KEV’LAA

ELECTRONIC MUSIC. STORIES YOU CAN DANCE TO.

INDEPENDENT UK ARTIST / CONCEPT-LED MUSIC / VISUAL STORYTELLING

ARTIST PROFILE

THE STORY

Kev’Laa is an independent UK electronic artist, DJ, songwriter and visual creator from North West England. A lifelong clubber shaped by the late-1990s and 2000s UK dance scene, he spent years making music as a serious creative hobby before moving into a more focused public phase.

His catalogue is concept-led rather than genre-locked, moving through progressive house, melodic techno, trance, deep house, tech-house, breaks, acid, ambient and piano-led work. Tracks often begin with a character, image, joke, memory or emotional question, then expand into artwork, short-form film and alternate versions. That approach also drives multilingual remakes and the growing Kev’Laa Universe.

Before focusing more publicly on music, Kev’Laa worked across financial services, strategy design, behavioural science and AI innovation. That unusual background now informs a structured but playful practice. AI-assisted software is one part of the toolset; the writing, concepts, direction, selection, editing and final decisions remain human-led. Independently, he also manages release delivery, catalogue records, rights registrations, visual content and promotion.

WHAT CONNECTS THE CATALOGUE

Emotion without solemnity.
Club energy without one fixed genre.
Visual worlds that start with the idea, not as an afterthought.
A process that stays curious, structured and self-aware.

HUMAN-LED, TOOL-ASSISTED

AI-assisted software is part of the production and visual toolkit. Kev’Laa remains responsible for concepts, writing, direction, selection, editing and final creative decisions.

BASED

North West England, UK

CATALOGUE

MUSIC & CURRENT DIRECTION

THE KRAKEN

HAVE YOU? / TAGALOG

DAWN IS A BLADE

THE KRAKEN — FIVE-TRACK EP

Released 21 August 2026, this dark electronic release develops one central idea across five oceanic identities: Mariana, Pacific Surge, Indian Abyss, Southern Darkness and Atlantic Pressure. The sound moves through progressive trance, underground techno, deep tech and bass-heavy club pressure. UPC: 882321673572.

STREAM THE KRAKEN EP

RECENT RELEASES

Have You? (Tagalog Remake) — 31 July 2026
Have You? (A Ke? Albanian Remake) — 7 August 2026
Dawn is a Blade — 14 August 2026
The remakes extend one reflective song across languages and cultural contexts; Dawn is a Blade shifts into progressive trance/house with a darker cinematic frame.

SELECTED CATALOGUE WORLDS

The Dark Side / Darth Maul • Last One Standing • Have You? • Toy Wars • Disco Goose • Midnight Monster • Drop Culture, Vol. 1

MUSIC BEYOND THE AUDIO

THE VISUAL WORLD

THE KEV'LAA UNIVERSE

Recurring characters, cinematic references, cats, football, comedy and everyday chaos give individual releases their own identity while connecting them to a wider world. The intent is not novelty for novelty's sake; the visual idea helps explain what each track is trying to feel.

CURRENT VISUAL DEVELOPMENT

- Music videos and lyric videos
- Spotify Canvas loops
- YouTube visualisers and Shorts
- TikTok / Reels edits
- New video treatments for selected back-catalogue releases

INDEPENDENT MANAGEMENT

- Release delivery and metadata
- Catalogue and rights records
- Artwork and creative direction
- Platform profile upkeep
- Promotional assets and pitches

WORKING PRINCIPLE

One idea can become a track, several mixes, a character, a visual sequence and a piece of the wider universe — but the music still has to work when the screen goes dark.

WORK IN PROGRESS / SEPTEMBER 2026

IN DEVELOPMENT

New music, back-catalogue visuals and a Halloween mansion party extend Kev’Laa’s concept-led electronic world.

MUSIC PROJECT

Devil’s Disco

In development

MUSIC PROJECT

Do The Demon Dance

In development

MUSIC PROJECT

Wake the Dead

In development

BACK-CATALOGUE VISUAL PROJECTS

New visual treatments for selected existing releases, spanning music videos, visualisers, Spotify Canvas loops and short-form edits. Each project develops the story, atmosphere or character of the original track.

HALLOWEEN MANSION HORROR PARTY

A music-led visual project set in a gothic mansion nightclub, combining electronic music, horror characters and dark humour. Recurring guests and connected scenes build a night that can unfold across further music videos.

All projects are in development. Release dates and final formats will be announced as plans are confirmed.

PROJECT UPDATE / 18 SEPTEMBER 2026

PRESS / BOOKINGS / COLLABORATIONS

LISTEN, WATCH & CONTACT

Open to considered editorial, playlist, interview, collaboration and visual-content opportunities.

WEBSITE	**kevlaamusic.co.uk**
SPOTIFY	**Open artist profile**
APPLE MUSIC	**Open artist profile**
YOUTUBE	**Open artist channel**
SOUNDCLOUD	**Open artist profile**
ALL LINKS	**hyperfollow.com/kevlaa**
EMAIL	**info@kevlaamusic.co.uk**
PRESS & REVIEWS	**kevlaamusic.co.uk/press**

INTERNATIONAL PRESS COVERAGE

BEAT FOR BEAT — BRAZIL
Darth Maul • 14 July 2026
“A striking track where cinema, geek culture and dancefloor energy meet.”
READ BEAT FOR BEAT

EXTRAVAFRENCH — FRANCE
Last One Standing (Lola’s Deep Cut) • 10 August 2026
“British deep house that chooses intimacy over explosion.”
READ LOLA’S DEEP CUT

EXTRAVAFRENCH — FRANCE
Tronald Dump • 10 August 2026
“Kev’Laa takes the absurd seriously just long enough for it to become genuinely funny.”
READ TRONALD DUMP

Pull quotes shown in English; translated from Portuguese and French.

MEDIA ENQUIRIES

info@kevlaamusic.co.uk