

Son Tung M-TP



photo credit: M-TP Entertainment

Son Tung is making thoroughly modern pop music, no question, but tucked into the V-pop star's cutting-edge songs are traditional Vietnamese sounds, too. That balance of contemporary songcraft and his embrace of cultural touchstones has made Tung one of the biggest names in his native Vietnam over the past decade. Now the singer and actor is going worldwide.

"Vietnamese music is growing stronger than ever," says Tung, who has been singing since he was 2, growing up in northern Vietnam in a family steeped in the arts. His grandparents adored Vietnamese folk music, his mother danced in a traditional theater troupe and his father plays various musical instruments.

Drawing on elements of R&B, hip-hop and EDM, as well as traditional Vietnamese instruments, Tung has been releasing a steady stream of singles since he began his solo career in 2011. Highlights include "Give It to Me," a 2019 collaboration with Snoop Dogg; Tung's sleek 2020 ballad "Chúng ta của hiện tại," which has amassed nearly 30 million digital streams; and his irresistible chart-topping 2022 single "There's No One at All." As Tung's profile has grown, so have the accolades: WeChoice and Dedication Music awards in Vietnam, wins at the MTV Europe Music Awards and MNET Asian Music Awards and, in 2015, a prestigious Golden Kite Prize for Young Prominent Actor for his starring role in the film *Dandelion*.

Now, as Tung expands beyond the V-pop scene he has helped to define, he's ready to introduce himself to the rest of the world.

"I want each new project to be better than the previous ones," Tung says. "There are still many things coming from Son Tung for listeners to discover."

V-pop will be a new experience for many North American listeners. What is important for them to know about Vietnamese pop music, and your role in the genre?

There are many talented artists who are very young, creative and passionate. The first thing that I would like the audience to know about Vietnamese music is the spirit of all artists in Vietnam. We never stop thriving, and we constantly try to bring Vietnamese music to the world. We know we face a lot of difficulties and challenges, but that is not only my dream, but the dream of all of us together. I strongly believe that this shared spirit will help us go further in the future.

Your parents are involved in the arts and play musical instruments. What kind

of music did you absorb at home growing up? How is that reflected in the music you make now?

For sure, I have inherited Vietnamese traditional melodies from my parents since the day I was born. They let me listen to those kinds of music when I was young, and it's been in my blood for a long time. That's why I like using a lot of traditional sounds in my songs. These sounds also help me express my musical style better, and the audience can recognize me more easily.

What are your biggest musical influences, and how have they shaped the way you sing, write and produce music?

Honestly, I've loved and admired a lot of artists in the world. Each of them teaches me different lessons, and I always learn a lot from them. Watching all of them helps me improve myself every day and gives me a lot of inspiration.

What has working with Snoop Dogg meant for your career?

I always feel so proud whenever I talk about this. This collaboration plays an important role in helping me reach a higher level in my

career. I'm not only proud of having worked with my idol, but I also got to make this wonderful project for my fans!

You are also an actor. What's the relationship between your approach to music and your approach to acting? Does one influence the other?

For me, both abilities support each other. For example, when I have to act in a difficult scene that requires a lot of emotions, music helps me get emotional super fast, and get into character right away. And when I'm stuck while composing, I often imagine myself acting in a random movie scene, which helps me get more inspired and solves the problem easily. That's why they have a close relationship with each other.

What are your professional and personal goals for the future?

You know what they say: "Easier said than done." That's why I don't want to talk too much about this. There's only one thing on my mind now, and that's creating great songs and next-level productions for my fans in the future.

FOR MORE INFORMATION, PLEASE CONTACT SAMANTHA TILLMAN, KATE RAKVIC OR CARLA SACKS AT SACKS & CO., 212.741.1000, SAMANTHA.TILLMAN@SACKSCO.COM, KATE.RAKVIC@SACKSCO.COM OR CARLA@SACKSCO.COM.