

PHNX Announces Official Radio Release of Lose Myself on World Poetry Day – A Lyrical Odyssey of Self-Discovery

In celebration of World Poetry Day, international trip-hop duo PHNX officially releases *Lose Myself* to radio stations worldwide, completing a deeply personal trilogy of transformation and healing.



Recognizing rap as a modern evolution of poetry, PHNX releases *Lose Myself* on World Poetry Day to honor the profound lyrical artistry behind hip-hop. **AERIK KYLO**, the poetic voice of PHNX, reflects on the power of words:

“Great rap lyrics are food for the mind and soul. As a teenager, I realized music wasn’t just about beats and melodies but about words with meaning—intelligent, poetic, and transformative. My greatest influences, from Q-Tip’s positivity to GZA’s wisdom, shaped how I write today. Rap is street poetry, and poetry has always been the language of transformation.”

This deep connection to poetry runs in his blood—AERIK KYLO is a direct descendant of the 17th-century German poet **Johann Rist**. However, while his ancestor’s poetry was religious, AERIK KYLO’s work is spiritual yet secular, using words to explore healing, self-discovery, and personal evolution. His lyrical style also draws from **Norse skaldic poetry**, an ancient Viking tradition where poetry was considered a divine gift from Odin, the god of wisdom, poetry, and storytelling.

AERIK KYLO’s Viking heritage is deeply rooted in his artistic identity. His given name is that of Viking kings. However, his parents originally planned to name him after Snorre Sturlason, the greatest Viking poet. He chose to take on **AERIK KYLO** as his artist name, reflecting his artistic and spiritual journey. For KYLO, poetry was the highest art form in Norse culture, and the role of Odin as the god of poetry serves as a powerful inspiration in his work.

The Final Chapter: A Trilogy of Healing

Lose Myself is the resolution of PHNX’s previous releases, which chronicle a journey of mental health and transformation:

- **Save Me** – The haunting debut single featuring Aarti Venkat, capturing the raw struggle of depression.
- **The Shadow** (EP) – A three-track exploration of shadow work, confronting unresolved trauma, and integrating the darker aspects of the self.
- **Lose Myself** – The conclusion, embracing self-acceptance, healing, and transformation.

Built around an atmospheric piano loop and lo-fi beats, *Lose Myself* blends melancholic and uplifting elements, crafting a hypnotic trip-hop meditation on self-discovery. The song’s lyrics embody a powerful mantra of personal growth:

*“I had to lose myself to find myself,
And find myself to love myself,
And love myself to heal myself—
I had to lose my way to find my strength.”*

Cover Art: A Visual Representation of Poetry and Transformation

The *Lose Myself* cover art reflects the song’s deeply introspective nature. It captures **AERIK KYLO in the act of writing in his poetry book**, the very place where lyrics take shape before they transform into music. Scattered around him is a **crystal grid**, symbolizing energy alignment, clarity, and intention—echoing the personal and spiritual journey embedded in his words. The warm candlelight and atmospheric shadows create an intimate setting, reinforcing the raw, meditative essence of the track.

A Cinematic Music Video in the Arctic

Accompanying the release is a breathtaking **music video**, filmed in the remote wilderness of **Lofoten, Norway**. AERIK KYLO performs atop a mountain, overlooking the vast Norwegian Sea—a striking symbol of expansiveness and self-discovery. Interwoven with these scenes are shots of KYLO journeying through untouched Arctic landscapes, mirroring the song’s introspective themes.

Watch the official music video here: <https://bit.ly/PHNX-LM-Video>

A Cross-Continental Collaboration of Sound and Soul

The creation of *Lose Myself* spanned two continents. **Vishnu Prakash**, PHNX’s co-founder, produced the song’s initial demo in **Kerala, India**, infusing it with a meditative quality. Upon hearing it, **AERIK KYLO** immediately resonated with its atmosphere, developing it further musically and crafting its deeply introspective lyrics in the Arctic solitude of Lofoten.

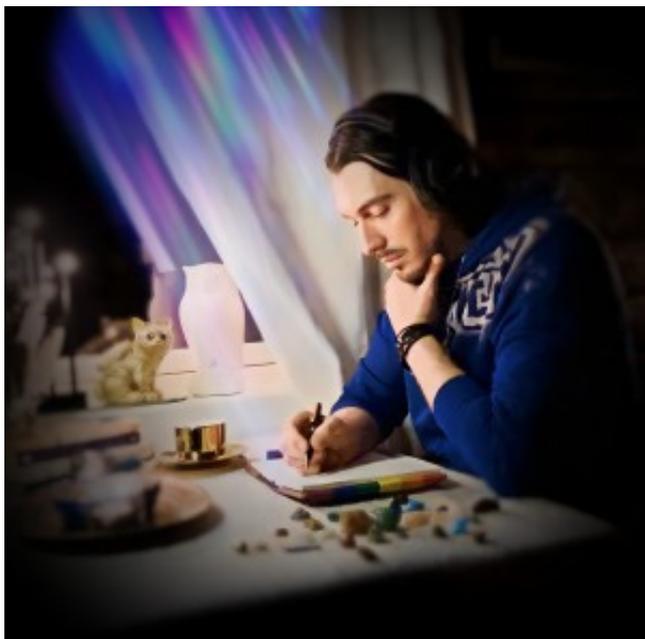
“This song carries esoteric and spiritual references that were essential in my healing journey,” KYLO shares. “Through solitude in nature, studying spirituality, shamanism, and psychology, I pieced myself back together. The lyrics are an honest reflection of that process.”

About PHNX

PHNX is an **international trip-hop duo** bridging two distinct worlds—**house-rapper AERIK KYLO** from the **Arctic Lofoten Islands, Norway**, and **industrial rocker Vishnu Prakash** from **tropical Kerala, India**. Their collaboration merges vast geographical and cultural influences, crafting a sound that is deeply introspective yet universally resonant.

Radio & Press Availability

The *Lose Myself* EP is now available to radio stations worldwide. The official music video is out now via PHNX’s channels.



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