



SANANDA MAITREYA MAKES STRONG STATEMENT ABOUT AMERICAN COMPLEXITY IN NEW VIDEO

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Multi-instrumentalist and composer Sananda Maitreya releases the powerful new single 'In America', from his upcoming double album 'Pandora's PlayHouse' set for release on March 15th 2021.

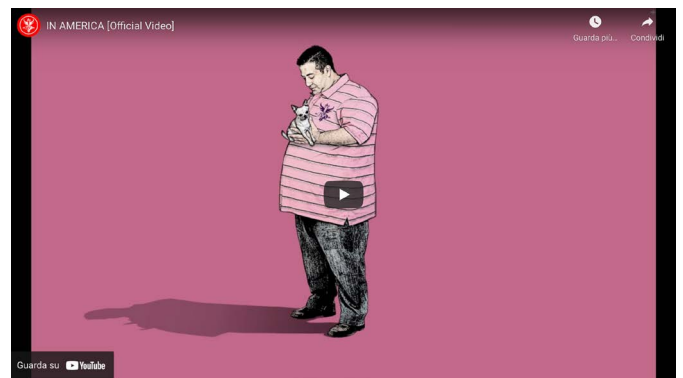
“CHAOS, CORRUPTION, CONFUSION, WELCOME TO THE WORLD OUR SON. Division, Accusation, Manipulation, Neglect=DAMN. Welcome to America! Because of course,

THE MORE THINGS CHANGE, THE MORE THEY REMAIN INSANE!

There's NO WAY OUT & NO WAY IN.”
Sananda Maitreya

Spin Magazine's Video of the Day, and premiered on Billboard (IT), the video, which opens with Sananda's instantly recognisable voice, was directed by Luciano Boschetti who said *“The film narrates the complexity of America. A complexity generated and fed by contradictions and contrasts produced by all social, territorial and economic differences. A complex and chaotic energy that is difficult to manage that often leads to stalemates. “There's no way out & no way in!” – the mantra of this wonderful song, while waiting for a new life to resume a path of healthy and new positive equilibrium. The visual patterns that refer to social contrasts, to the vastness of its territory, to American history and progress, alternate with the symbols and greatness of this amazing nation, the American flag as a point of union and the “Gimme Five” symbolizes the moment of maximum harmony and social collaboration. Symbols and community scenes that in moments of stagnation and chaos are really put to the test, risking lacerations and fractures. But there is hope, in our future.”*

On his upcoming album 'Pandora's PlayHouse' Sananda



once again uses the analogy of folklore and mythology to frame his creativity, as he continues to ignore any genre limitations in his musical compositions. The body of work presented in 'Pandora's PlayHouse' is another example of this artist's seemingly uncontrollable self-expression, and his ability to subvert expectations from fans and industry alike.

A heady mixture of rock, psychedelia, soul, and R&B (not discounting the countless other genres present), Sananda's voice is still the powerful driving force headlining these complex arrangements. The narrative presented over the 28 tracks takes inspiration from the Greek myth of its namesake, whilst reflecting the personal journey of Sananda's career.

Confronting themes of love, passion, and the fragile nature of mortality through parallels in his own life, Sananda's journey mirrors that of a folklore or mythos. Music is a language to him, a form of communication, and like the way tales are moulded over the years through an aural tradition, so too has Sananda re-written his own history.

As the survivor of a trauma that forced his hand into rebuilding his identity, Sananda once let go of a former life in order to dedicate his new personage to the pursuit



of his true calling. It meant rejecting what fans and the industry had presumed would be his lifelong endeavour; but realising the dream inside was bigger than what the former life could accommodate, he pulled through the other side and found purpose.

Never taking what he is fortunate to have for granted, 'Pandora's PlayHouse' pays homage to Sananda's inspirations, mentors, and family, all whilst recounting the lessons he has carried through one of the most unique careers in musical history. A once-platinum-certified, multi-million selling artist, Sananda's career could fill multiple lifetimes – and some would say it has.

"Maitreya still has it all"

– *The New Yorker*