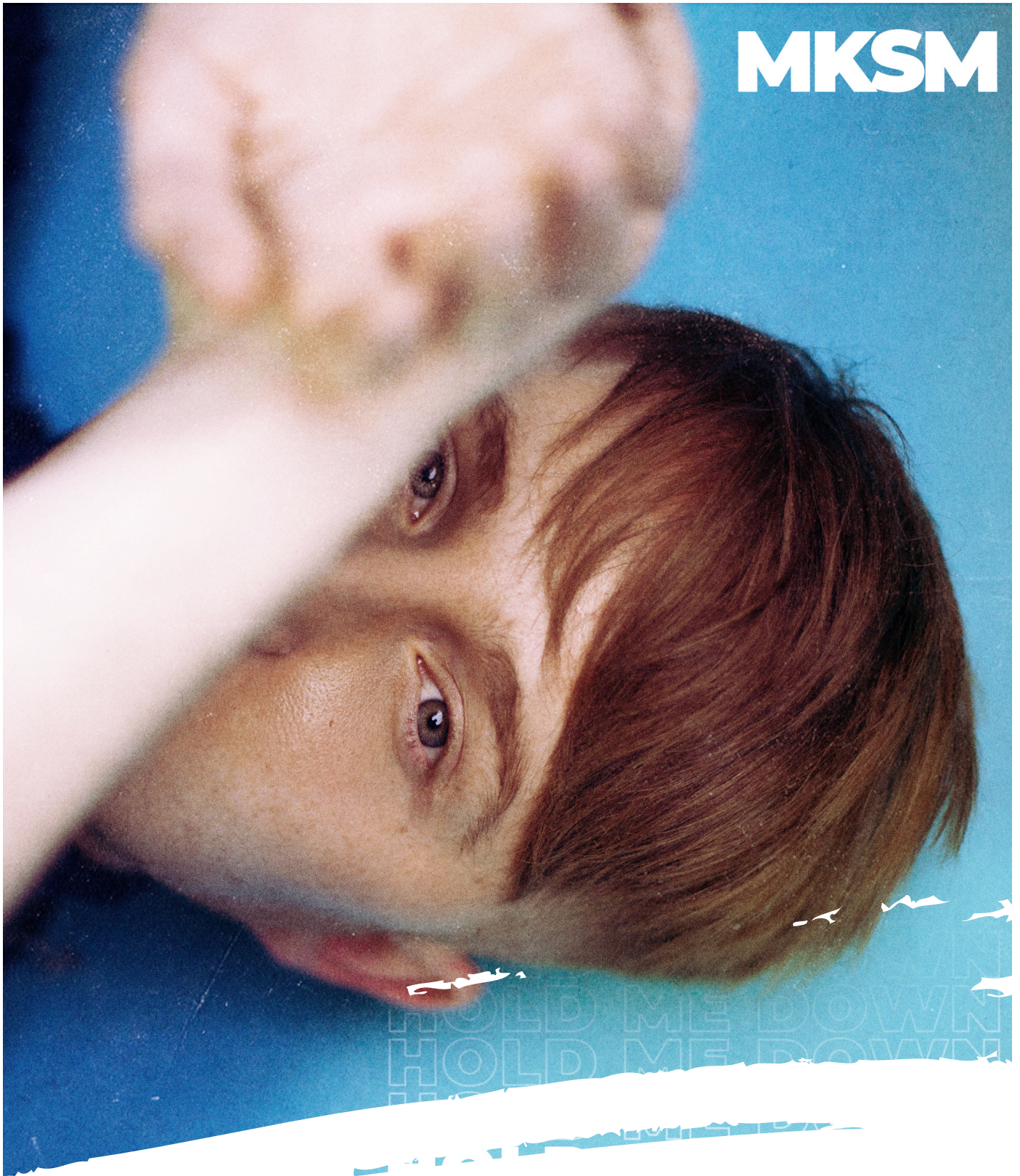


**PR KIT**

**MKSM**



# **HOLD ME DOWN**

## **HIGH ON LOWS**

[WWW.MKSM-MUSIC.COM](http://WWW.MKSM-MUSIC.COM)

# MKSM

**SINGLE: HOLD ME DOWN**  
**EP: HIGH ON LOWS**

**RELEASE: 26/03/2021**  
**Maarweg Records/ ZebraLution**

Looking at queer pop from different angles? Given the musical diversity the LGBTQ+ community expresses on stages all around the world, it's not a small claim. All five tracks on MKSM's debut EP successfully establish this vast and confident expanse of influences and depicts in a contemporary fashion what has made queer pop music so unique for decades.

From the fragile ballad COLLIDE in which MKSM reflects on the growing connection between two people, to the infectious string arrangements in SIRENS and the hope-fueled disco number BE ALRIGHT, this EP presents an artistic vision which is thought-provoking in its musical diversity but also its disarming honesty.

