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For Immediate Release

Okay Kaya Releases New Single / Video “Ascend and Try Again” on Jagjaguwar

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Photo Credit : Coco Capitán

Okay Kaya, the project of Norwegian-born, New York-based **Kaya Wilkins**, releases “**Ascend and Try Again**,” a new standalone single / video and the first taste of her new album out next year on **Jagjaguwar**. The track was inspired by an offer to appear in a Swedish film that required Kaya to essentially become a professional grade scuba diver. Although an inner-ear proclivity for infection kept her out of the film, her studying for the role proved fruitful; she found that scuba theory is not so different from self-care and mental health mantras. A sonic representation of watching a bubble roll past your scuba mask and up through the dark water toward the light, she pulls phrases from her scuba manuals — “Breathe regularly,” “Never, ever

hold your breath,” “Find a neutral buoyancy” —and underscores their dual uses. These words will help you when you’re 20-feet below the ocean’s surface, but they also might get you through the palpitations and chest pain of an anxiety attack.

The accompanying video was co-directed by Kaya and **Adinah Dancyger**, and features Kaya in a Japanese hot spring where both beauty and an existential terror seem to be battling for control of the atmosphere. It’s as vulnerable and elusive as the song itself.

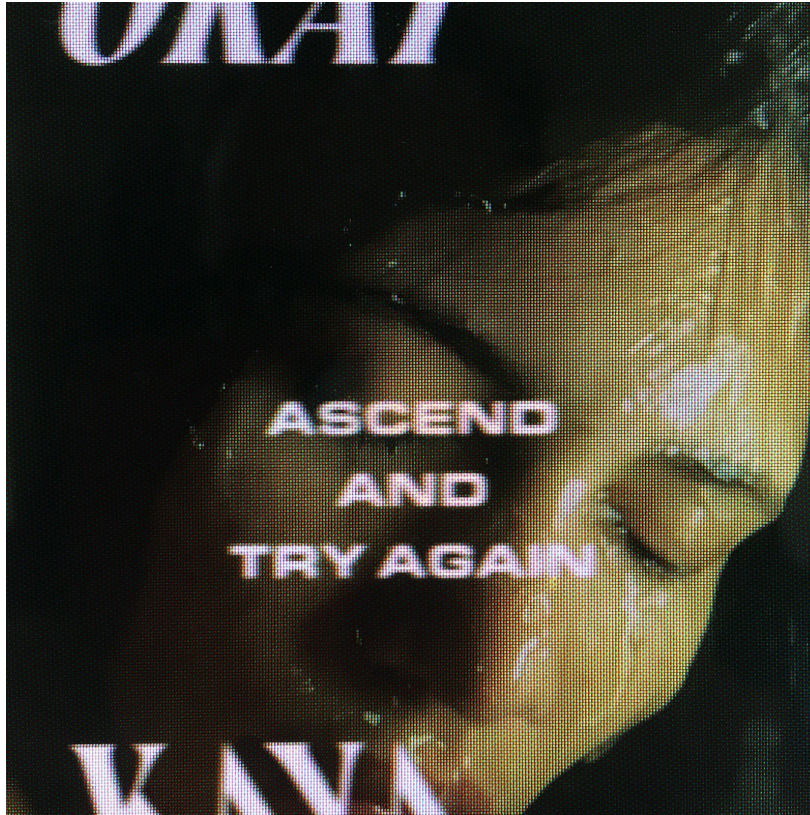
Kaya constructs svelte, jazz-inflected songs — which, more often than not, feature just her effortless, breathy contralto; her fancy-chord-sounding guitar figurations; and minimal, innovative accoutrement. Her deadpan, cutting lyrics are sung in a way so patient, gorgeous and smooth you assume they must have a Lexapro prescription. “Ascend and Try Again” follows her cover of Cher’s “**Believe**,” and her debut album, **Both**, released last year. Across the album, Kaya covers a lot of ground - the state of American women’s healthcare, mental health, and self-empowerment.

Watch “Ascend and Try Again” Video -

<https://www.youtube.com/watch?v=bAhAG4jaZws>

Download hi-res images and jpegs of Okay Kaya -

<https://www.pitchperfectpr.com/okay-kaya/>



"Ascend" Track Artwork

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