

KEYS

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ARTIST SPOTLIGHTS :

SEVDALIZA • ARCA • HOLLY
HERNDON

GLOBAL FUSION :

FROM FADO x FOOTWORK TO
BERIMBAU-HOUSE

TECH FRONTIER :

BRAIN-COMPUTER MUSIC &
HAPTIC BASS

K-POP & FASHION :

AVATARS, ALGORITHMS &
VIRAL STYLE

NUMÉRO SPÉCIAL RÉTROSPECTIVE DE L'ÉTÉ

WHEN AI COMPOSES SYMPHONIES
AND VIRTUAL IDOLS TAKE THE STAGE

STYLE REMIX

EDITORIAL:

The Sound of Tomorrow

Music is universal: it speaks in melodies where words fall short, weaving a common thread through our shared humanity across continents and centuries. From ancient chants echoing in mountain valleys to electronic beats pulsing in neon-lit clubs, we find ourselves bound by rhythm and harmony. Today, more than ever, technology reshapes the way we create and consume sound. Artificial intelligence collaborates with human imagination to craft new sonic landscapes, while musicians harness virtual studios and global platforms to reach ears they've never seen.

In this inaugural issue of Keys, we open the door to tomorrow's soundtrack. You'll discover emerging genres that blur borders and defy categorization, meet the artists whose stories resonate beyond stages and streaming services, and venture backstage to glimpse the processes that turn inspiration into recorded magic. Explore the innovations—from neural effects to immersive spatial audio—that transform listening into an experience, and dive into cultural crosscurrents where traditional folk instruments meet futuristic production.

Baganne Maha...



Witness how remote collaborations birth albums recorded in cities half a world apart, and learn how data-driven insights are elevating independent voices to global prominence. Read expert reflections on the social power of music as a catalyst for change, feel the heartbeat of a movement that honors history while chasing what's next, and let each page guide you through discoveries that stir emotion and spark curiosity. Prepare to be inspired, challenged, and uplifted by the ever-evolving art of sound.

Welcome to Keys: The Sound of Tomorrow. Enjoy your reading!

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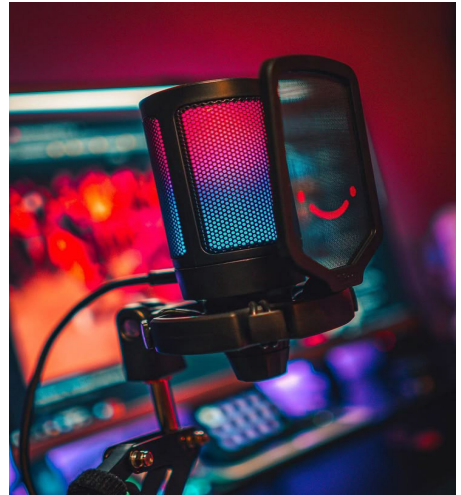
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A Sonic Tapestry

Music's Universal Thread

From the chants of indigenous tribes to the digital anthems of social media, music has always transcended language. It encodes emotion in melody, fosters communal ritual, and carries cultural memory across generations. In this section, we trace how disparate societies whether on Arctic tundras or equatorial rainforests have developed parallel musical logics. We examine ethnomusicological studies proving that certain intervals and rhythms evoke shared emotional responses in listeners worldwide. By understanding those universal patterns, modern creators can craft works that resonate across cultural divides, reinforcing music's fundamental role as a unifying human experience. Across time, lullabies have soothed infants in vastly different languages, yet often follow similar melodic contours. War songs, too, share a percussive urgency, underscoring the emotional synchrony embedded in musical expression. Instruments made from local materials bamboo flutes in Asia, skin drums in Africa, conch shells in Polynesia speak to humanity's resourcefulness in giving voice to sound.

