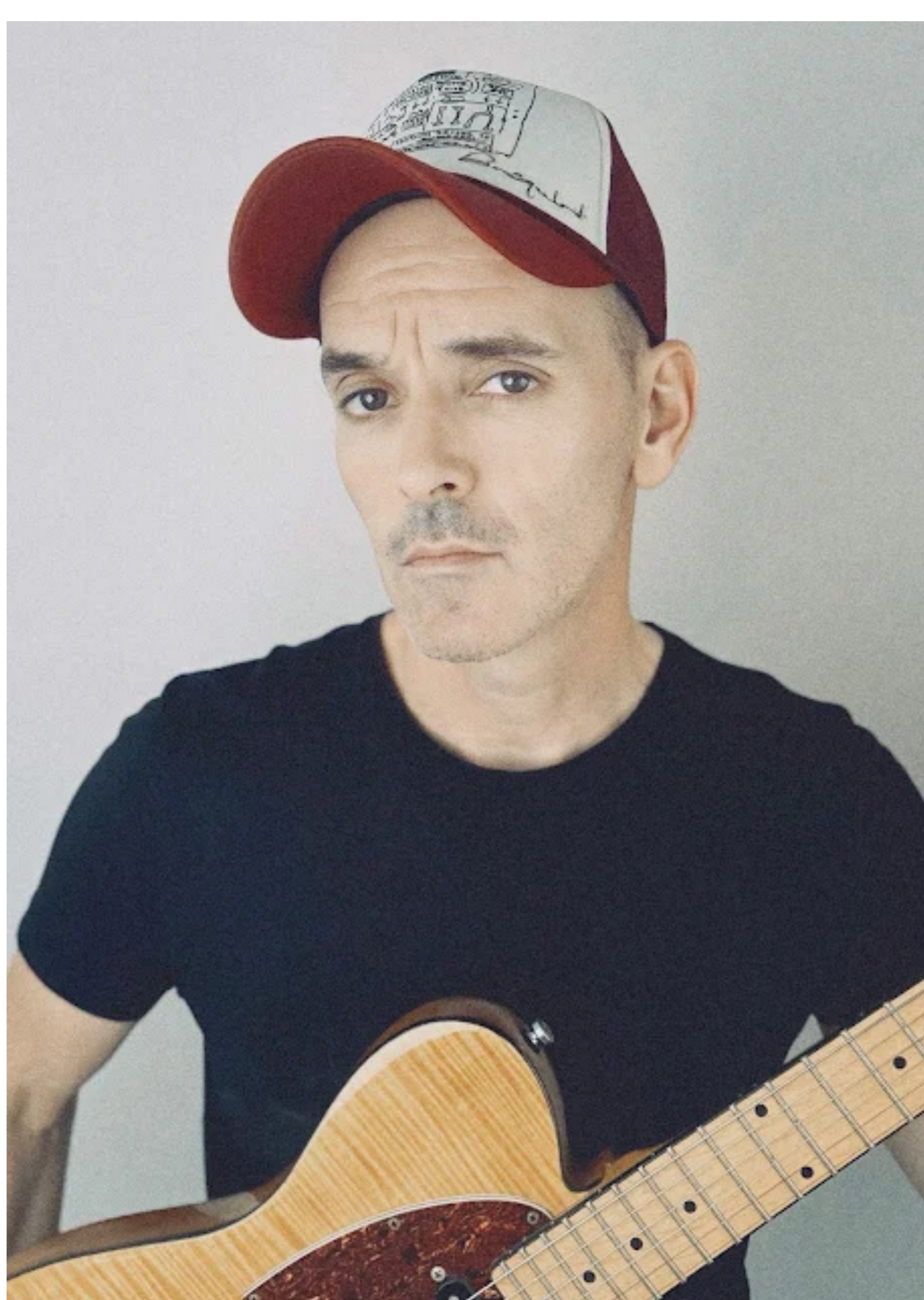


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Heron shakes soul awake with "Dead To It"

Zillions Magazine - June 24, 2025

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Heron's latest single, "Dead To It," feels like a secret that starts softly but soon turns into a mighty shout. The UK artist, known for mixing different styles and pouring emotion into his music, is back with the third release from his upcoming album "Underground Sky." Heron blends alt-pop with elements of folk and soul, making every note in his voice feel like a heartfelt confession.

"Dead To It" begins gently, almost like a whisper, creating an intimate atmosphere. But don't get too comfortable, the song gradually builds up to something explosive. As it progresses, you can feel the mounting tension through the vocal layers and heartfelt harmonies that lead to an emotional climax. It's a deep breath released after holding onto something for too long. Once signed to a major label, Heron is now doing his own thing under his label, Cracked Analogue. He shows that working independently doesn't mean being alone, it offers him the freedom to explore his creativity. He writes, performs, mixes, and even creates visuals for his music, making him a true artist who channels his feelings into every aspect of his work.

"Dead To It" carries a vibe reminiscent of early Bon Iver, Jeff Buckley, and the unique sounds of Beck, as well as the delicate clarity of Elliott Smith. However, Heron isn't simply copying these influences, he mixes them in his way. His music speaks to those moments in life that are filled with unspoken goodbyes and the quiet before emotions overflow. There's a confident sense of restraint in the song. Instead of rushing to the big moment, Heron makes listeners sit with their feelings and feel the weight of each note. When the climax finally arrives, it hits hard, intimate yet expansive, painful yet somehow freeing.

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