

# HIP Video Promo Presents: MattO premieres brand new music video 'I'm A Man' on Music-News.com

*Iconic European-born music producer MattO is back with an all-new single "I'm A Man"*

ZURICH, SWITZERLAND, July 29, 2024 /EINPresswire.com/ -- MattO is a dynamic European-born singer-songwriter and producer specializing in creating well crafted songs that make fans think about the world around them, as well as the entire world at large. MattO's musical journey began with early inspirations drawn from legendary bands like The Kinks and The Beatles. Despite a successful career in the legal profession, his deep-seated passion for music reignited later in life, around the age of forty. Based in Switzerland, there is no denying that MattO's music resonates with authenticity and cultural depth.



Through his distinctive sound and thought-provoking lyrics, MattO continues to captivate listeners worldwide, solidifying his reputation as a must-watch musical innovator. For "I'm A Man", MattO collaborated with two Italian musicians he has worked with for over two decades: Luca Meneghello on guitar and Sandro de Bellis on drums/percussion, both of them considered top tier studio and live musicians in Italy.

Through evocative lyrics and a soulful melody, MattO captures the sense of disconnection and nostalgia felt by many.

The song "I'm A Man" serves as a voice for those who feel alienated by rapid technological advancements, longing for the simplicity and personal connections of the past. The track is a powerful commentary on the impact of the digital age on human relationships and the enduring need for genuine, face-to-face communication. "I'm a Man" is not just a song; it's an anthem for

those yearning to bridge the gap between the past and the present, finding balance in an ever-evolving world. Though the protagonist of this story is "fed up", he is determined to remain steadfast and strong during challenging times.

The music video for "I'm a Man" is a captivating visual experience filmed in Switzerland and entirely in black and white. It showcases MattO in intimate settings, alternating between playing the guitar with raw intensity with his band, singing passionately, and travelling through a forest landscape full of majestic beauty. As the video unfolds, glimpses of MattO driving through various bucolic settings add a sense of movement and introspection, echoing the song's exploration of navigating a digital world devoid of personal interaction. Through its minimalist yet powerful visuals, the music video for "I'm a Man" encapsulates MattO's artistic depth and compelling storytelling. The visuals invite viewers to reflect on the complexities of modern life and the quest for genuine human connection. "I'm A Man" is MattO at his best, displaying the profundity and resonance of his always thought-provoking songcraft.

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