

MUSICIAN ROBBIE GENNET ENTERS THE DARK UNDERWORLD OF VAMPIRES IN GROUNDBREAKING MUSIC VIDEO

July 18, 2016 (Los Angeles, Calif.) — Robbie Gennet, a multi-instrumentalist musician, singer/songwriter and performer, residing in Los Angeles, has conceived and created an unprecedented video for his self-penned song “Come Down,” only now fully available to the public. Having toured worldwide with acts as diverse as Lisa Marie Presley, Wayne Kramer (MC5), and Everclear, Gennet entered more sinister territory with “Come Down” and its signature theme – VAMPIRES.

*****Public link to the “Come Down” video – publicly debuting at 10AM Pacific, July 18, 2016:**

<https://www.youtube.com/watch?v=o2Ib6IX2bSA&list=PLNfG1rzGWfCPA8ODAY45OCD1dv326Xa1Z&index=1>

Embed codes for the “Come Down” video: `<iframe width="560" height="315" src="https://www.youtube.com/embed/o2Ib6IX2bSA?rel=0" frameborder="0" allowfullscreen></iframe>`

Background

“Months after I recorded it, the concept came to me,” Gennet revealed. “Once I envisioned the first line being sung from the coffin, I couldn’t get it out of my head. As the shoot got underway, becoming this character felt like something I was meant to do.”

With vampires predominating media, including feature films, TV shows, and new media, presenting them in a music video seems a natural progression for the undead creatures. “Vampires are immortal, and it gives people a fantasy of outliving their inevitable death,” said Gennet, describing his leading character in the video as “a classic vampire: lustful and blood-thirsty with a penchant for comely women and dark churches.”

Though he had recorded the music for “Come Down,” the video had not coalesced until a momentous event sent shock waves throughout the musical world earlier this year: the January 10 death of musical conceptualist and pioneer David Bowie. “I didn’t know Bowie’s death was going to affect me that much, but it struck me way harder than I thought it would have,” Gennet explained. “It was the sudden impetus to pull the trigger on this video.”

Now, “Come Down” is ready to be unveiled onto the world, and Gennet is ready for his audience. “I want people to be entertained and want to know more about my music and art,” he said. “This is just scratching the surface.”

Robbie Gennet can be found online at www.robriegennet.com.

Soundcloud link to "Come Down:" <https://soundcloud.com/robriegennetmusic/come-down>

PHOTO CREDIT: CYN — www.cynisterphotography.com/

“COME DOWN” VIDEO CREDITS:

Song Written and Performed by: Robbie Gennet

Director/Producer: Andrew Aidman

Actress: Brittany Bass

Cinematographer/Editor: Ryan Griswold

Make Up: Kimberly Distel

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