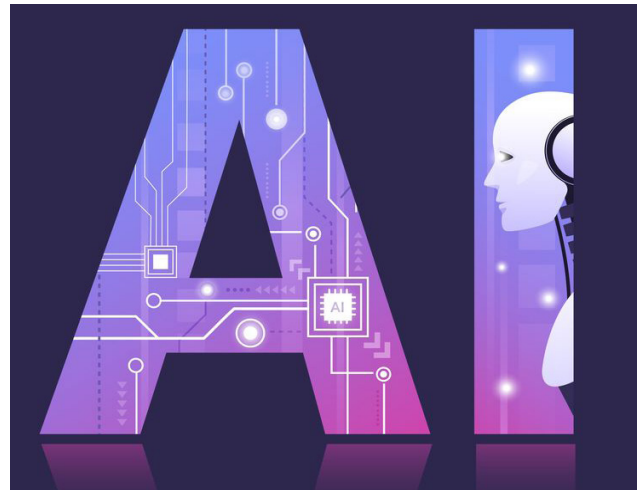


Emerging Genres: The Next Wave

Today's youth are creating vibrant micro-genres on decentralized platforms like Discord, TikTok, and open-source communities. These emerging styles—hyperfolk, glitch-soul, and AI-pop blend tradition with technology in bold, experimental ways. Hyperfolk fuses folk instruments like the banjo with granular synthesis, crafting sonic textures that feel both organic and digital. Glitch-soul distorts soulful vocals through neural filters, while AI-pop merges machine-generated melodies with human-written lyrics. Born in bedrooms and fueled by algorithm-driven playlists and viral TikTok loops, these genres are rapidly gaining global traction.



In 2025, five such underground scenes are poised to break through. At the heart of each movement are grassroots creators who redefine music as something raw, collaborative, and emotionally real—where authenticity matters more than polished perfection. These communities often reject traditional gatekeepers, opting instead for peer curation and decentralized sharing. Music becomes a conversation—remixed, stitched, and reinterpreted in real time. Livestream jam sessions and AI-assisted collaborations are common, dissolving the line between performer and audience. Local dialects and regional rhythms are layered into global formats, making each track both personal and planetary. NFTs and blockchain tools help artists retain ownership while building intimate fan economies. In this new sonic frontier, innovation isn't just welcome—it's the foundation.



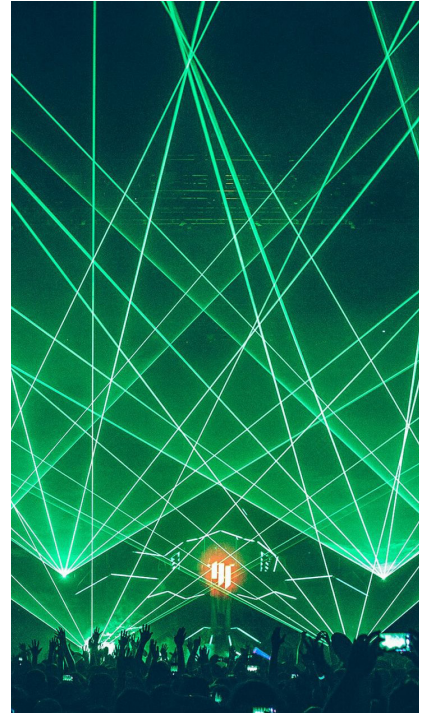
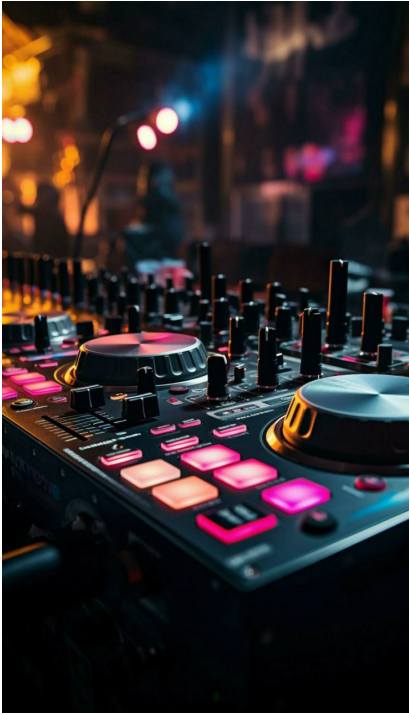


Hybrid Genres

Fusion Without Borders

Cross-pollination drives today's most exciting music. Folktronica outfits blend Appalachian banjos with Eurorack synthesizers; jazz-rap ensembles splice Miles Davis into micro-beat frameworks; ambient producers integrate West African kora motifs. We analyze three standout projects: a Balkan-Cham duo remixed by Detroit footwork DJs, a Seoul-Paris jazz collective exploring gamelan harmonies, and a Berlin techno artist sampling Arabic maqam scales.

