

# His His is the project of Toronto-based artist Aidan Belo.



# “COZY, FLUTTERING, SOOTHING AND INTIMATE..”

*His His* began in the fall of 2020. It is inspired by nostalgia and analog recording techniques. During the COVID-19 pandemic Belo constructed a makeshift studio in the empty space of an old wooden barn located on his family’s farm. Everything is tracked onto 1/4 inch tape and cassette to help achieve a warm, saturated sound.



DOWNLOAD HI-RES PHOTO: [LANDSCAPE](#) / [PORTRAIT](#)

“Belo’s music exudes its own charm, more wandering and mellifluous than ethereal or haunting.”

- *American Songwriter*

“...sports the projects signature tape warbled guitar and the gossamer soft lyrics of singer-songwriter Aidan Belo, reminiscent of home recordings from indie giants like Phil Elverum or Lou Barlow.”

- *IfItBeYourWill.ca*

“Known for his smooth combination of Greenwich Village-inspired folk, contemporary indie folk, and lo-fi analogs, His His offers up touches of melancholia and nostalgia on each of his resonant releases.”

- *Earmilk*



## GOOD GOLD CASSETTE

(November 15, 2024)

### Featured In:



### Record Label:

Victory Pool Records

### Press:

Killbeat PR

### Bookings:

Bryan Power  
bryan@victorypool.ca

### Reference Points:

Buck Meek, Timber Timbre, Loving

### Genres:

Alt-Folk, Indie Folk, Indie







## THE 'GOOD GOLD CASSETTE' EP

*Good Gold Cassette* is a record inspired by my dad. One of the earliest memories I have with my dad is driving in his old Nissan pickup truck in the early 2000s going to get 1000 bales of discounted hay that a farmer that lived nearby was trying to clear his barn of to make room for the new harvested hay. I remember watching my dad pack 30 or so bales at a time bringing it from the farmer's barn to ours. It took a long time, and it was blazing hot. A cassette of *Breakfast in America* by Supertramp (easily my dad's favourite band after Pink Floyd) was what we listened to over and over again. I was fascinated at how this little piece of plastic produced these amazing sounds. At one point when my dad was moving hay while I was sitting in the car, I decided to press eject on the cassette player. I pulled the cassette out and looked at it closely. It made no sense to me, but I saw the little black coils of magnetic tape inside and on the bottom, it was exposed. I started to pull it out and before I knew it, all of the tape was on the floor of the Nissan pickup. When my dad came back inside of the truck, I could see the look in his eyes, and it was then that I first remember the feeling of guilt. He didn't get mad, but I knew I did something wrong. The Supertramp cassette was replaced, and then eventually the cassette player in the truck was replaced by a newer truck with a cd player. To me, it never sounded the same as it did on that old, well-loved cassette that sat out on the dashboard cooking in the sun when it wasn't in the console. That day sparked my love for and interest of cassettes.



*Good Gold Cassette* was originally planned to be a digital and cassette-only release, which is a part of the reason why I decided the EP so. The main reason is that every track on the EP began on a Tascam Portastudio 4-track cassette recorder. The recording process began with 4 tracks starting on the cassette recorder (usually guitars and vocals) and were then bounced to my computer afterwards and built upon from there. They were sent again to tape during the mixing stage to help glue the tracks together. The EP is far from perfect, but that's what I love about it. It's a simple production of some tracks that I wrote in the early winter months of 2024. It was recorded with a couple of ribbon and dynamic mics, some old guitars, a (partially broken) 70s fender champ, a weathered drum kit, some bits and bobs I had laying around the space, lots of coffee, and a lot of magnetic tape and cassettes.



**OVER 1 MILLION STREAMS ACROSS  
DIGITAL PLATFORMS**



# RECENT RELEASES



## GOOD GOLD CASSETTE

EP

[LISTEN](#)

Released: November 15, 2024

Label: Victory Pool



## MY FRIEND WANTS TO BE A FREEMASON

Single

[LISTEN](#)

Released: October 7, 2024

Album: Good Gold Cassette

Label: Victory Pool



## GET-GO

Single

[LISTEN](#)

Released: September 4, 2024

Album: Good Gold Cassette

Label: Victory Pool



## OUTSIDE

Single

[LISTEN](#)

Released: April 24, 2024

Album: N/A

Label: Victory Pool



## UNDERDOGS

Single

[LISTEN](#)

Released: July 9, 2023

Premiered by

David Dean Burkhart



## FORD ECONOLINE

Single

[LISTEN](#)

