

MASUMI Debuts Video For Run Baby, Run

MASUMI makes her introduction as a new artist with the video for her single “Run Baby, Run.” The singer-songwriter survived the 2011 Tohoku earthquake in her native Japan and that experience influenced her to pursue a career in music. She soon moved to Los Angeles and started working on her dream with a variety of behind the scenes veterans. “Run Baby, Run” is about another life-changing moment as she explains,

“In 2016, I received a life-changing offer to be managed by a prestigious management team in Tokyo, Japan. I decided to walk away from this career-defining moment and chose to remain in the states to explore possibilities that were more aligned with the artist I wanted to grow into. But that brought a long depression and self-doubt. I was confused if I made the right choice. A stranger popped in my life during that time and left me a message to “live with urgency” because “time is running out”. It was my 2nd awakening since the earthquake.”

The video for “Run Baby, Run” was directed by Loic Zimmerman and uses an Astronaut to represent the person that gave MASUMI motivation. According to her, the storyline is ultimately about surviving discord and moving forward with life.