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**ELECTRONIC PRODUCER & ARTIST SAM GELLAITRY IS ON A “NEW WAVE” WITH SINGLE – LISTEN** [**HERE**](https://ffrr.lnk.to/NewWave)

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**March 11, 2022 (Los Angeles, CA) –** Today, Scottish electronic producer and singer/songwriter **Sam Gellaitry** shares a brand new track, “New Wave.” Listen to **“New Wave”** [**HERE**](https://ffrr.lnk.to/NewWave)via FFRR/Parlophone Records. With Sam’s own high-octane vocals and his captivating signature production, “New Wave” is a bouncy, uplifting track that immediately hooks you with its opening beat.

“New Wave” marks Sam’s first release since 2021’s “Gullible” and critically acclaimed EP *IV* and is the first song in a series of monthly releases. Earlier this year, Sam remixed PinkPantheress’ viral hit “Passion,” which was a highlight on her debut mixtape *To Hell With It*.

About “New Wave,” Sam commented, *“New Wave to me is a coming of age, 80’s inspired track I wrote which dives into the pressures that are faced when transitioning from innocence into a party filled adulthood. It also brings to light the tug of war that substances and alcohol create from within and how eventually one side must win. In this instance, I end the track with a cry for help begging to be taken back into the lifestyle I thrived in as a child before this spiritual warfare began.”*

Sam’s 2021 EP ***IV*** introduced a new phase of Sam’s career as he embraced both his Scottish heritage and his unparalleled and unadulterated passion for creativity. The EP received critical acclaim from the likes of **i-D, Vice, Clash, Fader,** and more. *IV* was a testament to why Sam’s career comes back to why he does it all in the first place. He loves creating and playing around with different colors. It’s like a form of magic: a source of respite, release, and happiness.

**Sam**’s music is a journey through experience, circumstance, and surroundings told through his impressive, synesthesia-informed knowledge of different musical tones. For him, songwriting and producing has always connected to a process of pairing and contrasting different tones – “*using the notes to create different sensations – like tension or relief in your head.*” In practice, this technique has seen him experiment with high-definition club music, crisp hip hop production, dabs of orchestral instrumentation and more. It signals a new phase of Sam’s career, and an embrace of his unparalleled and unadulterated passion for creativity. With more music to come this year, **Sam Gellaitry** is set to take the scene by storm.

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