

Artist and manager, Jalen Arthur, first experienced Naomi Sky's music when choosing from a list of over 30 artists to manage. Let's Dive In, a summertime single pushed the bounds for pop, sonically with elements of electronic music, and conceptually through her messages of spirituality and healing.

"In a time where pop music is not seeing the success, pull, and originality it once had, it takes a special kind of artist to breathe life back into the genre," he recalls. "Naomi Sky is that type of artist and I need to work with her."

For the next six weeks, Arthur met with Naomi twice a week for the Quadio Artist Management Bootcamp Program learning about her artistry and the direction that she had already planned for herself to go in. "With the rise of streaming, the market for music has become oversaturated, so having your own unique artistry has never been more important. By our first meeting, Naomi already had that almost entirely figured out, putting her five steps ahead of most new artists starting out."

Naomi's journey to discovering herself as an artist began in her childhood and upbringing. She grew up in a multicultural home, celebrating various holidays. "As I became older, I came to the realization that I love morals and ideas, like having faith in the unknown, which are ingrained in religion, but I feel more aligned with spirituality."

Her journey of exploring spirituality in music began when she was 18 years old and came across crystals at a pop-up shop which encouraged her to expand the way she views life and its meaning. "I have always been a strong believer in the power of love. However, the crystals and my curiosity led me to discover new concepts: the Shadow self and the Light; the ego and my soul; the duality and connection between masculine energy and feminine energy; the Yin and Yang; fear and resistance; love and acceptance; chakras; auras; Twin Flames, karmic partners, and soulmates; and embracing the Divine Feminine and Divine Masculine within." This spiritual awakening helped Naomi to realize she wanted to use music to explore ideas of love and ethereal journey.

It was also around this time that Naomi transformed her love for dance into a source of healing. As a music major, Naomi was constantly listening to different musical works, requiring her to connect her passion with the rigor and stress of a full-time college education. Dance helped Naomi rediscover the excitement of music and release the stress that being a student brings.

Fans of Naomi can hear and see all of these aspects of her life *manifested* within her music and visuals. "Every detail in her art is intentional and meant to evoke a feeling and touch listeners," observes Jalen Arthur. "This allows her to truly connect with fans, drawing them into her story of healing and self-discovery." Touching on her song "Let's Dive In," a vocal distortion and futuristic synth transports listeners from a bridge in which they feel like they're underwater to an atmospheric hook that gives her audience the feeling that you're floating on air. Along with Naomi's light, airy vocals singing a message of trust, confidence, and overwhelming belief in a loved one, listeners truly experience an emotional journey. "Just take a deep breath and let me

in, I'm not gonna hurt you and I'll never try to win," Naomi sings, "All I want is your heart, I swear we'll never part, just take a deep breath and let me in, let's dive in."

In October 2020, Sky posted that she does not believe in competition within music but Arthur sees something incredibly special in her, a creativity and meaningfulness that many artists do not have. "Naomi's music goes beyond a lyric, a song, or an album. Her art is a journey of self-discovery and healing. Making her debut in 2020, it's everything the world needs right now."