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Sony Music Masterworks



NAIA IZUMI

SIGNS TO SONY MUSIC MASTERWORKS

GUITARIST, SINGER-SONGWRITER, PRODUCER & WINNER OF
NPR'S TINY DESK CONTEST TO RELEASE NEW MUSIC THIS YEAR

NAIA TEAMS UP WITH ORIGINAL PENGUIN
& FLOOD MAGAZINE TO PREMIERE NEW VIDEO FOR
SOFT SPOKEN – [WATCH HERE](#)



APPROVED IMAGE (CREDIT MATT KANZ): [DOWNLOAD](#)

(April 2 – New York, NY) Initially making his debut earlier this year as the winner of *NPR's* Tiny Desk Contest, multitalented guitarist, bassist, drummer, singer-songwriter and producer **NAIA IZUMI** now gears up for the next chapter in his career, signing with Sony Music Masterworks in anticipation of new music.

Of the signing news, **Naia Izumi** says: "I feel incredibly blessed to have this partnership with Sony Music Masterworks, and very excited to see what my musical child becomes!"

"We were immediately struck by Naia's undeniable talent. He represents a truly modern artist, continuously pushing boundaries of genre and style, and we are so thrilled to have him as part of the Sony Music Masterworks family," says **Mark Cavell**, Label Head USA & COO International, Sony Music Masterworks.

With a combination of soulful vocals and complex rhythms, Naia creates prolific and passionate music that reminds its listeners of the magic that exists in expression of sound. His rich, unique sound immediately caught the attention of NPR, who chose the Los Angeles-based artist as their Tiny Desk Contest winner in 2018. Selected from thousands of video entries, Naia's winning track "**Soft Spoken**" captivated the panel of judges, including *All Songs Considered*

host Bob Boilen, who applauded his “mind-boggling, unique style of guitar playing” and “multi-octave singing range.” Since his win, Naia has gone on to open The Lone Bellow’s nationwide tour and most recently was invited to perform at TED Talk’s [TED Salon: The Next Wave event](#).

Arriving alongside today’s news is a new visual for “Soft Spoken,” which makes its debut as part of [Original Penguin’s](#) ongoing video series “Original Tracks,” a partnership between the brand and *FLOOD Magazine* that showcases the latest rising talents in music. Making its debut exclusively via [FLOOD Magazine](#), the new visual for “Soft Spoken,” directed by Ron Peters, is the perfect companion to the pop-tinged, guitar-based track – [watch here](#).

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