Physical studios yield to boundless virtual realms: SoundSpace, VirtuJam, MetaMix and their ilk host avatars in shared 3D rooms where tracks loop on floating dub-plates, and spatial-audio mixers spin around you. We tour these VR workspaces with three producers—from Tokyo, Lagos, and São Paulo—documenting their gear (VR headsets, haptic mixers, cloud-native DAWs), describing latency hacks, and interviewing platform architects. These environments democratize pro-grade tools, lower geographic barriers, and spawn new collaborative rituals that may well define the next decade.



Contemporary Icon

Holly Herndon

Holly Herndon is an American artist and composer based in Berlin, and is regarded as one of the leading figures in experimental electronic music. She blends the human voice with cutting-edge

technologies especially artificial intelligence to create new and innovative sonic experiences. In 2019, Herndon released her third album, *PROTO*, a singular experiment in merging AI with music. On this record, she collaborated with an AI system called *Spawn*, developed alongside her partner Matt Dryhurst and programmer Jules LaPlace. *Spawn* was trained to recognize human voices and generate entirely new vocal passages through live training sessions with a collective of singers enabling it to learn through real-time interaction rather than relying solely on pre-existing datasets.

The album blurs the boundaries between machine-generated and human emotion, producing compositions that feel both otherworldly and deeply intimate. Herndon also addresses ethical questions surrounding AI, cy and collective input in training her models. By integrating activism with avant-garde aesthetics, she positions herself at the forefront of a new



Kaitlyn Aurelia Smith

Kaitlyn Aurelia Smith is an American composer and producer celebrated for her innovative fusion of analog synthesizers, particularly the Buchla Music Easel, with natural sounds and traditional instruments. Raised on Orcas Island in the Pacific Northwest, she was home-schooled before studying composition and sound engineering at Berklee College of Music in Boston. After returning to Orcas Island, she discovered the Buchla 100 synthesizer, which inspired her transition from folk music to experimental electronic compositions. She often collaborates with artists like Suzanne Ciani and Emile Mosseri, and her work has been featured in various multimedia projects.

Her 2016 album EARS exemplifies her unique approach, blending synthesized sounds with organic elements such as woodwinds and field recordings. The album's intricate textures and layered compositions have earned critical acclaim, with Pitchfork describing it as «hard-to-pin-down music for the spaces in-between.» Smith's music is characterized by its lush soundscapes and a seamless integration of electronic and acoustic elements, creating an immersive listening experience.





Cultural Dialogue

What happens when a taiko drummer in Osaka trades loops with a Nigerian saxophonist? Ethnomusicologists and producers detail how respectful sampling, shared residencies, and equitable revenue streams foster genuine musical dialogues rather than exploitative appropriation.

We spotlight a Lisbon-based Fado collective collaborating with Chicago footwork artists and a Cape Town ensemble integrating berimbau rhythms into Afro-house. Their shared principle: context matters. By centering origin stories and reinvesting in source communities, they demonstrate how globalization can enrich—rather than erase—local heritage.

Breakthrough Audio Technologies



Welcome to the sonic frontier where biology, computation, and creativity converge to redefine what it means to make and experience music. The newest wave of audio technology doesn't just aim for better fidelity or louder bass; it ventures into neuro-responsive environments, haptic immersion, and open-source sound architecture. These breakthroughs are not only reshaping how we hear but how we feel, think, and interact with sound itself.

At the intersection of biotech and music design, engineers are building neural-effect modules compact devices that translate biometric signals like heartbeat, breath rate, or even skin conductivity into dynamic reverb, pitch modulations, or rhythmic patterns. Imagine a synthesizer that pulses in sync with your anxiety, or ambient textures that swell in response to focused attention. These tools, initially developed for therapeutic settings, are now entering experimental stages in live performance and immersive installations.

