

## VIEW



Photo by Henri Juvonen

View is a 24-year-old Finnish rapper from Helsinki, Finland. His hypnotic and mystical sound in addition to his charismatic voice has been noticed by the media in Finland and abroad. He released his first single Avalon in January and his EP released in October carries the same name. View is currently working on his full-length debut album which is due to be released in 2017. The first single from the album, *Coldest Season*, was released on February 26<sup>th</sup>, 2016.

View tells that Avalon EP is about people, emotions and moments from the past. He is known from combining icy beats with honest lyrics that focus on introspection. All of his singles have gained a lot of airtime and went to A-rotation in Finnish radio stations e.g. in Finnish Broadcasting Company and Bassoradio. The Line of Best Fit premiered third single Lace ft. LCMDF and The 405 held the video premiere for it. View's singles have over 715 000 streams on Spotify and the videos have been watched over 250 000 times.

View has been named the hottest up and coming rap artist in Finland, he was selected as no. 2 in Future Dozen 2016 vote. He feels that he's down to earth kind of guy and only writes about what is closest to him. With his producer, Joonas Laaksoharju; who has made a name for himself in the urban districts of producing, they created their independent release Avalon EP.

View will release his debut album via Cargo Records Germany, which is one of the largest independent labels in GSA & BeNeLux territories. Cargo Records Germany is also known from distributing a wide range of records labels in GSA.

LINKS:

Facebook: <https://www.facebook.com/viewhki>  
SoundCloud: [https://soundcloud.com/view\\_official](https://soundcloud.com/view_official)  
Instagram: <https://instagram.com/viewofficial/>  
Twitter: <https://twitter.com/viewofficial>

VIDEOS:

Avalon: <https://youtu.be/lc-wgOoioeM>  
Spill ft. Noah Kin: <https://youtu.be/Idb8BPiBWu8>  
Lace ft. LCMDf: <https://youtu.be/1crWOxZ7fsc>  
Coldest Season: <https://youtu.be/n7IP9nNSTao>

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