FOR IMMEDIATE RELEASE

JULY 24, 2020

**WHETHAN TAPS K. FLAY FOR ENERGIZING NEW SINGLE “HURTING ON PURPOSE”**

**ACCLAIMED PRODUCER AND INDIE POP STAR RELEASE HIGHLY ANTICIPATED NEW COLLAB**

**WHETHAN’S DEBUT FULL-LENGTH ALBUM *FANTASY* COMING SOON**

**LISTEN TO “HURTING ON PURPOSE (FEAT. K.FLAY)”** [**HERE**](https://whethan.lnk.to/HurtingonPurposePR)

**WATCH THE ANIMATED MUSIC VIDEO** [**HERE**](https://whethan.lnk.to/HOPVideoPR)



[DOWNLOAD ARTWORK HERE](http://press.wearebigbeat.com/artists/whethan/)

Acclaimed producer **Whethan** continues his collaborative vision, recruiting indie-pop-rock star, **K.Flay** for his latest single – “**Hurting on Purpose**” – available everywhere today [HERE](https://whethan.lnk.to/HurtingonPurposePR)**.** The new rock-influenced track highlights Whethan’s effortlessly cool, alt-electronic production and **K.Flay’s** floating yet powerful vocals. “**Hurting on Purpose (feat. K.Flay)”** marks the latest release from **Whethan’s** forthcoming debut album, ***FANTASY***. The track is accompanied but an animated music video, streaming now [HERE](https://whethan.lnk.to/HOPVideoPR).

*“It all started when K.Flay sent me a song three years ago and I really loved the message,”* Whethan shared. *“I spent the next couple years working on it and perfecting the beat. The song refers to indulging in things like ‘drinking, driving fast, etc.’. Really just indulging in self-damaging behaviors. But ultimately realizing that you are in control of these things that are hurting you and you like it."*

**Whethan** has racked up over **800 million streams** andhas been churning out banger after banger, including acclaimed singles “[So Good (feat. bülow)](https://whethan.lnk.to/SoGoodPR),” “[Upside Down (feat. GROUPLOVE)](https://whethan.lnk.to/UpsideDownPR),” “[All In My Head (feat. grandson)](https://whethan.lnk.to/AllinMyHead)” and “[Stay Forever (feat. STRFKR)”](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwhethan.lnk.to%2FStayForeverPR&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7C9c4ff282504a48b6822208d7a38729eb%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637157673220535326&sdata=xzcejn8D94RzLTFoCnUU2bcfu3MCW8uIMvHaOovu4lY%3D&reserved=0). Each track is featured on Whethan’s forthcoming debut album and have been met with widespread critical acclaim and showcase the versatility of the rising producer. [Earmilk](https://earmilk.com/2020/05/05/whethan-and-bulows-snappy-collaboration-is-so-good/) stated, “*turning his hand to a multitude of genres with masterful ease, Whethan's style is becoming less about the genre and more about the distinctive dance-inspired energy that remains ever present through his stellar back catalogue*” and [EDM.com](https://edm.com/interviews/getting-to-know-whethan-debut-album) added to the praise with, *“All signs point toward him eventually taking on a monster role within the industry…”*

 [SPIN](https://www.spin.com/featured/the-50-best-songs-of-2020-so-far/) recently named “All In My Head (feat. grandson)” as one of the best songs of 2020 so far, stating, “*Electro-pop producer Whethan lets his punk side shine on this two-and-a-half-minute heart racer. Wits are abandoned on the crunching, overripe bass…while grandson’s angsty, apathetic vocals drip with the cocky attitude of disaffected youth.”* [Billboard](https://www.billboard.com/articles/news/dance/8550436/first-spin-best-new-dance-tracks-galantis-david-guetta) also hailed the track as “*an alt-bop explosion good enough to leave on repeat…”*

Hailed by Atwood Magazine as *“a continuously-developing musical identity that shines by elevating the very best traits of his collaborators,”* **Whethan** has quickly become one of electronic dance music’s most in-demand artists, spanning superstar collaborations, blockbuster remixes, and his own extraordinary solo output. The 21-year-old has unleashed a steady stream of viral smashes, making history as the youngest ever artist on Australia’s hugely influential Future Classics label while also over famous fans including EDM icon Skrillex.

**Whethan** recentlycollaborated with genre-defying sensation **Oliver Tree** on his debut album [*Ugly is Beautiful*](https://olivertree.lnk.to/UglyisBeautiful) including current single “[Let Me Down](https://olivertree.lnk.to/LetMeDownVideo).”The long awaited release of Whethan’s debut EP, [Life of a Wallflower Vol. 1](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwhethan.lnk.to%2FV1&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7Ce29feee796af485e8fa008d7b95cb35c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637181680107412419&sdata=tok4zlCiKo1rZwdO1kXB6flZodkDGarfG353pDJjo50%3D&reserved=0), included collaborations with **HONNE, Bipolar Sunshine, Oh Wonder**, and **Broods,** among others. The EP earned widespread critical applause, with [Billboard](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.billboard.com%2Farticles%2Fnews%2Fdance%2F8484146%2Fwhethan-life-of-a-wallflower-vol-1-album-breakdown&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7Ce29feee796af485e8fa008d7b95cb35c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637181680107412419&sdata=hqJj4PjxjMfmaY0vYstDYw60NcwO8sevOMAhDJN3CMw%3D&reserved=0) raving, “*The whole collection of songs plays perfectly into Whethan’s pastel-colored sonic palette. It’s soft as petals falling in the breeze, but just as bright and intoxicating as cherry blossom perfume. His super-clean production makes even rough-edged noise sound cute. Really, it’s just freakin’ fun.”*