HOLD ME DOWN, the EP's main track and latest release, expands the stylistic repertoire of a singer-songwriter and violinist who knows how to authentically approach all moods - the highs as well as the lows - both musically and lyrically.

Consequently, the confrontation with one's self, with one's own highs and lows, hopes and fears, is essential in HOLD ME DOWN - conflicts that everyone is faced with at some point in life, but that everyone can grow from.



HOLD ME DOWN  
pre-listening



The fact that MKSM is not afraid to talk about painful truths, to address one's struggles, be they with alcohol or other dark chapters of life, speaks in his favour. A track that lays bare his soul. The accompaniment of beat patterns, straight from the 80s and the intensifying, ambivalent aftertaste of the track with its rich synths and distorted violins elegantly resolves apparent contradictions.

„We tried to bring the 80s sound into the present day. Inspired by artists like The Weeknd,“ states MKSM about his creative process.

In the video of the song, he is supported by Berlin-based drag performer and DJ Bambi Mercury, one of the contestants on "Queen Of Drags" (Pro 7), and together with dancers from the Berlin University of the Arts (UDK), they visually reproduce the inner life of the artist.



HOLD ME DOWN  
VIDEO SNIPPET  
Password: MKSM2021

# ABOUT

Maksim (the singer's name) sees himself as a voice for the marginalised. The singer-songwriter and violinist has many identities within himself: as an openly gay late re-settler, he came to Germany to find his language - he stuttered heavily in the past - and to study classical violin to become a pop musician. This is precisely why MKSM as a songwriter repeatedly deals with topics such as acceptance, equality, love, and the search for one's self.

After winning the British »LGBTQ Music Award« as Newcomer of the Year 2019; writing campaign songs for LGBTQ+ initiatives and organisations such as EnoughisEnough! and 100% MENSCH; being nominated for a LISTEN TO BERLIN Award with his orchestral indie track KNOW YOUR LOVE last year, and performing at the virtual GLOBAL PRIDE 2020 on the European Highlight Stage, MKSM's debut EP shows why queer pop has more to say than ever before.



## HOLD ME DOWN

HOLD ME DOWN is the main track of the EP. The fact that MKSM is not afraid to talk about painful truths, to address one's struggles, be they with alcohol or other dark chapters of life, speaks in his favour. The accompaniment of beat patterns, straight from the 80s and the intensifying, ambivalent aftertaste of the track with its rich synths and distorted violins elegantly resolves apparent contradictions.

Drowning fears when the night calls  
Plastic dreams - flashing rainbows  
Chasing highs when the beat goes  
Slow me down - slow me down

In the video of the song, he is supported by Berlin-based drag performer and DJ Bambi Mercury, one of the contestants on "Queen Of Drags" (Pro 7), and together with dancers from the Berlin University of the Arts (UDK), they visually reproduce the inner life of the artist.



HOLD ME DOWN  
pre-listening

## LOVE ALWAYS WINS



COLLIDE - a hymn to eternal gay love

The video shows two gay couples and their stories, from moving into their new apartment to finding happiness, to unshakable intimacy in old age; it symbolises what love really is - growing old together, being able to let go despite occasional collisions. It is about finding out again and again what it is that you value in each other. (queer.de)

But also SIRENS and BE ALRIGHT deal visually and lyrically with LGBTQ+ relevant topics, such as coming out and the difficulties that come with it, or simply celebrating yourself regardless of who you love or which gender identity you identify as.

Here's a hidden link to already released EP tracks:



# BACK HOME - CHRISTMAS EP

CHOSEN FAMILY - the first queer Christmas song made in Germany. The song describes the LGBTQ+ community as a chosen family. With this timeless musical contribution to the Christmas season, MKSM draws attention to people who are still discriminated against for their sexual identity in society.

Tommy Toalingling - a queer Youtuber - takes on the leading role in the video of BACK HOME and says: Every family visit during the Christmas period feels like a journey into the past for me. My own self meets my younger self. My new self, meets my younger, my old self! I inevitably become that closeted teenager again who struggled with his sexuality, who had to hide and often felt alone.

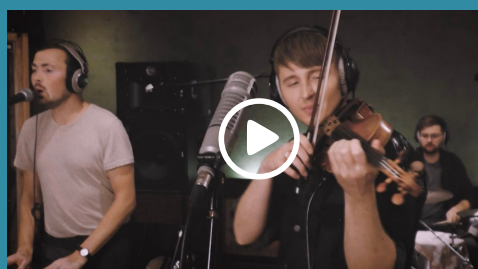
This is exactly what the song is about: coming home for Christmas and being confronted with your old self again.



## INTERVIEWS & PRESS (GERMAN & INTERNATIONAL)



## LIVE VIDEOS



BE ALRIGHT - LIVE SESSION  
RELEASE TBA  
PASSWORD: MKSM2021



LIVE @ MUNICH PRIDE 2019



COLLIDE - ACOUSTIC SESSION  
RELEASE TBA  
PASSWORD: MKSM2021

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