

Danny Seth



HAILING FROM LONDON UK, DANNY SETH IS A RAPPER/CREATIVE DIRECTOR WHO IS DESTINED FOR A EXPLOSIVE 2020. AFTER GAINING SUCCESS FROM 2014-16 & SPEARHEADING THE SCENE WE NOW CALL “CULTURE”; DANNY BEGAN RELEASING MUSIC, DIRECTING & PRODUCING SHORT FILMS, SETTING FASHION TRENDS, AND TRAVELING BETWEEN LONDON, LOS ANGELES, PARIS, NYC, ATLANTA AND MORE CITIES AROUND THE GLOBE.

DANNY’S INNOVATIVE WAY OF THINKING, ALONG WITH HIS MUSIC AND ARTISTIC TALENT GOT HIM A SPOT ON POST MALONE’S TOUR; WHILE GAINING HIM MILLIONS OF VIEWS ON YOUTUBE, AND THEN RECEIVING TWO PLATINUM RECORDS FOR HIS COLLABORATIONS WITH G-EAZY & ASAP FERG. SUDDENLY DANNY DISAPPEARED... AFTER A FEW YEAR HIATUS DISCOVERING HOW DARK AND TWISTED BEHIND THE SCENES CAN BE, DANNY IS NOW BACK AND READY TO SHOW THE WORLD WHAT HE’S BEEN WORKING ON.

DANNY SITS IN A UNIQUE LANE AND IS HERE TO BRIDGE INTERNATIONAL AND AMERICAN HIP HOP AND TELL HIS STORY FROM EXPERIENCED AND UNIQUE PERSPECTIVE.



INSTAGRAM  
27.5k

TWITTER  
12.4k

SPOTIFY  
1.5M PLAYS

YOUTUBE  
10k



COMPLEX  
FADER  
HYPEBEAST  
HIGHSNOBIETY  
ILLROOTS  
PLACES + FACES  
BOILER ROOM  
BBC RADIO



## “SEF” - THE PROJECT

THIS PROJECT REFLECTS AN EVOLUTION OF DANNY'S PREVIOUS SELF. DANNY HAS CREATED A UNIVERSE WHERE HE HAS BEEN KIDNAPPED BY HIS ALTER EGO “SEF”. SEF WANTS TO PULL DANNY AWAY FROM HIS REAL SELF AND DEVALUE HIS INTROSPECTIVE CREATIVE JOURNEY. SEF IS THE DEVIL ON THE SHOULDER, COME TO LIFE. DANNY TELLS THIS STORY THROUGH 4 TRACKS ON “SEF” ALONG WITH ACCOMPANIYING VISUALS THAT WHEN PUT TOGETHER MAKE IT'S OWN BODY OF WORK AND SHORT FILM.

## THE VIDEOS

Through the eyes of

**THE  
MACHINE**

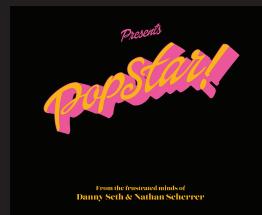
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*Presents*

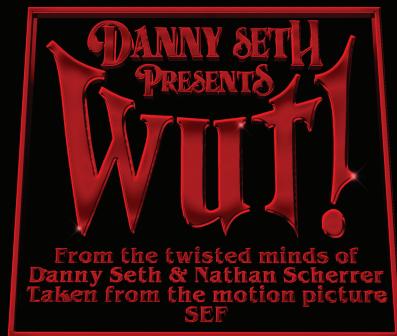
**Popstar!**

From the frustrated minds of  
**Danny Seth & Nathan Scherer**

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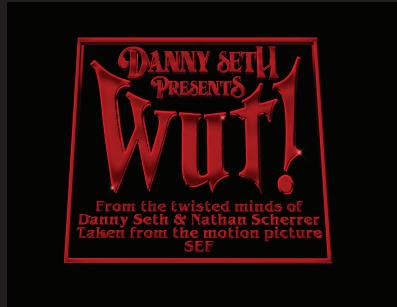


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WEEZER

Directed by  
Danny Seth & William Kennedy

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