



# urbanature

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The Porto-based band returns to music 19 years after "Evergr33n"

## **Urbanature release single and video clip of "Plug and Pay"**

*Porto, Portugal | June 8, 2018* - Urbanature announce the release of "Plug and Pay," the first single from the upcoming album, "Flow."

The new track by Porto's electronic music band sees the light of day 21 days before the release of the new record.

"Plug and Pay" is a dizzying journey through the future and a metaphor for the fast-paced, technological world we are living in.

"We wanted to tell a contemporary story while respecting the DNA of the band," explains Francisco Cardoso, the Urbanature drummer.

"We are very excited about the sound we have developed over the last two years. I hope the public feels the power of this song and the album."

The "Plug and Pay" video clip, which debuted exclusively on the band's Facebook page, was entirely produced and directed by Urbanature.

The quartet from Porto wanted to control the entire visual and graphics process to accurately share the spirit of the single.

"The video clip has some peculiarities and details that only we could execute because we know our music really well," adds João Marques, guitarist of Urbanature.



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"Plug and Pay" is now available on major digital music distribution platforms such as iTunes, Google Play, Tidal, Spotify, Deezer and Amazon Music.

"The sound of this track has a great virtue - it does not follow trends, fashions or revivals. Instead of looking at the past, we have remained true to ourselves and challenged ourselves to imagine the future," stresses Luís Madureira, the Urbanature keyboardist.

The Portuguese quartet has ambitions to bring the single and the new album to all corners of the world and to participate in cinematographic productions.

"We were pioneers in using the internet as a way to promote the band in the 1990s. Now, the challenges are new, and we are preparing a few exciting surprises," concludes Nuno Camacho, the bass player of Urbanature.

Urbanature release their second career full-length album, "Flow," on June 29, 2018.

## **About Urbanature:**

The Urbanature project began in January 1996, based on the idea of combining computers and musical instruments. The first demo, "Volume 1," caught the attention of the media, and Urbanature quickly began to captivate audiences and fans. After "100% Natural," the second demo, the band was invited to play in Portugal's big stages. Urbanature played Festival Paredes de Coura, Hard Club, Queima das Fitas de Porto e Coimbra, FNAC (Porto and Lisbon), Noites Ritual, and many other venues. In 1999, Urbanature released the debut album "Evergr33n" and became forever connected to the history of instrumental electronic music in Portugal.

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