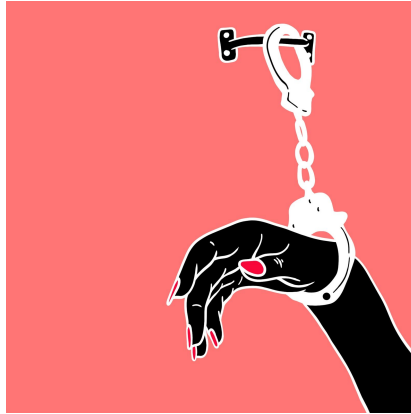


pleasure trap

REMEDY



Release Date: 23/04/20

"An object lesson in taut, focussed pop. Strong vocal delivery plus sharp contemporary production. An impressive debut. Pleasure Trap has gone for the jugular with a modern Radio 1 sound and hit the nail squarely on the head." Tom Robinson (Fresh On The Net & Radio 6 Music).

A born performer, Rory Kaye was a 90s baby. Born in London, growing up on the road, with stints in Middlesbrough, Manchester and Southern Spain. Rory's childhood was soundtracked by a mix of albums by Eminem, Black Eyed Peas and The Beatles among others. As Kaye hit adolescence, his tastes evolved and he began to listen to rock bands Foo Fighters and Splipknot, who inspired Kaye's first musical project, Rory Indiana, a critically acclaimed band with Radio 1 plays on Daniel P Carter's Rock Show and a 4K review in Kerrang.

Now in his early 20s, Kaye's attention has turned to something fresh. A new identity and a new musical project called Pleasure Trap. Except this time Kaye has not confined himself to any particular sound. Genre-mashing, evocative and real, Pleasure Trap's charming alternative pop offerings are both confessional and addictive. Much like Trap's personality. Drawing influence from life's many dramas, describing the world as he sees it, through a prism of angst, humour, worry and big dreams. Whilst also touching base with the destructive aspects of compulsion, love and hedonism.

Launching the project with high octane pop anthem Number 1, which features long term friend and collaborator Clara Hurtado. The flashy production and accompanying music video pays homage to the incredibly high standards and work ethic set by Pleasure Trap, who has put his faith into a team of talented young professionals. This setup currently includes new digital label imprint In A Box Records and producer Chris Coulter (Arcane Roots, Arctic Lake).

Shortly after release of Number 1 came an acoustic rendition of Bad Idea, sparking a wave of engagement and interest online. The stripped track achieved 10k plays on Youtube and 117k on Instagram in its first 4 weeks, picking up airplay on BBC Radio 6. This is where we arrive at Remedy. Perhaps more relevant now than ever before, as we look for an escape from our realities. Unlike previous releases, Remedy shows a different side to Pleasure Trap. The real side. Combining effortless delivery, detailed vocal arrangements and brutally honest storytelling, Remedy lays bare a deep and personal tale of romance at the end of its life. Describing the song, Trap himself explains; "Remedy is about guilt. It's about handling a break up badly, going off the rails and doing all the chaotic sh** you shouldn't be doing to look after yourself" .

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