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"Allocai isn't content with making music for himself alone. His songs are aimed at the widest possible audience and he's ensured they will be heard as such and accorded the attention they deserve." - Mindy McCall — [Indie Pulse Music](#)



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Originally from Jamaica, Allocai is delivering a fresh new urban sound from his base in Los Angeles.

Following the huge success of his debut single "Cloud9", Allocai followed up with the release of "Be My Main" in late August and "Hush" in September. The three very different tracks, each released only one month apart, garnered much attention but the biggest headline of his career thus far has been the "Cloud9" music video which was released in October 2019 and racked up 1.5 million views on YouTube to date. Inevitably this resulted in a dedicated following for the artist in a short period of time.

"Cloud9," with its dreamy sound and trance like feeling, was created with an intentional message. It is a song about drug abuse and one of the lowest points in Allocai's young life.

Coping with a difficult situation at home with his father, he used music as a form of emotional therapy to express feelings he could not share otherwise.

Due to his profound unwillingness to stay in any one lane, Allocai manages to create a unique sound that extends beyond predefined genres of music. His core sound is Pop, but always twisted and mashed with different genres to evoke particular emotions in listeners. Everything about this artist is highly crafted. His stylized appearance, complex sound and enthralling dance moves are all elements that play into his insatiable need to own his difference and be true to his originality.

Allocai's highly anticipated debut album "Cruelty" is slated to be released in March. The album chronicles the ordeal with his father by empathizing the experience to the audience through emotions rather than words; each song represents a particular emotion he experienced on his road to recovery.