Meanwhile, haptic speakers are emerging as a game-changer for both sound design and accessibility. Unlike conventional speakers that transmit sound through air, haptic systems use low-frequency transducers and vibration surfaces to transmit basslines and sound cues directly through the skin and bones. For Deaf and hard-of-hearing listeners, this ex-

pands sonic access dramatically but for all users, it redefines music as a full-body phenomenon. Wearable versions are now being tested in clubs and concerts, turning bodies into resonant chambers.

In the world of DIY audio, open-source communities are pushing boundaries with modular 3D-audio arrays, small enough to fit in a backpack but powerful enough to simulate 360-degree acoustic fields. Developed by collectives in Berlin, Nairobi, and Buenos Aires, these systems utilize spatial audio algorithms and homemade hardware to recreate the feeling of being in a cathedral or inside a drum.



Music as Activism

Songs have always been more than entertainment—they are vessels of memory, tools of protest, and blueprints for social imagination. In 2024, music continued to prove itself a transformative force capable of crossing borders, igniting conversations, and sparking tangible change. This feature traces five powerful case studies that embody how sound can amplify truth, heal wounds, and mobilize action on a global scale.

We begin with an Indigenous music collective in Canada that turned to VR concerts to raise awareness about land rights and environmental justice. By combining ancestral chants with immersive digital landscapes, they created a sensory experience that transported listeners to contested territories generating empathy not just through lyrics, but through spatial storytelling. The result: a groundswell of attention that helped push a key land-restitution bill into national discourse.

Meanwhile, a benefit livestream curated by artists across Oceania and Southeast Asia raised over \$4 million for climate relief efforts after a record-breaking typhoon season. The event was more than a fundraiser

it was a sonic alliance across oceans, spotlighting frontline communities through shared songs and real-time storytelling. In South America, a viral protest anthem crafted by a collective of street musicians and digital producers caught fire on social media and was adopted by student and labor movements alike. Within weeks, the track was being chanted in mass marches and, astonishingly, it was referenced by legislators in parliamentary debate before a major policy reversal on police surveillance laws. Across the Atlantic, a diasporic mixtape project brought together musicians from North Africa, the Caribbean, and Europe, weaving voices, rhythms,

and stories into a patchwork of borderless solidarity. The release sparked collaborative performances in migrant communities from Marseille to Montreal, turning music into a platform for shared resilience and cultural memory.



EVENTO PRIVADO - SECTOR VALLE P.5

EVENTO PRIVADO - SECTOR VALLE P.5

EVENTO PRIVADO - SECTOR VALLE P.5

EDEN

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24

Agosto

PREVENTA \$4

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Artist Spotlight



The Venezuelan-born, Berlin-based artist Arca (born Alejandra Ghera) stands as one of the most radical and visionary figures in contemporary electronic music. A sonic alchemist and shape-shifter, Arca fuses cutting-edge sound design with deep philosophical reflection and unapologetic explorations of gender, identity, and transformation. Her work doesn't merely bend genre it obliterates it, offering instead a constantly evolving language of noise, vulnerability, and confrontation.

Arca rose to global prominence through high-profile collaborations with boundary-pushing artists such as Björk, FKA twigs, and Kanye West, but her solo output especially the Kick album series cements her as a singular force. Each entry in the Kick series presents a different facet of her sound world: abrasive industrial rhythms, glitched reggaetón, haunting ballads, and spectral vocalizations coalesce into works that are as intimate as they are alien.