As if that weren’t enough, **Whethan** has released a range of remixes – including his most recent rework of **Charli XCX’s** “[claws](https://soundcloud.com/whethan/claws)” as well as **Foster the People’s** “[Pumped Up Kicks](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D4SKG-nbWb9k&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7Ce29feee796af485e8fa008d7b95cb35c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637181680107422405&sdata=zvLzU1bo6feD9ECsf7dMtFpXVI1gUMNax%2FEYVhyjSDA%3D&reserved=0),” **Travis Scott X Skrillex’s** “[SICKO MODE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fwhethan%2Fsickomode&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7Ce29feee796af485e8fa008d7b95cb35c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637181680107422405&sdata=vkqXnwdaZbToy%2FO7%2F2ZRRyHEHM80rmklMGUzx%2BZ%2FVyo%3D&reserved=0)” and  **Post Malone x Justin Bieber’s** “[Deja Vu](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fwhethan%2Fpost-malone-x-justin-bieber-deja-vu-whethan-remix&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7Ce29feee796af485e8fa008d7b95cb35c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637181680107432407&sdata=o9CPZ9UMqDvybYJ6fh9i6QdYR9VgMQQPSaPAnkeE9VA%3D&reserved=0)” – along with such major league partnerships as frequent collaborator **Oliver Tree’s** “[Movement](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Folivertree.lnk.to%2FMovement&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7Ce29feee796af485e8fa008d7b95cb35c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637181680107432407&sdata=rqzGpu1ETHyQfLe28hBj5HbH7q7hr2nuxhiDBwA%2FjXk%3D&reserved=0)“ (featured in Apple’s iPhone X commercial campaign and weekly on Monday Night Football) and **Wafia’s** acclaimed “[Hurts (feat. Louis the Child & Whethan)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fatlantic.lnk.to%2FhurtsID&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7Ce29feee796af485e8fa008d7b95cb35c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637181680107442401&sdata=ZI4VJiv7Sqz8HtZaKcklZJIaTFB21ZlXH9kTHKJYgRM%3D&reserved=0).”

In addition to his recorded work, **Whethan** has lit up crowds at countless clubs and top festivals, including **Coachella, Lollapalooza, Billboard Hot 100 Music Festival, Outside Lands, SXSW**, and **Electric Daisy Carnival,** to name but a few. Recent highlights include a sold-out co-headline show at Morrison, CO’s iconic **Red Rocks Amphitheatre** and a headline performance at MTV’s year-ending **Snowglobe Music Festival** in South Lake Tahoe, CA as well as a massive New Year’s Eve performance at **Decadence Festival** in Colorado. Most recently, Whethan has been performing unforgettable sets at major virtual music festivals including **Digital Mirage Festival** and **EDC Virtual Rave-A-Thon**.



[DOWNLOAD PRESS PHOTOS](http://press.wearebigbeat.com/artists/whethan/)

***WHAT PEOPLE ARE SAYING ABOUT WHETHAN:***

*“[Whethan] is good enough to leave on repeat…”*

*-****BILLBOARD***

*“The young 21-year-old producer knocks it out of the park…”*

***-EARMILK***

*“[Whethan] works his magic when it comes to production delivering a four-on-the-floor pop-tinged gem that is simply irresistible…”
-****DJ TIMES***

*“Electro-pop producer Whethan lets his punk side shine…”*

***-SPIN***

*“His captivating beats and synth-pop melodies have become the defining factor in his flourishing success…”*

***- FLAUNT***

*“One of 2020's most energizing releases…”*

*-****L’OFFICIEL***

 *“Not only has he charmed us since the fresh age of 16 with his gripping productions, but he knows exactly how to work a crowd behind the decks…”*

*-* ***THIS SONG IS SICK***

*“Needless to say, Whethan's future is looking brighter than ever...”*

***- EDM.COM***

*“As Whethan’s experience grows, he has come to embrace a sound that resonates with listeners in search of music graced by a zest for life...”*

 ***- DANCING ASTRONAUT***

*“Whethan could not have offered up a better first taste of what Fantasy has in store for us all.”*

***- ONES TO WATCH***

*“At this point in his career, Whethan needs no introduction…[he] has an incredible talent for tastefully blending an indie/alt sound with his well-defined brand of electronic music, and ‘So Good’ is a perfect example of that.”*

***- RUN THE TRAP***

*“Whethan is ready to make a big splash on the world of future bass…”*

*-* ***EDM TUNES***

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**CONNECT WITH WHETHAN**

[OFFICIAL](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whethan.com%2F&data=02%7C01%7CMegan.Rasmussen%40atlanticrecords.com%7Ce29feee796af485e8fa008d7b95cb35c%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637181680107452392&sdata=ekkRZTQlerqSGGTYl6x0Oww6EMILHPm41JxhxXoNyHQ%3D&reserved=0)

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