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'Anti-Pop' Music Producer/Singer Twitchitt Drops Music Video Featuring 'News Media Vampires'

On February 25, 2021, eccentric music artist and producer Twitchitt released a music video on YouTube to accompany her latest single '4x4'. The song, which Twitchitt describes as 'anti-pop', was released earlier this month along with a digital art piece parodying social media and cryptocurrency. The video, filmed and directed by her partner Arrows (Erick Stow), features 'news media vampires' broadcasting sensational headlines, a Lady Gaga impersonator, and intentionally overstimulating visual clutter.

The electronic production style of '4x4' is catchy yet haunting with video game-inspired elements, while the jarring, abstract poetry of the vocal lines leaves plenty of room for interpretation. When asked about the inspiration behind the song and video, Twitchitt says, "It's a 4D interpretation of the internet, social media, and society at large. People will seek their own narratives within the music and decide that the messages support those narratives, because that's what people do." With regard to the 'anti-pop' label, she says, "Counter-culture implies culture and vice versa. I've always looked at the popular kids with stars in my eyes, and they've always dismissed me because I'm an impostor, a spy, with metaphorical x-ray vision, and not everyone wants to be seen... especially those with seemingly much to lose. If I can only afford to shop at Wal-Mart, I'm going to shop at Wal-Mart, but I'm still going to shitpost on social media about its controversial ethics."

Twitchitt is recognized for her cabaret performances, self-produced shows, off-screen promotional appearances, and features on local radio stations and indie podcasts. In 2019 and early 2020, she toured Western Canada and Southwest United States in promotion of her 2017 album "Alchemical Warfare".

About Twitchitt: Twitchitt is a Canadian international singer, songwriter, music producer and artist. She has released three full-length studio albums since 2015, and regularly performs at events and venues across North America (pre-Covid), and online (currently).

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