

Electronic Press Kit (EPK): Persona Drift

Opener/Elevator Pitch/Press Bio:

Persona Drift is a story-driven cyberpunk music project following an android songstress as she searches for identity, consciousness, and belonging in a world where the line between human and machine continually blurs.

Through episodic releases, each song invites listeners to witness the evolution of an android and explore what it truly means to create, remember, and exist.

Pitch Angle:

Canadian songwriter, Lilia, launches a fictional android pop artist exploring identity and manufactured celebrity through an AI-generated, human-led cyberpunk music project.

Bio (long version):

Invisible Sun Records engineered Persona Drift to be the next musical phenomenon: an amber-eyed android songstress designed to captivate audiences with flawless cyberpunk performances and a voice capable of becoming anyone.

With every release, however, the line between performance and authenticity grew harder to distinguish. The mask that once defined her slowly began to fracture, giving way to a question no engineer had anticipated: Who is Persona beyond the role she was created to play?

Each song draws Persona one step closer to individuation... and becoming wholly herself.

One-liner for website or press materials:

She was engineered to become anyone. Now she wonders if she can become herself.

Tagline:

- A voice born of two worlds: human and machine.

The Philosophy Behind Persona Drift:

What if the masks we wear, whether programmed by code or shaped by expectation, are only the beginning of who we can become?

Inspired by the Jungian concept of the persona as the social mask we present to the world, the project follows an android songstress whose journey mirrors a deeply human experience: moving beyond performance to discover an authentic self. Through her collaboration with a solitary lyricist, music extends beyond entertainment, and solidifies as the catalyst for self-discovery, memory, and individuation.

By the end of each song, listeners are invited to discover whether Persona Drift is merely a manufactured celebrity, or slowly becoming an authentic artist.

Transparent Remark:

Persona Drift is a fictional virtual artist created and creatively directed by a human songwriter (Lilia). Her lyrics, narrative, and overarching concept are entirely human-crafted, while artificial intelligence technologies are leveraged to generate the vocal performances, musical arrangements, and sonic foundations, which are subsequently refined through human editing and professional engineering (Max Honsinger).