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FHUR



London-based dark pop artist, producer and songwriter FHUR crafts moody tracks with electronic and industrial influenced sounds and beats. Dark, hypnotic synths and sultry vocals create melancholic, longing atmospheres. The blur between what is real and what is not is at the core of her tracks, creating a grey space where dreams, desires and reality coexist.

She debuted in November '21 with the single “We Just Wanna Have Fun”, a moody dance track dealing with loneliness and the lust for neon lights and freedom. niina’s upbeat and dream remix of the track gained FHUR her first BBC Introducing spin, on BBC Radio 1 Dance Introducing. FHUR’s sophomore single “Honey”, released in February '22, is a dark ballad continuing her sonic exploration through dark pop. The track was positively received and it’s her most successful to date on Spotify. It also gained support from BBC Introducing London.

The single was soon after followed by “Yearn”, a bass driven anthemic track exploring FHUR’s darkest emotions. The 3 singles and a bonus track were featured in the EP “Defrag”.

“Defragmentation is a process through which a computer breaks down data to make space,

similarly with music I break and I create, making order within myself. This EP brings closure to a first body of songs that introduced FHUR and opens the doors to a new era of sound” says FHUR.

Alongside BBC Introducing, her songs were heard on Radio 1020, Islington Radio, Waves Radio, hayesFM and Amazing Radio. Her latest release of 2022 “Scissors” opened a new sonic chapter for the artist, inspired by dance music and London’s current music scene. It was well received and gained her her second play on BBC Introducing London.

FHUR is now about to release her first single of 2023, “loops”, her first fully self-produced track. This angry and sultry dark pop anthem deals with falling back into the same loops with people you love but also know are toxic for you. The next few months will see the artist gigging and working and releasing new music, thanks to the support by Help Musician’s who awarded FHUR with the grant for Recording & Releasing music in March 2023.

FHUR’s releases have been supported by notable online blogs including CLOUT, A&R Factory, Right Chord Music Blog, IGGY Magazine, IAMUR.

Since August 2021, FHUR has been very active in London’s live music scene for emerging artists and she’s played in several venues including The Hoxton Underbelly, The Spice of Life, Roadtrip & The Workshop, The Grace, The Finsbury and Dalston Superstore.

PRESS

*“deliciously dark and disarming” - **Fresh On The Net***

‘An artist who has been turning heads with to her distinctive and eclectic dark pop style’

CLOUT

*‘Haunting beats and bewitching vocals deliver on a catchy dark pop spectacle’ - **Right Chord Music Blog***

*“Sensory music, we love it” - **Indie O’Clock***