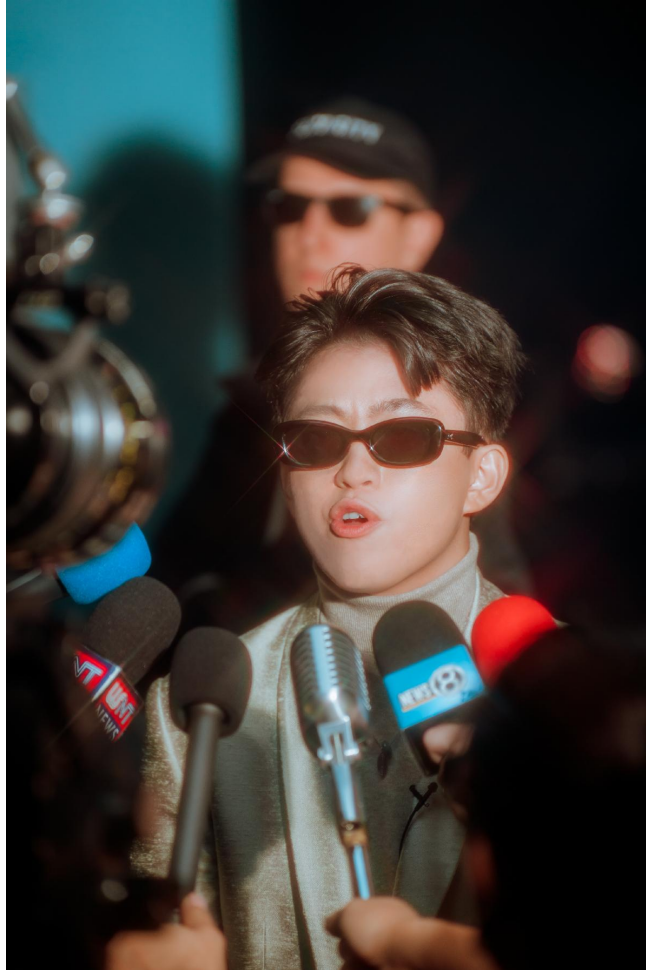


**MULTI-HYPHENATE RAPPER, PRODUCER & ACTOR RICH BRIAN  
UNVEILS  
NEW SINGLE & MUSIC VIDEO “SUNDANCE FREESTYLE” VIA  
88RISING / WARNER RECORDS**

**MADE HIS FILM DEBUT AT SUNDANCE THIS PAST WEEKEND  
STARRING IN THE JUSTIN CHON-DIRECTED FILM, JAMOJAYA**



("Sundance Freestyle" video still hi-res [HERE](#), credit: Scott Hutchinson)

**January 26, 2023 (Los Angeles, CA)**– Coming off the heels of the Sundance premiere of his first-ever feature film, the Justin Chon-directed *Jamojaya*, Indonesian rapper, singer, and producer **Rich Brian** releases a new single “**Sundance Freestyle**” via **88rising/Warner Records** with an accompanying music video.

Listen to “**Sundance Freestyle**” [HERE](#) and watch the music video [HERE](#).

“**Sundance Freestyle**” features surreal, haunting production that underscores sentimental bars about Brian’s steady rise in the music scene and his recent Sundance debut. The cleverly written and catchy song carries a near cinematic quality as Brian spits incredulously, “*I just took a flight to Utah man that’s a first time...5 years ago I’d be so happy to get 5 bands for a 30-minute set.*”

The music video directed by frequent collaborator **Daniel Cloud Campo**, sees Brian in full movie star persona on an imagined talk show set preparing to chat about his starring role in *Jamojaya*. An elaborate one-take shot reveals a wide array of characters—including skateboarding keytarists and disco dancers—disrupting and causing disarray to the entire production. Watch the video [HERE](#).



("Sundance Freestyle" artwork hi-res [HERE](#))

This past weekend, ***Jamojaya*** premiered at the 2023 Sundance film festival. Directed by seasoned actor and filmmaker **Justin Chon**, the film depicts a story of a growing gap between father and son. Brian, stars as a young, up-and-coming rapper who wants to hire a manager and a music label from the United States to take over the reins from his father, played by **Yayu Unru**, who has guided his son's career as a singer from start to fame. Most of the scenes in ***Jamojaya*** are in the Indonesian language. 88rising CEO and Co-Founder, **Sean Miyashiro** also contributed to the film as an executive producer.

**"Sundance Freestyle"** notably follows Brian's recent, self-produced track **"VIVID"** featuring **\$NOT**. The breakup anthem features the rappers trading verses in a hypnotic volley, dissecting relationship ups and downs. *Complex* raved how on the track *"Brian effortlessly switches between his low-pitched, distinctive rapping voice, and more angelic singing vocals."* Brian also recently headlined 88rising's fourth annual, flagship ***Head in the Clouds*** festival in Los Angeles last August to an audience of over 35,000 and the festival's globally expanded stages in Jakarta and Manila in December 2022.

More to come from Rich Brian in 2023.



("Sundance Freestyle" video still hi-res [HERE](#), credit: Scott Hutchinson)

#### **ABOUT RICH BRIAN:**

Growing up homeschooled in Indonesia, Brian found the Internet to be his English teacher and window to the world beyond. After moving to America alone at the age of 17, Brian has been both awed and humbled by his experiences, as they simultaneously smack him down to Earth and lift him up. After making the leap to America, Brian has experienced all the glory of “making it” - from collaborating with the likes of 21 Savage, Offset, and Playboi Carti, to selling out shows and playing festivals around the world.

Brian’s debut project *Amen*, released in February 2018, garnered widespread critical acclaim and topped the iTunes Hip-Hop charts - a first in history for an Asian musician. Brian has since gone on to sell out shows across North America, Europe and Asia, and festivals worldwide, including Bonnaroo and Rolling Loud. In 2019 he released *The Sailor* Brian’s second full-length album. It received critical acclaim, with Hypebeast proclaiming, “Rich Brian flawlessly tackles his sonic growth and Asian identity.” Featuring production from Bekon & The Donuts, 1Mind, Frank Dukes and Rich Brian himself, *The Sailor* documents Brian’s coming-of-age in the public eye, which has taken him from an Internet-born rapper to an Indonesian icon and hero for Asian youth around the world. The album features singles “100 Degrees”, “Yellow”, and “Kids”, and has been streamed over 550M+ times globally.

After spending months in quarantine, Brian followed up *The Sailor* with the *1999* EP. A sonically diverse project borne out of months of social isolation, the majority of the EP is both self-written and produced. 2021 proved to be a triumphant year for Brian as he reached new heights in his career. Brian notched his first-ever U.S. Top 40 radio hit for "edamame" with bbno\$. Brian also played a prominent role in Marvel Studios' *Shang-Chi & The Legend of the Ten Rings* soundtrack – including collaborations with 21 Savage, Rick Ross, and DJ Snake.

Last year, Rich Brian made history as one of the first Indonesian artists to play a solo headline set at Coachella and attract 10 million monthly listeners on Spotify.

#### **CONNECT WITH RICH BRIAN**

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