

HI LIFE CONNECTION : V.I.P. AND URBAN WORLDS CONFRONTED

WHEN APPEARANCES ARE THE ONLY WAY TO BECOME SOMEBODY



Two years after **GLOBAL NATION**, **HI-LIFE CONNECTION** (an Italian-English band active in London) is side by side with the Italian label **TRUMEN RECORDS** and is ready to come back to the stages presenting **V.I.P.**, an exhilarating single from a project coming soon.

The piece, totally sung in English and fit for the most typical “*dancefloors*”, deals, in a metaphorical and self-critical key, with the theme of appearances through the description of an ephemeral world in which materiality seems to be the only possible way to become *somebody*. Passing from Reggae and Jamaican sonorities to *Hi-Hop* ones typically *breakbeat*, the single proposes, in a clear way, the vision of two worlds socially opposed. Strong and marked is the explosive mix of the band that is the spokesman of an analogical and acoustic sound, but also “sampled” and “distorted”, capable of generating alternative frequencies and accentuating clearly the borderline between the “Vip worlds” and the “Urban” ones.

The single is matched to a videoclip realized by **I.Com Multimedia** and set in Piedmont (Italy). The setting, into line with the piece, ranges from rural locations and abandoned country places to “Vip” squares and locals. Its images, lyrics and rhythms give life to a fresh, summertime product, but absolutely far from the usual, frivolous “*ballads*” available on the market. **V.I.P.** will be able to make you dance, have fun and, at the same time, think it over a little.

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