

For Immediate Release  
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## NYC Sensation PUi Reveals Innovative Video Concept: A Public Stunt Captured on Camera by Fans



New York City natives **PUi**, known for independently selling out venues in New York City and putting on electrifying performances, are getting ready to be filmed for their brand new music video for the single 'Army Of Slaves' which is being re-recorded independent of a set release specifically for the video. The catch: the band is making it up to you, the fans, to direct their music video. The band will perform a currently unannounced public stunt and invite fans to come and record footage to be used as the video. There will be no cameramen hired by the band. **PUi** will announce the date, time and location of the event as well as some insight on the planning stages at [www.hearseespeaknoevil.com](http://www.hearseespeaknoevil.com). All fans have to do is check back with the website periodically for details and show up with a camera when the information is released, ready to film. The best footage submitted to [PUicontact@gmail.com](mailto:PUicontact@gmail.com) will be **PUi**'s first ever music video.

**PUi** released an EP in January 2010 entitled, *You Will Clap*, which is available for purchase now on [iTunes](http://iTunes.com). The EP was recorded at Underground Studios and was produced by band members Shuva and Brian Hosey. It is mixed by Kyle Kelso and mastered by Howie Weinberg. The band plans on releasing a new full-length album

within the next year, entitled *Neo-Primal*.

**PUi**'s sound is a melodic rhythmic texture bred from a relentless mélange of rock, alternative, R&B, punk, hip-hop, Middle Eastern motifs, and electronica. These genres span across the spectrum, fused with dramatic songs and minor melodies, to originate what can only be described as visual and auditory intoxication- on hyperdrive. Beyond being the cultural glitterati of the future, **PUi**'s music is an evolutionary coup in this modern day regression of rock. Its sheer compositional mastery- with dense instrumental surges, guitar fueled climaxes, hard-hitting beats, and layered melodies- blurs lines between the past, present, and the future. Their songs define what it is to rise up and battle the world with lyrical weaponry, daring to question values, triggering hope and worry, and above all, arousing fascination.

Despite the seemingly effortless compilation of this musical assembly, **PUi** was not a convenient happening of things- this is no "next-door-garage band" that used to jam after high school let out. **PUi** stemmed from an ambitious string of consciousness, an instinctive acknowledgement of "this is what needs to be done" to accomplish a vision. From conception to execution, everything is purposeful, and effectively thought out. Intentional. Nothing is accidental. Ethnically diverse and five members strong, **PUi** mixes it up by bringing in fresh beats from guest artists like MC Rich Nitty and Darbuka player Triplestar.

Whenever asked what "**PUi**" means, Shuva has one answer: Tabula Rasa. When asked to explain Tabula Rasa, his answer is existential yet concise: "Tabula Rasa is a blank slate. **PUi** is your blank slate. Look at us. We are your thoughts. We are your judgment."

#### **UPCOMING TOUR DATES:**

9/16 – West Hollywood, CA @ Key Club w/ Viza

11/5 – New York, NY @ Irving Plaza w/ Killcode, Anaka, P.T Grimm, Bound By Substance, and Alekhine's Gun

#### **PUi is:**

Prince (Nazimcan Shuva) // Vocals, Guitar

Siren (Leo Henry) // Vocals

Shaa (Ory Baum) // Drums

Sub (Brian Hosey) // Bass

Tek (Tunch) // Darbuka, Percussion

#### **Fans can check out photos of past performances at these links:**

March 18, 2011 SOLD OUT Highline Ballroom -

<http://albums.phanfare.com/isolated/gCmbL78g/1/5052457>

December 11, 2010 SOLD OUT Gramercy Theater –

<http://albums.phanfare.com/isolated/tW7zJLT4/1/4939684>

October 17, 2010 Mercury Lounge -

<http://albums.phanfare.com/isolated/nAV93aaq/1/4870685>

September 9, 2010 Santos Party House -

<http://albums.phanfare.com/isolated/jQDIcibZ/1/4825433>

For more information on **PUI**, please visit these websites:

<http://www.whoispui.com>

<http://www.facebook.com/puimusic>

<http://twitter.com/puitribe>

For press inquiries and additional information, please contact Adrenaline PR and Maria Ferrero at 732-462-4262 or [maria@adrenalinepr.com](mailto:maria@adrenalinepr.com).

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