**BIO**

You don’t just see the future; you hear it and feel it as well.

Speaking to multiple senses, guccihighwaters glides through a soundscape familiar enough to catch your attention, yet futuristic enough to hold it. With glossy synths and neon-hued melodies, his music would easily work as a 21st century soundtrack to a long-lost eighties flick on a grainy VHS tape. The artist, singer, and producer not only blurs the lines between alternative, R&B, and hip-hop, but also the boundaries between yesterday, today, and tomorrow. After posting up hundreds of millions of streams and earning critical acclaim, he continues to look ahead on his 2022 debut EP for Public Consumption and much more to come.

“It’s definitely a new era,” he exclaims. “I wanted the vocals, lyrics, and production to be better. I approached the music from a different perspective altogether. I really tried to push boundaries. It’s my graduation.”

Born Morgan Murphy in Long Beach, NY, he moved to Ireland at five-years-old with his family. Ten years later, he returned to the U.S.. Obsessed with skating and music, he studied radio titans such as Rihanna and Britney Spears before embracing Kanye West and Skrillex. At 18-years-old, he discovered Yung Lean. Intrigued by how “someone so young could make music,” he cooked up beats all night in order to anesthetize the pain of a high school breakup. A year into this evening ritual, he picked up a microphone and penned lyrics. His first collection of songs comprised the *post death* EP in 2017. Among many standouts, the fan favorite “i’m so sick of this” gathered over 50 million global streams.

He unleashed music at a prolific pace, including multiple EPs and his 2021 full-length debut, *joke’s on you*. Along the way, he toured with Lund, Lil Lotus, Smrtdeath, guardin, and nothing,nowhere., and more.

In late 2021, he holed up in a Los Angeles studio with producer Courtney Ballard. He absorbed the spirit of diverse inspirations, ranging from Lionel Richie’s “Dancing on the Ceiling” and the *Drive* Original Motion Picture Soundtrack to Tory Lanez and The Weeknd.

“Courtney played a bunch of eighties beats for me,” he recalls. “I was into a lot of synth-revival music, so it was cool to hear where it came from. I took the synths and the drum grooves and morphed my style to fit those elements. It felt natural.”

The vibe comes to life on the first single “Crash My Car.” Upbeat analog synths and guitars rev up a high-speed midnight joyride as his voice stretches from intimate verses into the chantable chorus, *“I would crash my car just to see you*.*”*

“You would do anything to be with one particular person,” he explains. “It doesn’t matter how insane or dangerous it is. You’d sabotage or sacrifice yourself just to get close. I was excited to match the energy of the song’s tempo and bounce. It’s different for me, so it was perfect to introduce the next body of work.”

Picking up where he left off on its predecessor, the follow-up “The Chase” teeters between a glitchy groove, dancefloor-ready rhythm, and luminous refrain punctuated by his dynamic range.

“It’s the sequel to *‘*Crash My Car’,” he affirms. “The instrumental was sick. My goal is always for people to hopefully relate to what I’m saying. It’s honest.”

In the end, guccihighwaters ushers us to follow him into the future.

“I’m still finding out who guccihighwaters is,” he leaves off. “I feel like I’m watching him evolve from the sidelines. This is only the start.”

**BOILER**

guccihighwaters glides through a soundscape familiar enough to catch your attention, yet futuristic enough to hold it. With glossy synths and neon-hued melodies, his music would easily work as a 21st century soundtrack to a long-lost eighties flick on a grainy VHS tape. The artist, singer, and producer not only blurs the lines between alternative, R&B, and hip-hop, but also the boundaries between yesterday, today, and tomorrow. Growing up in between Long Beach, NY and Ireland, he maintained a diehard passion for music, listening to Kanye West, Skrllex, Rihanna, and Britney Spears. After discovering Yung Lean at 18-year-old, he cooked up beats all night in order to anesthetize the pain of a high school breakup. A year into this evening ritual, he picked up a microphone and penned lyrics. His first collection of songs comprised the *post death* EP in 2017. Among many standouts, the fan favorite “i’m so sick of this” gathered over 50 million global streams. In its wake, he unleashed music at a prolific pace, including multiple EPs and his 2021 full-length debut, *joke’s on you*. Along the way, he toured with Lund, Lil Lotus, Smrtdeath, guardin, and nothing,nowhere. Posting up hundreds of millions of streams and earning critical acclaim, he continues to look ahead on his 2022 debut EP for Public Consumption introduced by the single “Crash My Car.”