





MONTY KEATES

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No longer solely confined to the world of influencing, **Monty Keates**, the 22-year-old internet personality has now focused his gaze on creating music. Digital audiences may primarily associate Monty with his entertaining social media content but now, they're confronted with a different side in his new EP "*DIGITAL LOVE CLUB*." It would be fair to say that his music commands attention, a rip-roaring cascade of electronic beats exacerbated by his cutting vocal delivery, birthing his very own rendition of hyper-rock. However, underneath the seemingly harsh tones in Monty's melodies are the combined messages of self-loathing, self-love and self-reflection; this intriguing concoction sets his music apart from those within his genre.



"DIGITAL LOVE CLUB" follows Monty's journey of becoming sober, creating music and recreating a better version of himself while still acknowledging his social media beginnings. "It all sort of fell into one whole big journey; I was doing social media full time but I wasn't really happy, I was drinking a lot, being a 365-party girl as Charli XCX would say; just not in a brat way, just in a bad way" Monty begins. "Then, I sort of got sober, started expressing that and I think my brain levelled out. I worked out how to actually communicate what I was feeling and put it into a song. That's what "PANIC!" is about, my first ever song being about cutting out the bad stuff and getting rid of all the things I didn't like, or rather I didn't love."

Away from "PANIC!" Monty's EP gradually lightens, with the penultimate song, "RED LOVE HEART FOREVER" detailing his intricate relationship with technology, of course, in reference to his time as a social media creator. *"The bridge where I say "memories are full, I have to clear some space" is talking about how I need to chill out and not be on my phone so much and not care so much about what this whole fake world thinks - like, it's all not real. However, I do also love social media and I love my phone; I love the things that it's done for me. Together, we're a dream team."* This upbeat shift in subject matter then acts as the perfect prerequisite for the EP's concluding song "WHAT MY LIFE IS," tying all of Monty's self-exploration together with the EP's songs coming from "a critical place" in his own words.

"WHAT MY LIFE IS" is so happy and positive. There's a shouty bit in there but I feel like you need to let the energy out sometimes, you know. Having said this, from this EP onwards, I don't really think I'm gonna make angry music anymore. I don't want to be angry, I'm gonna be happy." From both talking to Monty and listening to his music it is considerably impressive how he has reached such a sense of self at such a young age. He's managed to take what he's learned about himself so far and solidify these lessons within his songs - his fan base can now not only relate to his *TikToks* but the raw authenticity in his music too.

Having a fanbase prior to releasing his music has come with some difficulties though. *"It's kind of scary, putting art out to an already existing fanbase when there's a lot of opinions to go to straight away"* explains Monty, who's ultimately overcome this now, not allowing it to hinder his musical journey. *"It used to really bother me but now if someone says they don't like my music, I'm okay."*




In terms of inspiration and the creation of his music, Monty draws on both electronic and rock genres, regularly posting songs by the likes of *The Dare* and *Kesha* with a prior obsession with *Skrillex*, the sounds of his inspirations evident in his EP. Lyrically, he leads with emotion, with inspiration striking at any moment, *"I like crying in the notes app for a bit or I'll have an idea in my head and I'll just do a quick voice note. Sometimes it's just an idea, sometimes there's no words and it's just that I want to write a song about 'this' and I'll write it like a story"* he continues, *"I'll tell a story and then I'll change each line to be song lyrics instead."*

Monty revealed how the track *"EASY"* was coincidentally the easiest to write while his first song *"PANIC!"* came with the most hardship. *"Obviously I've written loads of songs before but it was the first one that was gonna come out and I think it was definitely very honest. I went about it in quite a storytelling way because I didn't really want people to know exactly what it was about. I want to cry when I sing it, which is funny because it then goes into this crazy, rocky chorus."*

When talking about the title *"DIGITAL LOVE CLUB,"* Monty again referred to the technology that has shaped him. *"I'm just obsessed with technology aren't I, I'm a bit of a nerd. In a video game, once you complete a game you can buy 'DLC' which is 'downloadable content' and I was obsessed with the idea of that just being an extra little play on words. Then I made 'RED LOVE HEART FOREVER' and the first line is 'digital lover,' I was like, oh, that's so cute and I also do feel like the world I'm building is just a bit of a digital love club."*





Having already achieved so much both inside and outside of the realms of music, it will be exciting to see how Monty's career projects in the wake of "*DIGITAL LOVE CLUB*." Assuring us that there is even more music on the way for 2025, we're certain that the year ahead will bring him nothing but success.