

Reu writes indie pop that doesn't know if it's joking or not. The songs are melodic and a little heartbreaking, but he'll undercut the sentiment before you get too comfortable with it. The music sounds like what it felt like to be 16 in 2003. Dramatic. Self-aware. Unsure if any of it matters. He wasn't there to feel it, but maybe that's the point... the melodies stick around anyway.

Born in Newfoundland into a culture steeped in traditional Irish music, Reu grew up playing piano, guitar, and violin in a traditional ensemble, surrounded by songs built to outlast the people who wrote them. That instinct for melody and for a story that sticks runs through everything he makes now, even when the surface looks nothing like where it came from.

Based in Montreal since 2014, Reu has spent his recent years working in film as a VFX supervisor both on set and in post-production, most recently completing his first feature film. That background informs his music project in a direct way: he creates all of his own visuals, and the results feel less like music videos and more like a unified artistic world. The same precision that goes into the image goes into the song. An upcoming video for EP track "Patience," produced by a Newfoundland film production company and recipient of significant arts grant funding from the provincial government, is the clearest extension of that vision yet. A video for recent single "Backslide" is just around the corner from release.

His breakout single "Dead Crab Exoskeleton" arrived the way a lot of his best ideas do, fast and fully formed. Written, recorded, filmed, and released as a one-minute TikTok clip all within 24 hours, it went viral overnight and was developed into a full streaming release, announcing an artist with a distinct voice. Since then, Reu has racked up over 2 million streams across platforms and grown a following of 140,000 across social media, largely through his songs finding fans rather than through conventional rollouts. "Weekend Song" landed on Spotify's New Music Friday Canada, and 2024 single "HOW?!" followed with editorial playlist support and a feature from DMTV. His most recent single "Backslide" continues that momentum heading into his debut EP.

That EP, *All Goes Back To*, is due mid-2026 and is the first proper collection that maps the world he's been building. It's a culmination of the momentum he's been developing these past years, into a cohesive campaign with its own distinct identity. The songs circle themes of cycles and self-sabotage, the particular anxiety of watching everyone around you move forward while you keep returning to the same patterns... Funny about it, though. Always funny about it.