Reshaping Sound and Self

“Arca,,

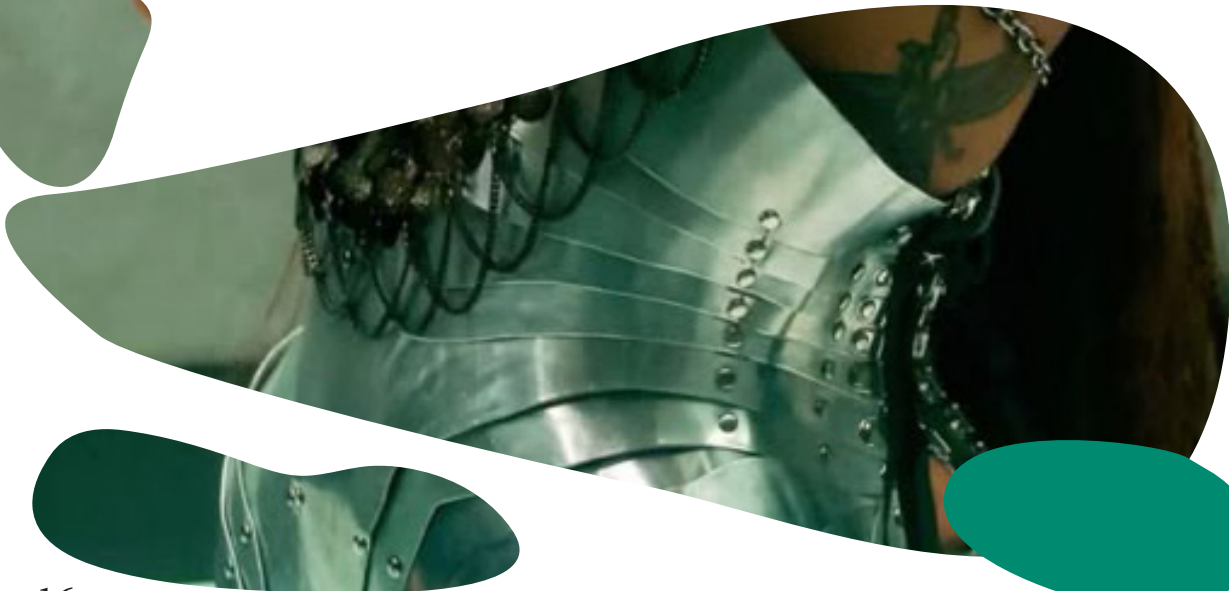
What makes Arca a contemporary icon is her total commitment to the art of becoming. Her performances are not just concerts; they are immersive rituals. She combines live vocals, choreographed movement, immersive visuals, and avant-garde fashion to create a space where sound, body, and self are in constant flux. Arca transforms stages into queer dreamscapes spaces of defiance, tenderness, and ecstatic distortion.

She utilizes advanced audio-processing tools and artificial intelligence not just for technical polish but to disrupt the very assumptions of musical form. Her compositions often defy linearity, breaking apart traditional notions of melody, rhythm, and harmony. There is no comfort zone with Arca only initiation into new perceptual states. With every guttural distortion and fractured beat, she asks: what does it mean to feel, to exist, to be in this era of synthetic selves and networked bodies?



Beyond the sonic realm, Arca is also a poet, philosopher, and digital theorist. Her interviews and writings reveal a deeply reflective mind unafraid to confront the complexities of post-human identity. She often speaks of herself as “a multiplicity,” embracing contradiction as truth. In this, Arca offers a vision not of the future, but of the now fragmented, fluid, and defiantly alive. Her art doesn’t seek to soothe or simplify. It dares the listener to unlearn. In Arca’s universe, music becomes a space of radical transformation, a mirror shattered and reassembled into infinite reflections of what it means to be human machine, flesh, spirit, and code intertwined.

«In the world of Keys,
where innovation is sacred and boundaries are
portals, Arca is not just an artist she is an oracle of
the metamodern age.»



