

The Line is Open: Austin's Oxdead Shatters the Underground Mold with High-Voltage Debut 'Hotline'

OXDEAD: Austin's underground is about to redline. 'Hotline' single and music video brings distorted punk-rap chaos and high-voltage visuals. The transmission begins soon—prepare for the impact. Socials: IG- @comehereimsad X- @oxdead



Austin, Texas May 4, 2026 (Issuewire.com) - Austin's Underground Artist Oxdead Announces Debut Studio Album 'OX HOUR'; Unveils Visual for Lead Single "Hotline"

In an era where the boundary between digital subculture and sonic innovation is thinner than ever, Austin-based artist and producer Oxdead has emerged as a primary architect of the new underground. Today, the founder of the Escapeboyz Production collective officially announces his debut full-length studio album, OX HOUR, a project that has been in meticulous development for several months. To signal the start of this new chapter, Oxdead has released the lead single and official music video for “Hotline,” a track that serves as the definitive anchor and main song for the upcoming project.

The Austin Underground: A New Epoch

While Austin, Texas, is globally recognized for its legacy in live music, Oxdead is spearheading a digital-first movement that prioritizes atmosphere, aggression, and technical autonomy. Performing under the stage name Oxdead, the artist has spent the early part of 2026 solidifying his position within the alternative hip-hop, dark trap, and cloud rap subgenres. Following the success of his M.I.A project—which saw his monthly listener base surge past 4,000—Oxdead retreated into the studio to craft a body of work that is more expansive and sonically challenging than anything he has released to date.

OX HOUR is a 15+ track odyssey that explores the intersection of cloud rap, punk-inspired energy, and industrial textures. The album represents a shift from the single-driven nature of the underground into a cohesive, long-form narrative. By managing his own releases and directing the visual language of the Escapeboyz brand, Oxdead has bypassed traditional gatekeepers, building a community rooted in the values of independence and creative sovereignty.

“Hotline”: The Core of the Project

Chosen as the primary single for OX HOUR, “Hotline” is a masterclass in tension and release. The audio, found in the master file “Hotline.wav”, is characterized by its heavy, distorted basslines and a haunting, recurring melodic loop that feels both nostalgic and futuristic. The track was produced by the rising underground producer dontyoumur, whose signature “wall of sound” production provides the perfect backdrop for Oxdead’s raw, unfiltered vocal delivery.

Dontyoumur has become an essential part of the Oxdead sound, contributing beats that prioritize heavy low-end frequencies and intricate, rhythmic percussion. On “Hotline,” this collaboration reaches a new peak, blending the energy of a live punk show with the technical precision of modern trap music.

Visual Language: The “Hotline” Music Video

The official music video for “Hotline,” is a striking departure from standard hip-hop visuals. Directed by Oxdead himself, the video utilizes a high-contrast, black-and-white aesthetic that highlights the “tuff” and “grunge” inspirations behind the album.

The visual is defined by several key elements:

- **Aesthetic Outlining:** A signature visual trope where the artist’s silhouette is traced in sharp, glowing white lines, creating a sense of detachment from the background environment.
- **Brutalist Settings:** Filmed against the backdrop of urban environments, the video focuses on harsh architectural lines and empty parking lots, mirroring the cold, industrial nature of the production.
- **Subcultural Symbolism:** Oxdead is featured wearing spiked hardware and football padding, a wardrobe choice that fuses athletic aggression with gothic subculture.

The rapid-fire editing and grainy, archival-style footage—often referred to as the "Escapeboyz: Vol. 1" aesthetic—ensure that the video feels like a found-footage artifact from a digital underworld.

The Artwork: A Punk Manifesto

The both cover arts for "Hotline," presented in files reinforces the project's punk-rap roots. The central image features a high-contrast profile of the artist sporting a prominent mohawk, with the track title "Hotline" meticulously integrated as a facial tattoo or script. Surrounding the central figure are disembodied hands in spiked bracelets, forming various hand signs—a visual representation of the Escapeboyz collective and the chaotic energy of the underground scene. The minimalist color scheme—strictly black and white—further aligns the single with the broader grunge-inspired rollout of OX HOUR.

Technical Autonomy and Digital Strategy

Oxdead's approach to his career is as much about the "behind-the-scenes" as it is about the music. His rollout for OX HOUR includes a sophisticated digital marketing campaign, utilizing Meta and TikTok ads to drive global streaming engagement while maintaining an "anti-industry" brand image.

By recording in FL Studio and overseeing the mixing and mastering process, Oxdead maintains total control over his sonic output. This hands-on approach ensures that the 15+ tracks on the upcoming album are a pure reflection of his artistic vision, uncompromised by outside commercial interests.

The Road to 'OX HOUR'

As the release date for OX HOUR approaches, the music video for "Hotline" will be followed by a series of behind-the-scenes archival footage on the Escapeboyz YouTube channel. This content is designed to give fans a deeper look into the months of studio work and the technical collaboration with producers like dontyoumur.

"OX HOUR is the culmination of everything we've been building with Escapeboyz," says Oxdead's management. "It's about the energy of Austin, the technicality of the music, and the grit of the underground. 'Hotline' is just the first signal."

About Oxdead

Oxdead is an independent rapper and music producer based in Austin, Texas. As the founder of Escapeboyz Production, he has carved out a unique space in the underground music scene, blending dark trap, cloud rap, and alternative hip-hop. With a focus on high-concept visuals Oxdead is at the forefront of the next generation of Texas artists.

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