

April 26, 2018  
For Immediate Release

**Kassin Shares New Video For “Relax”**  
**<https://youtu.be/1XAnMtmKDbA>**

***Relax* Out May 11th on Luaka Bop**



[insert Billboard quote]

"It would be unfair to write the history of Brazilian pop music of the first two decades of this twenty-first century without giving due credit to Alexander Kassin as one of the most important producers of that period. As a bass player and / or music producer, the artist from Rio is one of the architects of the sound of this contemporary era."  
— *Globo Brazil*

Ahead of the release of his forthcoming album, ***Relax*** (out **May 11th** on **Luaka Bop**), **Kassin** is pleased to share the the incredible video for the album's title track. It premiered this morning via *Billboard*.

"I did this song as a tribute to my close friend Lincoln Olivetti," says Kassin. "He was the king of Brazilian Boogie, the king of extreme horn arrangements in Brazilian pop music. The clip takes inspiration of various clips from that period: Jacksons, Earth, Wind, & Fire, etc."

One of the leading producers and instrumentalists in Brazilian music, Alexandre Kassin has produced roughly 100 records, including those for singers **Marisa Monte** and **Bebel Gilberto**, recorded with **On Fillmore** and **Sean O'Hagan (Stereolab, High Llamas)** and made a full album based on Nintendo GameBoy sounds. He has played bass for **Caetano Veloso's** live shows and conceptualized the **Orchestra Imperial band**.

His new album, *Relax*, is rooted in dreams and surrealism, yet grounded enough to reach listeners where they are. Across 11 tracks, Kassin flirts with Latin rhythms, Brazilian pop, and straight-ahead soul, using this varied stylistic array to tell imagined tales of death, drug usage, politics and fate.

**Watch video for Kassin's "Relax" —**  
**<https://youtu.be/1XAnMtmKDbA>**

**Listen to Kassin's "Momento de Clareza" —**  
**<https://soundcloud.com/luakabop/4-momento-de-clareza-1/>**

**Pre-order Kassin's *Relax* —** <https://luakabop.lnk.to/Relax>

**Download hi-res images & album art —** <http://pitchperfectpr.com/kassin/>

**Kassin online:**

<https://www.kassin.co/>

<https://twitter.com/kassinkassin>

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<http://luakabop.com/>

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