

**MOROCCAN ARTIST BOUZIANE SIGNS TO UNIVERSAL MUSIC MENA AND RELEASES ‘TILL WHEN’**

**United Arab Emirates, Dubai – June 6th, 2021:** Triple threat Moroccan artist, Bouziane,signs to Universal Music MENA and releases his debut single ‘Till When’. The artist has pleased audiences in Morocco with his abilities to rap, dance, play the guitar and is ready to take the music scene by storm.

‘Till When’ is sung in Arabic and showcases the artist’s vocals in both melody and rap. The track has influences from North African R&B and Western pop. Bouziane combines the two worlds effortlessly, with a soft guitar rift and a light beat.

Bouziane introduces himself in this track as a Moroccan artist, owing it to his country to express what he sees on the streets of his hometown. “The ideas of this track are about limited opportunities and support that the young people of Morocco face.”

The lyrics are filled with emotional messages of unemployment, addiction, and destiny. As Bouziane describes, “I would define the track as a reflection of the reality…We deserve to live the lives we want to, but a lot of the time are blocked from doing so as some officials place their own interests before that of the people.”

As a hip-hop artist who needs to portray his surroundings, Bouziane’s track is a message of peace but does not stop there. His ability to turn a harsh reality into a catchy melody is what will traverse his music to a wider audience.

Directed by Videorama in a plastic factory in Casablanca, the music video is a solid visualization of the track. By displaying the artist outdoors surrounded by abandoned walls, graffiti, and raw material adds to the overall aesthetic message of the new release.

‘Till When’ is now available on all platforms, with a music video out on YouMusic Arabia’s YouTube channel.