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For Immediate Release

Dawn Richard Unveils “Bubblegum” Video/Single **& Announces New Tour Dates**



Photo Credit: Still from “Bubblegum”

“The ever-evolving, impossible-to-pigeonhole Dawn Richard once again introduces a new side of herself on the first movement of *Pigments*.” — *The New York Times*

“What a fascinating career Dawn Richard is carving out.” — *Stereogum*, Album of the Week

“As Richard sings impressionistic songs of love (and self-love), Zahn’s radiant chamber music works like a prism, splitting her voice into beams of pure color.” — *Pitchfork*, Best New Music

“Dawn Richard’s long journey culminates in the bountiful grooves of *Second Line*. The adventurous R&B artist takes her sound to bold new places, while creating a New Orleans funk utopia all her own.”

- *Rolling Stone*

“This time [Dawn Richard is] in a more unorthodox bag, flexing muscles that feel like those worked in behind-the-scenes studio sessions; in atmosphere and fearless originality.” — *NPR*

Music

Critically acclaimed musician, multimedia artist, animator, dancer, director, entrepreneur, and New Orleans dynamo **Dawn Richard** unveils her **new single/video**, “**Bubblegum**,” via **Merge Records** and announces select dates for her **Electro Revival Unit tour**. As a founding member of Danity Kane, and later with Diddy’s Dirty Money, Richard has explored the ins and outs of commercial pop music. “Bubblegum” is a triumphant return to form, an undeniable banger that demands to be left on repeat. Its accompanying **self-directed video** is a vision in hot pink. With enthralling choreography, coordinated outfits, and CGI glimpses into Richard’s futuristic imagination, “Bubblegum” exudes self-assured joy from start to finish.

Of “Bubblegum,” Richard states: “Leaning back into the Electro Revival era, I wanted to remind people that King Creole is just getting started. The preface to the second installment of the Electro Revival, ‘Bubblegum’ is a cocky candy-coated conundrum. Full of sass that only a New Orleans King can have, this yummy multi-genre single is just a taste of what’s to come.”

[Watch Dawn Richard’s “Bubblegum” Video](#)

Over the span of six critically acclaimed full-length albums, Dawn Richard treats Louisiana Creole culture, New Orleans bounce, and Southern Swag as elemental, allowing her to weave in and out of house, footwork, R&B, and more. As she proudly proclaimed on her album *Second Line*: “I am the genre.” Her latest album — the experimental *Pigments*, a collaborative album released last October with multi-instrumentalist, producer, and composer **Spencer Zahn** — is an orchestral fusion of neoclassical, ambient, and jazz. It was praised by the likes of *The New York Times*, *NPR*, *The FADER*, and *Pitchfork*, who hailed it as **Best New Music**.

In addition to her prolific musical output, Richard is active in a number of other artistic fields. She works in creative direction and creative partnerships with Adult Swim; she is passionate about emerging technology, as well as the intersection of tech and art. This past October, Richard was the Artist in Residence at NYU’s Clive Davis Institute of Recorded Music, marking the first time the Institute has hosted a visiting artist for a full week of programming.

This summer, Richard will embark on the **Electro Revival Unit tour**, including her **first performance in Atlanta in 8 years**, as well as **solo debuts in Saxapahaw and New Orleans**. Full dates are listed below and tickets are on sale now.

Dawn Richard Tour Dates

Sun. May 7 - Brooklyn, NY @ BRIC - Bang on a Can Festival ^

Wed. June 7 - New York, NY @ Racket *

Sat. June 10 - Saxapahaw, NC @ Haw River Ballroom * #

Mon. June 12 - Atlanta, GA @ Terminal West *

Wed. June 14 - New Orleans, LA @ Toulouse Theatre *

^ *Pigments* performance
*** Electro Revival Unit performance**
w/ Tank and the Bangas

[Download hi-res press images and cover art](#)



“Bubblegum” Single Artwork

Dawn Richard Online:

[Instagram](#) | [Twitter](#) | [Facebook](#) | [Merge Records](#)

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