Released: October 3, 2023

Premiered by

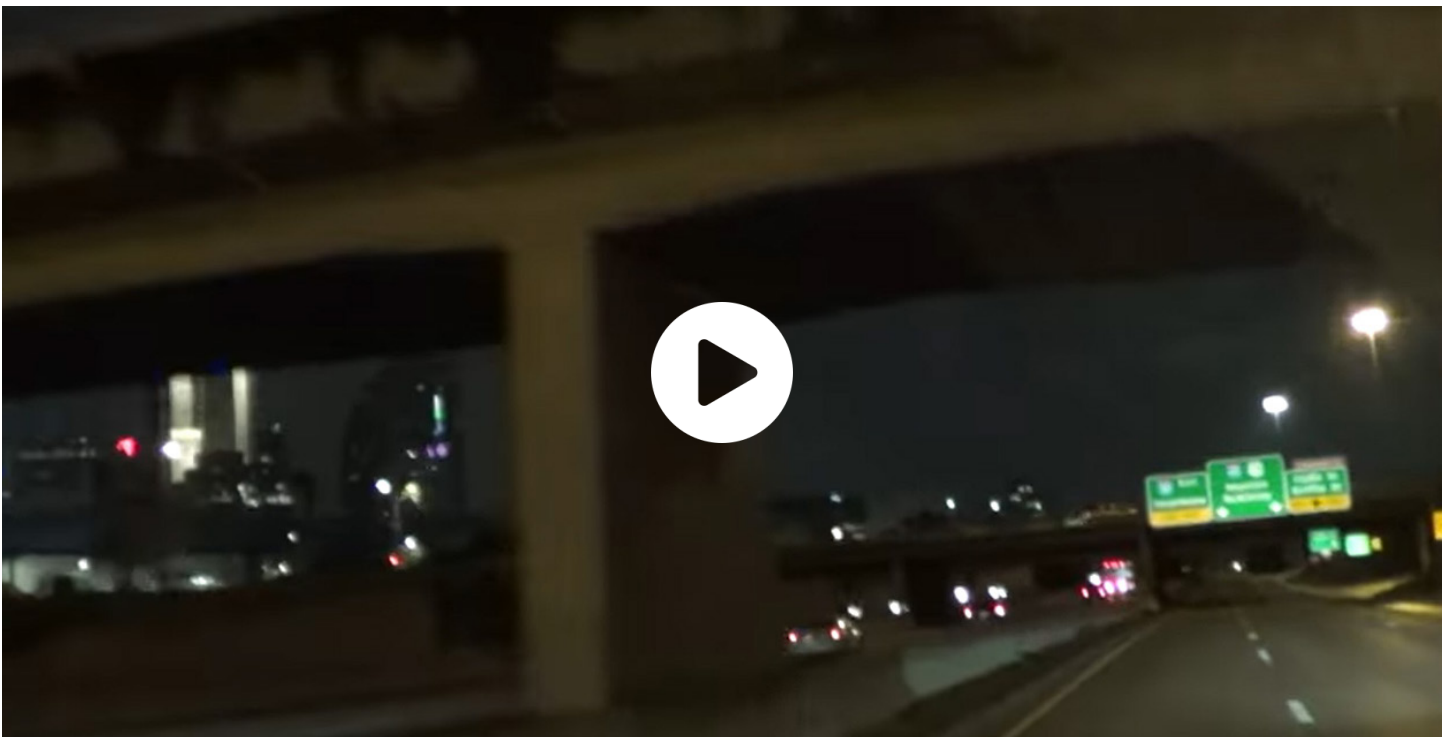
David Dean Burkhart



# MUSIC VIDEOS



**HIS HIS - GET-GO (OFFICIAL VIDEO)**



**HIS HIS - OUTSIDE (OFFICIAL VIDEO)**



## LIVE VIDEOS



LIVE AT SXSW 2024 (BIRM FM SHOWCASE)

## CAREER HIGHLIGHTS

- SXSW 2024, 2023
- POP Montreal 2022, 2023
- 20-date headlining tour through Canada and The United States (November 2023)
- Sold-out hometown debut at The Monarch (October 2022)
- More than 1 million streams across Spotify and Apple Music
- Features on Spotify Editorial playlists, including Fresh Finds Folk and Fashionably Early
- Regular rotation on SiriusXM (The Verge) and national radio (CBC)
- Sophomore EP 'Good Gold Cassette' released on Victory Pool Records November 15, 2024
- Blog features on Exclaim!, American Songwriter, EARMILK



# TOURING

## UPCOMING:

11/28 Windsor, ON, Phog Lounge  
11/29 Toronto, ON, The Monarch Tavern  
12/6 Montreal, QC, La Sotterenea  
12/7 Burlington, VT, Arts Riot  
12/8 Boston, MA, Cantab Lounge  
12/9 Brooklyn, NY, Purgatory  
12/10 Philadelphia, PA, House Show, Treehouse of Horror  
12/11 Richmond, VA, Gallery5  
12/12 Asheville, NC, Static Age Records  
12/13 Columbus, OH, Half Baked  
12/14 Chicago, IL, The Fallen Log

Western Canada/US Tour - Jan 2025

UK/EU Tour - May 2025



## PAST:

### 2024

3/11-16 Austin, TX - SXSW  
4/18 Toronto, ON - Baby G  
7/12 Montreal, QC - Casa del Popolo

### 2023

3/8 Montreal QC, Casa Del Popolo  
3/9-12 New York City, The New Colossus Festival  
3/14-20 Austin TX, SXSW  
3/22 Asheville NC, Static Age Records  
3/23 Louisville KY, The Monarch  
3/25 Columbus OH, Double Happiness  
3/26 Chicago IL, Cole's Bar  
3/27 Milwaukee WI, Vennture Brewing Co.  
3/29 Bloomington, IN, The Orbit Room  
7/19 Toronto, ON, The Garrison  
9/30 Montreal, QC, Ursa  
10/14 Toronto, ON, Tibet Street Records  
10/21 Winnipeg, MB, The Handsome Daughter  
10/23 Edmonton, AB, The Aviary  
10/25 Calgary, AB, The Palomino  
10/27 Vancouver, BC, Green Auto  
10/28 Seattle, WA, Casa Del Xolo  
10/29 Portland, OR, No Fun  
11/02 Los Angeles, CA, Silverlake Lounge  
11/03 Long Beach, CA, Vine  
11/06 Salt Lake City, UT, The International  
11/08 Denver, CO, Skylark Lounge  
11/10 Chicago, IL, Cole's Bar  
11/11 Bloomington, IN, Orbit Room  
11/12 Milwaukee, WI, Anodyne