

Rukē Unveils Plans to Release Debut Music Video for Her Song ‘Wahala’



Lekki, Lagos Mar 8, 2023 (IssueWire.com) - Rukē a Nigerian singer, actress, model, and serial Techpreneur unveils plans to release her debut music video for “Wahala.” The song is the 3rd track on her Album “[About Time](#).” A 4-track EP which is a fusion of Afrobeats and Global sounds released through [Rukivacity Media](#).

The video would be released towards the second quarter of the year across all video streaming platforms and it can easily be watched via her [official youtube channel](#). This visual project is also Rukē’s directorial debut. To help depict the creative vision, a production team consisting of videographers, a renowned stylist, and set assistants was employed.

It was shot in the middle east, and it captures the breathtaking landscape views of the desert with its sand dunes as well as glimpses of the beautiful sunrise. The costumes used in the music video paid homage to middle eastern fashion. It consisted of brightly colored flowing haute couture dresses that complimented the sand dunes and a gold chain face mask inspired by the historical Gulf Burqa

predominantly used in the Persian Gulf region.

The video compliments the lyrics of the song which stresses the importance of one being unapologetically authentic and drowning the noise of constant outside opinions. It was written in English and Pidgin-English, a language that is mainly spoken in some parts of West Africa.

Commenting on the music video, Rukē said, “I’m very proud of this creative project and I can’t wait for everyone to get to see it. It’s been a labor of love working on this video from the idea stage to post-production. It’s also very special to me because it took a very long road to get here and I feel blessed to be able to have 100% creative control over it. I fell in love with the middle east a couple of years ago while I was on vacation and I’m excited to bring my creative vision to life here.”

About Rukē

Rukē whose full name is Rukewan Onoge is a Nigerian artist and serial entrepreneur. Her stage name Rukē is coined from her first name Rukewan an Uvwie name meaning “do for them.” Besides releasing her debut musical project “[About Time](#)” in 2020, she has featured in a couple of episodes in Jenifa’s diary as an upcoming actress and has worked as a model in Africa, Europe, and the Middle East.

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Source : Rukivacity Media

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