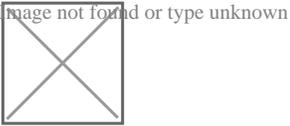


Over the next few weeks, in a series of posts, MBW will be showcasing all the artists featured in [Vevo's DSCVR Artists To Watch 2022](#) list.



Our round-up starts with...

mimi webb

David McTiernan, Head of Artist/Label Relations & Digital Marketing, said: "Mimi Webb's rise the last year or so has been meteoric. Taking the considerable buzz she's built on socials, she has stoked those flames delivering anthemic, hooky, and undeniable songs about love and heartbreak that make it impossible to believe she hasn't been crafting them for decades.

"Mimi's voice is head and shoulders above the crowd, and we're lucky to have had her as part of this year's Artists to Watch class before she becomes a global superstar."

Mimi Webb added: "It's such an honour to be chosen as one of Vevo DSCVR Artist To Watch amongst so many other talented people. This shoot was really special for me as it was the first time I got to perform the new songs from my debut EP and being able to do it in such a cool space was really exciting."

ArrDee

Carl Young, Head of Music & Talent, UK, said: "ArrDee is undoubtedly one of the UKs most exciting Emcees, representing the south coast, the Brighton based rapper brings a refreshingly unique energy and charisma that's absolutely infectious.

"With only having released a handful of tracks & freestyles, his lyricism and delivery is undeniable and putting him at the forefront of the scene, he's truly an artist to watch for 2022 and beyond."

ArrDee added: "Last year I was watching loads of music videos in lockdown on Vevo, now I have my own performance on this big platform!"

lola young

Carl Young, Head of Music & Talent, UK, said: "Lola is one of those rare, raw, honest talents, since first

hearing *6 Feet Under* a year ago I've been captivated ever since. She's a real storyteller and speaks to her audience in a genuine way, commanding attention with striking vocals and infectious charisma and wit. I'm delighted to have Lola as a DSCVR Artist To Watch for 2022 and can't wait to see what she brings for many years to come."

Lola added: "I'm thrilled to be a vevo DSCVR Artist to watch. I feel so happy to have been picked. I've been watching these for ages, and now I'm doing one: mad!"

ronisia

Lyva Corvo, Manager, Talent & Label Relations, said: "I have been so impressed by Ronisia's captivating rhythm and her ability to subdue her audience with her charm and delicate vocals.

"She possesses an effortless brand of love ballads that goes straight to the heart. She has what it takes to become the next French R&B superstar, and I can't wait to see her progress in 2022."

Ronisia added: "I'm so glad to be part of Vevo DSCVR Artists To Watch for 2022. There are so many talented artists, it's an honor to be among them. And what a pleasure to play my new track in this amazing studio."

SEN SENRA

Chiara Hellquist, Manager, Talent & Label Relations, Spain, said: "Don't let Sen Senra's laid-back appearance fool you, the Galician artist possesses an innate strength to trap you and leave you in limbo with his melodies. His unclassifiable music, his delicate lyrics and even his expertise in choosing his collaborators will take him very, very far. We can't wait to see what 2022 will bring."

Sen added: "It's an honor to perform my songs in such a cool space like Vevo DSCVR Artists To Watch 2022. Hope you enjoy it!"

jessica winter

Alex Morley, Music & Talent Manager, said: "2020's debut EP, *Sad Music*, gave us a taste of Jessica Winter's extraordinary talent, but the brilliantly titled new EP, *More Sad Music*, is an undeniable step forward from London's producer, songwriter and singer.

"She is creating epic, synth drenched, alt-pop that is in equal part heart-wrenching and up-lifting. Sadness has never sounded so good!"

Jessica added: "I'm excited to have been selected by Vevo to be a part of their DSCVR Artists To Watch

campaign. They always champion my favourite artists so I appreciate being included this year.

“I was quite daunted by the process, but the team were amazing to work with, so big thanks to them for easing my fears. I’m so excited for everyone to see it.”

pip millett

Jodeci Rampasard, Junior Manager, Music & Talent, said: “I’m very excited to have Pip Millett on our Artists to Watch List. Her soulful and warm vocals captivate you as a listener, while her raw and honest lyrics take you on a journey through her eyes. She’s an incredible talent and I’m very excited to see what 2022 brings.”

Pip added: “To be selected as a Vevo DSCVR artist for 2022 is dreamy! I know there are some great artists that are chosen to be a part of this every year so it’s dead exciting to be included.”

EST gee

Mika Sunga, Sr. Manager, Music Programming, said: “EST Gee is one of the exciting new rap stars out right now. He is a street rapper but still unique in his own way. His flow and lyrics are unapologetically truthful and his stories of grit and struggle pull it all together, which is why we’re happy to have him as one of our Artists to Watch 2022.” Music Business Worldwide

Source: [Vevo Artists To Watch 2022: Mimi Webb, Arrdee, Lola Young, Ronisia, Sen Senra, Jessica Winter, Pip Millett, EST Gee](#)