ARTIST

MEDIA KIT



RU

2026

ABOUT



From Colorado Springs to Los Angeles and now New York City, RUU creates soulful, genre-fluid music rooted in faith, emotion, and human connection.

Inspired by artists like Smino, Saba, and Noname, his work is designed to do more than be heard—it is meant to be felt.

Motifs: Faith, connection, vulnerability, individuality

RELEASES















<1K YOUTUBE

3.5K INSTAGRAM

<1K TIKTOK

<1K SPOTIFY

BIOGRAPHY

From Colorado Springs to Los Angeles and ultimately New York City, RUU has built his life and music around the pursuit of genuine feeling, meaningful connection, and creative evolution.

Following his departure from the military, RUU committed himself fully to music. A defining moment came in 2015, when he discovered the emerging wave of Chicago artists whose work challenged conventional ideas of hip-hop and contemporary music. Artists including Smino, Chance the Rapper, Noname, Saba, and THEMIND introduced him to a world where individuality, vulnerability, soul, experimentation, and community could coexist within the same record.

More importantly, their music demonstrated that a song could feel less like a performance and more like a conversation between people.
That philosophy continues to shape RUU's identity as an artist today.
Drawing creative inspiration from producers such as Monte Booker, Cam O'bi, and Phoelix, RUU gravitates toward expressive, genre-fluid production that feels organic and unmistakably human.

His creative journey has also placed him alongside acclaimed engineer L10, whose body of work connects directly to several of the artists and musical movements that first inspired him. For RUU, that connection represents both an opportunity to learn and a responsibility to contribute something authentic of his own.

Still, his music is defined by more than a collection of influences or geographic chapters. At its core, it is rooted in faith, spirit, God, and connection. Those principles influence the way he understands the world, approaches creativity, and communicates through his records.

Rather than simply building an audience, RUU wants to build relationships. He creates with the belief that the strongest music allows listeners to recognize something within themselves—an emotion, memory, question, or sense of belonging that remains long after the record ends.
He is not interested in creating songs simply to be heard.
He creates music to be felt.

COLLABORATORS



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