

SUB URBAN PREMIERES BLOCKBUSTER MUSIC VIDEO FOR “CIRQUE”

SPECIAL GUEST APPEARANCE BY BELLA POARCH

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March 3, 2021 (Los Angeles, CA) –Expanding his world once again as he nears 1 billion global streams, alternative pop ringmaster **Sub Urban** unveils the blockbuster music video for “**Cirque**” today. Directed by **Andrew Donoho** with Sub Urban behind the imaginative and creative direction, the video features a special guest appearance by Asian American TikTok sensation **Bella Poarch**. Watch it [HERE](#). The song remains a standout from his debut EP, *Thrill Seeker*—available [HERE](#) via **Warner Records**.

He chose to pull the curtain back on the visual today as it marks the one-year anniversary of his “**Freak**” feat. **REI AMI** music video, which has amassed over 145 million YouTube views to date. The “Cirque” music video simultaneously nods to old-school gangster flicks and wild sci-fi all at once. In the cinematic visual, Sub Urban finds himself in the middle of a mob shakedown, under the spell of a showgirl, and controlling an extraterrestrial force powerful enough to cause chaos from one dimension to the next. It’s a must-watch.

Completely self-produced, “Cirque” dives into a wondrous world drawing on elements of fantasy through the lens of a 21-year-old visionary artist. Covered by *PAPER Magazine*, *Genius*, *Pigeons & Planes*, *Billboard*, *Alternative Press* and more, Sub Urban’s subversive lyrics, compelling visuals, pop sensibility and haunting melodies are captivating the eyes and ears of young people across the globe.



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CREDIT: Lorenzo Belassen

ABOUT SUB URBAN

Danny Maisonneuve, professionally known as Sub Urban, is a 21-year-old visionary singer/songwriter and record producer. Born in Nyack, New York to a Taiwanese mother and a French-Canadian father, Danny was raised in Ridgewood, New Jersey. He was trained in classical piano from the early age of 6 until he was 15, and it was then that he began digitally producing his own music. He learned to sing shortly after his early development as a producer. In January of 2019, Danny's career was in for a ride with the release of his song "Cradles," which took the world by storm with the aid of TikTok. The song skyrocketed to success and landed at #1 on Billboard's Alternative Songs Chart. To date, "Cradles" has racked up over half a billion streams, over 300 million views on the official video and is one of the most TikTok'ed songs of all time. Sub Urban followed the success of "Cradles" with his debut EP Thrill Seeker in 2020 to widespread acclaim for his singular amalgamation of pop, alternative, and electronic music. Thrill Seeker also features the smash hit "Freak" featuring REI AMI, which has amassed over 150 million streams and over 145 million views in its incredibly theatrical video. With coverage from Paper Magazine, Billboard, Pigeons & Planes, Alt Press and more, Sub Urban is blazing a trail through today's popular music landscape on his own terms.

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