Artist Spotlight

Post-Human Dreamscapes

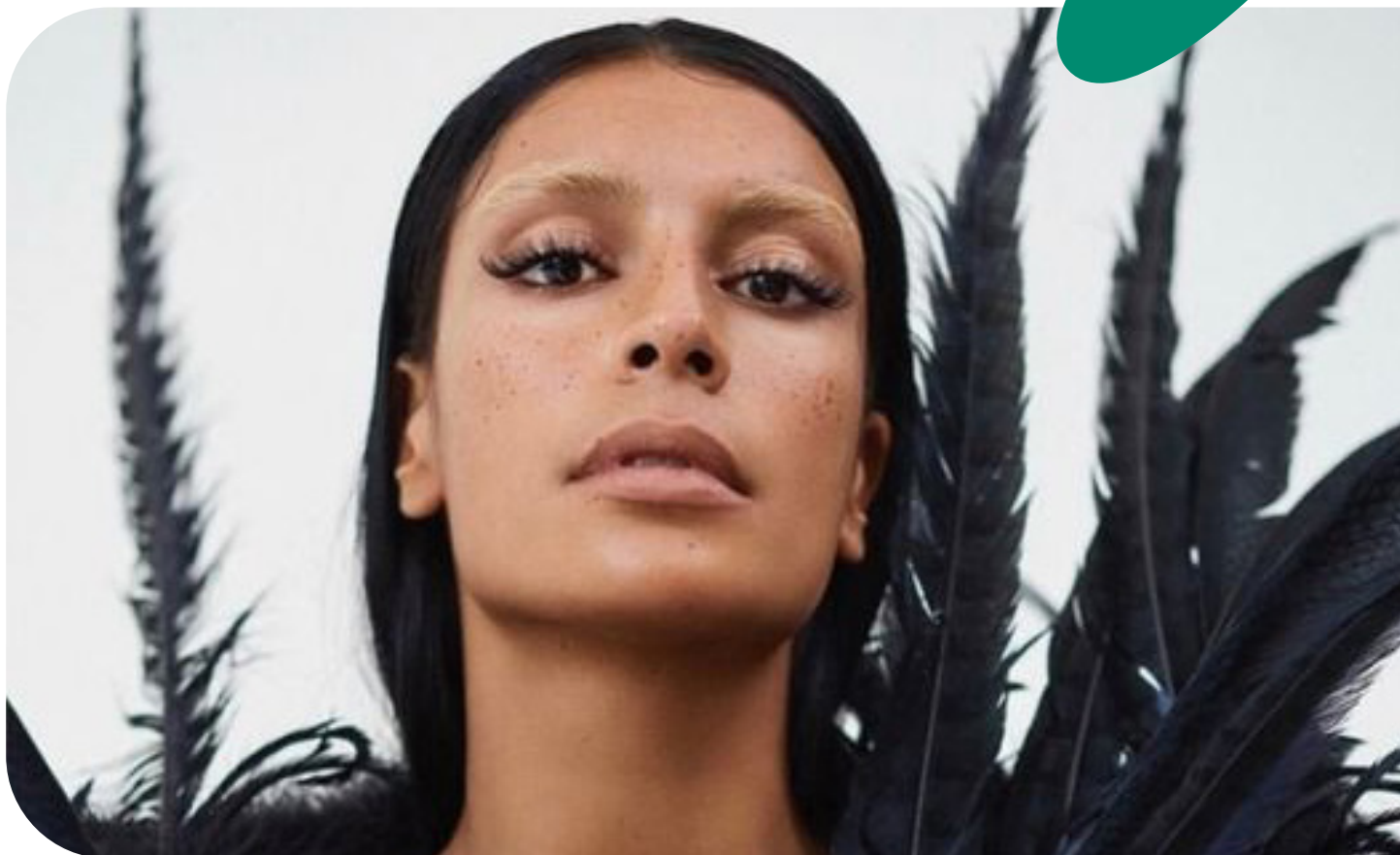
“Sevdaliza „

From Tehran to Rotterdam, multidisciplinary artist Sevdaliza tells a story that transcends geographic, temporal, and sonic boundaries. In her universe, music isn't just sound it's a philosophical tool for exploring identity, the body, and our digitally-mediated reality. Sevdaliza blends trip-hop, dark electronica, classical instrumentation, and Persian heritage to create surreal, emotional soundscapes where melody merges with existential inquiry.

Her albums *ISON* (2017) and *Shabrang* (2020) aren't merely musical releases they're full-fledged artistic statements, combining sound, image, performance, and philosophy. *ISON* dives into the collective unconscious and feminine identity through distorted synthetic textures and brooding strings. *Shabrang*, meanwhile, is more

intimate, with lyrics in both Persian and English, reflecting themes of displacement, love, and emotional healing.

