

# HIP Video Promo Presents: Nuke The Soup premieres new music video 'Lost On You' on Music-News.com

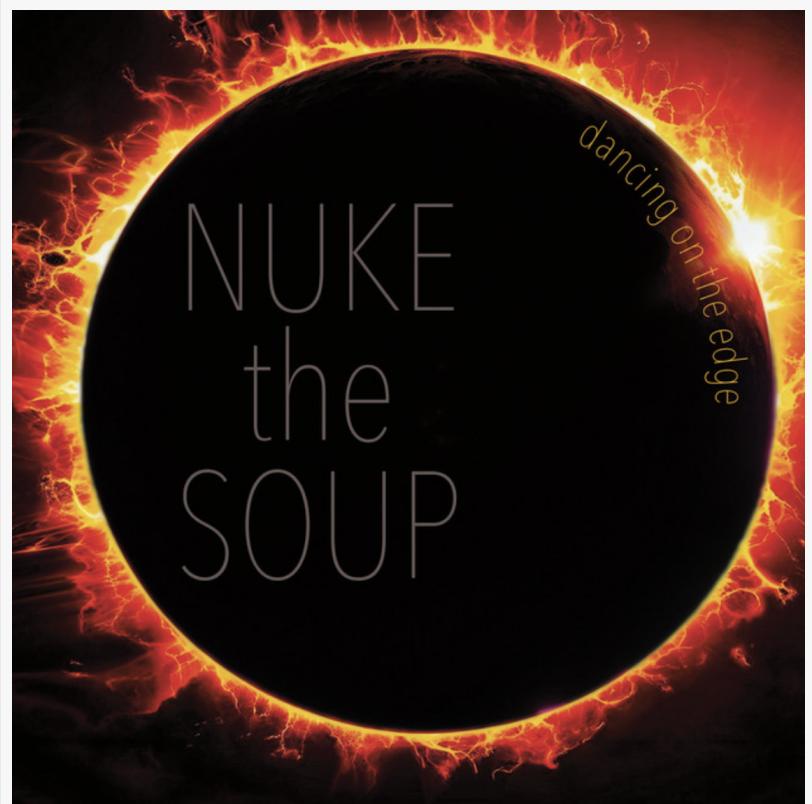
*Nuke The Soup Dives Deep Into The Anxiety of a Fading Connection*

BALTIMORE, MD, UNITED STATES, January 19, 2026 /EINPresswire.com/ -- Nuke The Soup is often heralded as a beacon of rare, nuanced simplicity—the kind of music that shimmers like the surface of an expansive lake, reflecting life's scenery with a dreamy ripple that enchants listeners from the very first listen. Guided by creative highflier Mark Davison, the Baltimore-based project continues to evolve and surprise, crafting a distinct sound unafraid to embrace the playful, emotive, and even sophisticated sides of the human experience. All the while, they venture deeper into the inevitable unknowns, exploring original musical terrains year after year. This spring, Nuke the Soup released *Dancing On The Edge*, their most poignant and polished offering yet, brought to life by Grammy-winning producer Kevin Killen (U2, Peter Gabriel, Elvis Costello) and Gerry "Spooky Ghost" Leonard (David Bowie), and they've been generating buzz and acclaim ever since. Each track on *Dancing On The Edge* feels as if it comes straight from the heart of someone familiar—someone who knows what it means to love and to lose, to hope and dream, and to use music as a vessel for sorting out the mysteries of both the inner and outer world, one song at a time.



When two people decide to bare their souls to one another completely, love can be one of the most magical forces on Earth. But when communication falters, love can turn torturous and unbearably fragile. Wrapped in a blanket of delicate, wistful acoustic strums, "Lost On You" unravels the struggle of a lover just trying to "keep it all together" as his relationship teeters on the verge of collapse. This narrator doesn't know where it all went wrong—when their

connection shifted into misunderstanding—but he can feel the tension and detachment closing in. Left to wonder whether they're on the same wavelength, he asks the difficult questions, unsure if it's already too late to salvage what they once had, only for her to echo his doubts right back. Yet the soft shake of the tambourine and bright synths suggest that not everything has slipped away, because they're still fighting to hold on. Filled with quiet anxiety and tender devastation that seeps through every crack, "Lost On You" gives voice to the many who've felt love lose its way—striving to be heard even as their bond frays and falls apart at the seams.



The landscapes of Aspen, CO, and its surroundings are so beautiful they feel almost dreamlike—a seemingly endless sweep of rolling hills, aspen groves, and open skies. Watching the "Lost On You" music video, directed by Aspen native Danny Brown, is like watching that real-life dream transform into a cosmic wonderland where the imagination can run free. Though Davison begins with his feet firmly on the ground, it isn't long before he lifts off into the clouds, escaping to a place where the form of a mysterious woman lingers in every corner of his mind. The changing seasons only underscore that their time is slipping away, yet Davison never strays far from his guitar or the truth of what he feels. Eventually, "there comes a time when time moves on." But in this universe, his lover is no "distant memory," but a beautiful vision—something he can hold onto for just a moment more.

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