveiled a new video for "Lilly" from his most recent album [Is He Real?](#). "Lilly," directed by Matt Zolly, incorporates IDK's vivid lyricism with elements of art, imagery and tragedy all rolled into one cinematic visual. IDK has had an exceptional 2019 with his critically-acclaimed release, generating praise from Kevin Durant, Kanye West, Tyler, the Creator, and more, while hit single "[24](#)" is featured on the *Madden NFL 20* soundtrack. IDK will return to hip-hop's largest festival, Rolling Loud, in Miami on Sunday, May 10th, and is currently gearing up to release more new music.

### **MORE ABOUT IDK:**

IDK (Ignorantly Delivering Knowledge) is an innovator with few equals. The Maryland-raised rapper and producer subverted genre tropes with his 2015 debut project *SubTrap*, a nuanced and inventive exploration of the intersection of drug dealing and addiction. Since then, he's continued to make unprecedented moves both in and outside of the studio. After becoming the first artist to premiere an album with *Forbes* (2016's money-minded *Empty Bank*), he partnered with *Adult Swim* to release 2017's *IWasVeryBad*, which featured everyone from DOOM to Chief

Keef. *Is He Real?*, IDK's major label debut, is an ascent to another creative plateau. Released jointly via Warner Records and IDK's new label venture Clue, *Is He Real?* features rapping, singing and production from the Prince George's County native that's unlike anything he's done before.

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