Videos like *Oh My God* and *Darkest Hour* present dreamlike, sci-fi aesthetics, yet remain raw and intimate. Her work challenges normative beauty standards and reimagines Eastern femininity within a futuristic, poetic frame. Sevdaliza's visuals are not mere spectacle they're acts of resistance, inviting viewers to question how we see, hear, and define the human experience.





CHANEL

COCO NEIGE

K-POP

When Stardom Is Programmed

At the heart of digital globalization, K-pop is no longer just a music genre—it has evolved into a fully integrated cultural system. From Seoul to São Paulo, from Casablanca to New York, groups like BTS, BLACKPINK, and NewJeans ignite millions with hyper-produced music, precision choreography, and sci-fi-inspired visual identities. K-pop exemplifies the fusion of music and technology: grueling training enhanced by artificial intelligence, data analytics to predict audience behavior, and albums engineered like global marketing campaigns. The idols themselves are increasingly presented as hybrids between humans and avatars fluid symbols reshaped to match market expectations.



Yet within this polished system, a new shift is emerging. Fourth- and fifth-generation groups like Aespa go beyond music they live in metaversal universes, where each member has a virtual counterpart. Songs are sometimes composed with the help of algorithms that calculate the “perfect hit.” Still, K-pop manages to stir genuine emotions, even turning fans into co-creators through voting, interaction, and memes.

K-pop is not just a cultural wave it's an artistic laboratory redefining stardom, the body, and identity in a post-truth era. It is encrypted art within a global digital system, where every beat and every move dances on the edge of reality and illusion. K-pop is not just a cultural wave it's an artistic laboratory redefining stardom, the body, and identity in a post-truth era. It is encrypted art within a global digital system, where every beat and every move dances on the edge of reality and illusion.

Fashion and Artificial Intelligence



Shaping the Image of the Star of the Future



Beyond studios and synchronized dance crews, K-pop has become one of the most influential forces shaping the global fashion narrative. More than mere trendsetters, K-pop idols act as cultural mediators unofficial ambassadors for fashion houses like Gucci, Prada, and Louis Vuitton. But they don't just model style they reimagine it. On stage, in editorial spreads, and across music videos, these artists merge futuristic silhouettes, holographic fabrics, and traditional Korean motifs, turning every appearance into a carefully coded statement about identity, hybridity, and the aesthetics of the digital age.

This visual evolution runs parallel to an invisible revolution: the integration of artificial intelligence into the very DNA of K-pop production. Korean entertainment agencies now analyze massive volumes of data views, likes, facial reactions, emotional responses to reverse-engineer the ideal song, video, or debut. Algorithms influence everything from choreography timing to lyrical choices, creating not just music but entire ecosystems tailored for virality. Some of the latest groups aren't human at all. Virtual collectives like MAVE: consist of digitally rendered idols, crafted with 3D modeling and motion capture, capable of performing in multiple languages, free from fatigue or scandal. These AI-powered idols never age, never err, and exist across both the metaverse and real-world charts.

In K-pop,
the future of fame is already
here. It's algorithmic, fluid, and
hyper-stylized a dream you can
scroll through, click on, and
believe in, even if it was never
born in flesh and blood.

Fans chat with them, buy merchandise, and attend concerts where flesh-and-blood is optional. Yet the rise of synthetic stars invites an unsettling question: Can we truly connect with an artist who lacks a physical presence? Can programmed sentiment move us the way human vulnerability does? Perhaps the most radical insight K-pop offers is that in today's mediated world, the line between "real" and "virtual" no longer holds. We fall in love with pixels, voices, stories even when we know they're coded. In this landscape, stardom is less about biology and more about emotional resonance, cultural fluency, and strategic innovation.



Call to Action

Thank you for joining us on this sonic odyssey. As technology and tradition entwine, the landscape of music continually expands. Keep listening with open minds, remain curious about emerging sounds, and dare to collaborate across boundaries. Share your creations, support independent artists, and champion ethical innovation. The future of music is not a passive spectacle but a tapestry we weave together one beat, one chord, one shared heartbeat at a time.

Until next time, may your playlists be bold and your spirit ever inspired.





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