

## Venezuelan Recording Artist Patafunk Bursts Back Onto The Music Scene High On Life

*His New Album, 'High Life!', Is An Ode To African Music And A Call For Joy*

[NEW YORK, NY -- JUNE 2020] -- At a time when we could all use a little lift, **Venezuelan singer-songwriter, producer, DJ and multi-instrumentalist Patafunk launches his third album, "High Life!"** on June 18th, 2020. Four years in the making, "High Life!" was **inspired by the African musical genre of the same name**, which has its roots in **Ghana and Nigeria**. Made and conceived in Brooklyn, NY, 'High Life!' captures the vibrant yet complex nature of our times, complete with the ups and downs that come from experiencing the fullness of life.

The album, released by Greenpoint Records, fuses **Patafunk's Latin-Reggae roots with the best of New York's multicultural ethos, creating a hybrid, electro-acoustic sound unlike any other.**

While '**High Life!**' is a Latin-alternative album, it **refuses to fit neatly into any particular genre. Patafunk incorporates different Latin and African musical styles**, such as reggaeton, salsa, reggae, dem-bow, hi-life, dancehall, cumbia, etc., as well as acoustic and electronic elements, and fuses them into one unique sound. The result is both textured and sophisticated, a testament to the time Patafunk spent away from the limelight, digging deep into his musical roots.

**Patafunk's third album** comes 9 years after his second ('Playa,') and **is the result of almost a decade spent experimenting and searching for a different approach.** The fruit of that search is a sound that challenges listeners to expand their conception of the current Latin pop landscape and to stretch out beyond the confines of traditional reggaeton and trap.

*"High Life! comes at a time when many of us are feeling great uncertainty and confusion. We are rethinking our collective interpretations of the world. In that context, leaning on community, positivity, and unity is not only a nice thought, it is necessary to help us find a path forward," shares Patafunk.*

**High Life!** features an array of collaborations with musical powerhouses including major collaborator and co-producer 'DJ Zev'- a Brooklyn-based Russian-American artist with major chops in the Pop and Hip-Hop world. The 30-plus other musicians and collaborators on the album come from backgrounds that challenge white-washed interpretations of reggaeton. **Notable amongst them are** Trombonist **Darius Christian**, violinist **Molly Fletcher**, **Aureliano Mendez aka Panasuyo**, singer and song-writer **Braveboy**, and former Williamsburg Salsa Orchestra lead singer **Solange Prat**, amongst many others.

Born Carlos Eduardo Martinez, Patafunk first made his mark on the music scene in 2008 with his well-received debut album Dubdelic, which Rolling Stone Latin America called one of the best albums of the year for its distinctive, ocean-like sound. Patafunk's upbeat global vibe has enlivened audiences at shows and festivals around the world, including SXSW, Tribeca Film Festival, CMJ, and Miami Art Basel.

**With High Life!, he seeks to offer a musical salve to our collective soul, one that---in the tradition of the African genre it honors--claims happiness and joy as an essential and universal language.**

The Album will be available worldwide by Greenpoint Records on Spotify, Apple Music, Amazon Music, Tidal, Youtube, Tik Tok and across all digital platforms.

###

**#HighLife! #Patafunk**

<https://www.instagram.com/patafunk/> | <https://www.facebook.com/Patafunk/> | <https://twitter.com/patafunk>