

Tel Aviv, Israel - December, 2023

PhenomeNow: Israeli Rock Band with a Powerful Message

PhenomeNow, a rising Israeli rock band, is captivating audiences with their unique sound, thought-provoking lyrics, and commitment to social responsibility.

A Journey of Growth and Evolution:

Formed in 2010 by Nir Utmazgin and Itay Oren, PhenomeNow quickly made waves with their critically acclaimed debut album "To Go" (2011). The band's captivating blend of rock and acoustic influences garnered widespread praise and led to a successful two-year period of touring and national recognition.

Following their initial success, the band members took time for personal growth, which significantly impacted their music. This period of introspection fueled their artistic evolution, adding depth and maturity to their sound.

Addressing Social Issues through Music:

Reunited in 2018 with a renewed vision, PhenomeNow shifted their focus towards addressing social issues. Their 2020 EP "ARE YOU?" explored themes of fear, cruelty, and alienation in a divided world, resonating deeply with audiences.

Adapting and Collaborating During a Pandemic:

Despite the challenges of the COVID-19 pandemic, the band remained active, collaborating remotely and writing new music. Avsha Ilan's relocation to Berlin led to a unique cross-continental collaboration, resulting in the release of three new songs in 2022.

More than Just Music:

PhenomeNow understands the power of visuals to amplify their message. They collaborate with artists to create a complete artistic experience, from evocative single covers to captivating music videos.

Community and Social Responsibility:

Beyond their musical pursuits, PhenomeNow is deeply committed to giving back. The band volunteered during the recent war in Israel, demonstrating their dedication to using their platform for positive change.

Looking Forward:

With six new songs scheduled for release in the first half of 2024, PhenomeNow continues to captivate audiences and inspire change. Their unique sound, evolving message, and unwavering commitment to social responsibility solidify their position as a leading force in the Israeli music scene.

Contact:

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