

# CHLOE MORIONDO

In a quiet Midwest suburb surrounded by trees, a girl sits in her childhood bedroom with an electric guitar in her hands and neon dye through her hair. Seventeen-year-old Chloe Moriondo professes to be an “internet kid” yet she tackles overwhelming infatuation, listless daydreams, and first love with keen empathy and the kind of wisdom that’s unsearchable online.

Moriondo stirs up the purest of feelings on a series of 2020 singles for Public Consumption Recording Co. Making major strides forward, the new music illuminates a natural evolution for Chloe as she filters emotion through intimate storytelling and lush soundscapes.

“I’ve always been fascinated with storytelling and being able to create emotion in others from something you can make,” she explains. “When you listen to my music, I want you to be able to release any emotion you have and feel like you can be whoever you want to be.”

Thus far, the singer-songwriter has spent her whole life in Shelby Township, MI. Part of a proud “music listening family,” Chloe’s parents introduced her to myriad genres. Mom played Green Day and Slipknot for her before she personally discovered Paramore. “That’s probably why I’m like this,” she laughs. “I grew up interested in learning different styles, and I always wanted this to be my life.”

She eventually dusted off a cheap classical guitar and started fiddling around. A year later, she grabbed a ukulele and began posting videos on YouTube, slowly but surely building an audience of just shy of three million subscribers.

Simultaneously, Chloe attended high school like any other teen.

“When things started happening for me musically, high school was definitely weird,” she admits. “In between playing shows on weekends, I’d be back in class on Monday. I stayed really close with a tightknit group of friends since middle school though. School could’ve been a lot worse if I didn’t have a good support system of understanding friends and the most awesome parents. Even though there aren’t too many artistic individuals in Shelby Township, I found a few of them.”

Her 2018 independent offering, *Rabbit Hearted.*, turned heads as she hit the road with Cavetown, mxmtoon, and Shortly in addition to selling out headline gigs on both coasts. Produced by Cavetown, the 2020 *Spirit Orb* EP conjured a sound best described as “ghost pop,” materializing out of the ether and hypnotizing with its heart.

At the top of the year, she picked up a Telecaster and, for the first time, wrote and recorded directly on guitar. Awash in echoes of reverb, the single “Manta Rays” ebbs and flows between lush vocals and six-string emissions. Between the fuzz, she examines intense infatuation with wisdom and perspective beyond her years.

“The song is about an unhealthy attraction that I know a lot of teenagers can relate to,” she admits. “It was super cathartic to put all of my ideas into ‘Manta Rays’ and sing the chorus out as loudly and as emotionally as I wanted to. It makes me feel like I’m dreaming underwater.”

Meanwhile, a palm-muted riff holds down “I Wanna Be With You.” Lines about the tiniest of details (“I see you in the water, straps on your glasses”) give way to muscular distortion as she yells the chorus with

intention. Displaying a different level of lyrical clarity, she paints a picture worthy of the big-screen in broad strokes and with big sounds.

“I don’t know how to say it super politely, but it’s about being a horny teenage lesbian,” she elaborates. “It’s the high school coming-of-age moment where you’re diving in a pool with your t-shirt still on. I want you to think about your crush and jump around to it.”

By simply being herself, Chloe Moriondo will undoubtedly elicit such reactions.



## **BOILER**

Seventeen-year-old Chloe Moriondo professes to be an “internet kid,” yet she tackles overwhelming infatuation, listless daydreams, and first love with keen empathy and the kind of wisdom that’s unsearchable online. On a series of 2020 singles led by “Manta Rays” for Public Consumption Recording Co., Moriondo stirs up the purest of feelings. Awash in echoes of reverb, the track ebbs and flows between lush vocals and six-string emissions.

After discovering guitar, the artist grabbed a ukulele and began posting videos on YouTube in 2016, slowly but surely building an audience of just shy of three million subscribers. Her 2018 independent offering, *Rabbit Hearted.*, turned heads as she hit the road with Cavetown, mxmtoon, and Shortly in addition to selling out headline gigs on both coasts. Produced by Cavetown, the 2020 *Spirit Orb* EP conjured a sound best described as “ghost pop,” materializing out of the ether and hypnotizing with its heart.