

In The Video 'ODIO,' Upcoming Musician Urby's Warm Image of a Veteran Pop Singer Comes Clear

After shattering records with his stunning music video 'ODIO,' a budding multilingual Florida music artist, Urby's flame of passion will not fade on Youtube for a long time.



Florida, Orlando, Aug 2, 2021 (Issuewire.com) - Since the pandemic's initial effect, hip hop and mainstream music have developed. It's been a year filled with unfathomable possibilities and agonies. Finally, a new day, a new age, is ushering in full-fledged activity in the music industry and other businesses. It is the ideal chance for new songs to rekindle young musicians' internet buzz. **Urby**, a

young and growing [Florida music artist](#), is forging a name for himself in the pop music world by radical gestures. His new music video 'ODIO' debuted on YouTube on July 30. With the laser-focused, fashionable number, he becomes the talk of the town. Unlike other emerging performers, he maintains his prominence in the industry by constant achievement. It's a tough piece that he produced while tearing his heart out for his listeners to get to the heart of the story he presented with it. Bright, fresh, and modern sound design meets fast appealing lyrics on the music video as the new singer and songwriter's next great success. It gets directly to the point, talks from the heart, and stays current, with a solid balance of rhythm and lyricism, a bright backdrop with an exciting bounce, and a concise, upfront voice (which is refreshing after a run of auto-tune pop songs).

Urby aimed to be the voice that stimulates young people and alters how the world views contemporary pop musical trends. As an indie musician, he is now fulfilling his goal every day at his studio. He composes new songs and records his experiences as everlasting history that no one can alter. He takes the microphone in his hand and captivates the entire world with his incredible singing skills. His music's abundant substance usually opens new doors to alternative realms. His one-of-a-kind technique of undermining dogmatic ideas clearly creates a shift in the way of life of the suburbs. His favorite places and his closest friends inspire him to write songs about the real but otherworldly. He relies on his connections and the constraints that make the music industry so distinctive and tough to enter. He began performing music at a young age after discovering that socializing is an artificial drive for exceptional minds like him. He discovered another way to cope with his claustrophobia; he used music to relieve the suffocation that was strangling his thoughts. Since then, he has not turned his back on this creative invasion.

'ODIO' is the outlet of ideas that he combines with colorfully calming images and lovely music. He associates the song's antique rhythms with providing the hybrid music industry a boost. With the bone-crunching velocity of lyrical flow, he breaks the cultural constraints that previously prevented him from achieving his dreams. He never fails to poke fun of people who criticize his efforts and enthusiasm for hip hop and pop music. To emphasize the deliriousness of being in the spotlight, he blends discordant noises with a deep and passionate vocal flow. In a moment, the video serves as an introduction to the performer. The language and sound are unique, the polish is superb, and the framework keeps you interested with varied transitions from one moment to the next. His voice, on the other hand, has a very authentic tone to it. His voice has an immediately fresh and honest tone and style. The movement from the obvious accent to the faint echo offers a subtle yet strong touch to the mix. Everything is apparent with the spotlight on him, and he attempts to locate a personal space to decompress from the constant pressure. The end result is a music video that fits well in today's musical world while refuses to completely conform with the unspoken rules of what constitutes a good music video. Follow the new singer [Twitter](#), [Instagram](#), [Apple Music](#), [Amazon](#), and [Spotify](#) for all the latest projects.

<https://www.youtube.com/watch?v=4mRSyprlJmW>



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