

## SUB URBAN ANNOUNCES 'SUB URBAN'S SANCTUM' LIVE-STREAMED SHOW WITH MOMENT HOUSE ON APRIL 22/23

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**March 31, 2021 (Los Angeles, CA)**– Today, alt-pop artist **Sub Urban** announces an exclusive live-streamed performance aptly titled *Sub Urban's Sanctum* on April 22/23 in partnership with premium digital live platform **Moment House**. This announcement follows the release of “**PATCHWERK**,” another surreal and cinematic single from the genre-hopping singer, songwriter, and producer. Tickets for the show will be on sale for the general public on April 1st [HERE](#). **Sub Urban** says of the forthcoming performance:

*"I lost my first tour to covid a year ago. I see no reason why that should prohibit me from delivering a sensational live show experience to my fans within the comfort of their own homes. Welcome to Sub Urban's Sanctum."*

**Sub Urban** has a knack for wringing tension and drama out of a minimal score, as heard on “**PATCHWERK**,” a collaboration with the singer/songwriter **Two Feet**. It's a perfect fit for the duo's lyrics about excess, desire, and losing perspective in an overwhelming world. Just as thrilling is the song's decidedly maximal video, a head-spinning, symbol-rich visual that includes classical Greek imagery, kabuki-inspired choreography, and a seeming steampunk underworld. Listen to “**PATCHWERK**” [HERE](#). Watch the video [HERE](#).

Those are just the latest achievements in a productive run for **Sub Urban**. Earlier this month, he shared a brooding visual for his beloved single “**Cirque**,” which has already garnered over 7 million views in just a couple of weeks. In 2020, he released his debut EP, ***Thrill Seeker***, which included both “**Cirque**” and standout single “**Freak**.” The video for the latter has achieved over 152 million views, and it's become a hit on TikTok, where it's soundtracked over 3.6 million videos. That EP followed his viral single “**Cradles**,” which first brought his visionary pop to the masses, garnering over 316 million YouTube views and peaking at #1 on US alternative radio.

This **Moment House** show will give fans an opportunity to connect to the odd magnetism of

Sub Urban's inventive pop. So be sure not to miss the live-streamed performance on **APRIL 22/23** and stay tuned for more boundary-pushing sounds and visuals from one of pop's boldest new minds.

**SHOW TIMING:**

North + South America – April 22 @ 6pm (PDT) 9pm EDT

Asia + Australia + New Zealand – April 23 @ 6pm JST (7pm AEST)

UK + Europe + Africa – April 23 @ 6pm GMT



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Photo Credit: Axel Kabundji

**ABOUT SUB URBAN**

Sub Urban's take on pop can sound dark, at first. The 21-year-old singer, songwriter, and producer born Daniel Maisonneuve has spent the last few years writing captivating, otherworldly music as a means of processing the turmoil of a tumultuous coming of age in New Jersey. Even on his most beloved songs, he sings about heavy themes—addiction, anxiety, and the lonely weight of existence. But as he finishes the follow-up to his 2020 debut, *Thrill Seeker*, it's as if his eyes have adjusted to the shadows. "My new sound is manic, sinister, and cynical," he admits. "But it feels more whimsical too. My sound is no longer just dreary. And it feels more cohesive than it's ever been." Sub Urban's first hit, 2019's "Cradles," gave shape to an approach that's fueled his music-making since he was a kid, when he dreamt up "a new world of make-believe" as an escape from the isolation and existential despair he felt in his daily life. That vision resonated. Buoyed by TikTok virality and a stunning music video, the song hit #1 at U.S. alternative radio and has since earned over 316 million views on YouTube. Though *Thrill Seeker* was mostly made up of songs written before "Cradles," it reinforced Sub Urban's imaginative worldbuilding. Throughout the time he's been working on his next album, he's never stopped dreaming of wrinkles to add to Sub Urban. Even if it still seems dark at times, this new era is fueled by the joy of creation—the exciting energy of ushering in a whole new world.

**ABOUT MOMENT HOUSE:**

Moment House is the premium digital live platform that connects artists and their core fans for global, elevated ticketed experiences — called Moments. With a mission to bring people together through art and technology, Moment House is uniquely crafted with a focus on artist-friendliness, elegant design, user experience, and support for seamless merchandise integrations, global payments, and more.

Founded in 2019 by an inaugural graduate of the Jimmy Iovine & Dr. Dre Academy for Innovation at USC, Moment House has hosted "Moments" by a range of artists including Halsey, Kygo, Kaytranada, Bryson Tiller, Ruel, Yungblud, Grouplove and more, as well as collaborated with Justin

Bieber on his recent New Year's Eve livestream performance. Coming up, Moment House will continue presenting moments with some of the most exciting names in music including BROCKHAMPTON, Charlotte Lawrence, Dean Lewis and more. The company is backed by top tier investors across the music industry and Silicon Valley, including: Scooter Braun, Troy Carter, Jared Leto, Forerunner, Palm Tree Crew Investments (Kygo and Myles Shear), and Kevin Mayer. For more information on Moment House, visit [momenthouse.com](http://momenthouse.com).

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