



tatarius

Debut single «The Tone» out October 31

With their unconventional sound and songwriting, Norwegian band **tatarius** offers a breath of fresh air in the RnB genre with their premiere single “The Tone”. The Band is fronted by singer Sindre S. Gjørum, whose distinctive voice and soulful melodies gives the music an unmistakable signature. With inspirations from soul, hip hop, funk and jazz applied in a modern context, this is **tatarius**’s vision of RnB. The lyrics are about a strong and unconditional love for music, and how the music affects the listener.

Sindre’s family was always passionate about music, and he grew up on soul, funk, Motown, hip hop and RnB. When he started writing his own music, the choice of genre was a given. He participated in the 2013 round of The Voice Norway on Tommy Tee’s team.

The band tatarius started as a studio project with bassist Axel Toreg Reite, but soon evolved into a complete live band.

The music video for «The Tone» is directed by Daniel Peralta (Trist&Traurig), and is like the song itself aesthetic, experimental and bold. Daniel had free rein to explore his ideas, and the video is an expression of his passions for art, movement, technique and pictures.

LINKS

Music video: youtu.be/BnTfV5aV0ho

Streaming: [Spotify](#), [Apple Music](#), [Tidal](#)

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Download hi-res images on tatarius.com

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