

Kina Becomes The First Italian Artist To Reach 1 Billion Streams On Spotify With An Original Song



Naples' own artist and producer, Kina, has become the first Italian artist to reach one billion streams on Spotify with an original song. Kina's journey from self-releasing in a provincial town of Naples to international recognition is a testament to his unique blend of lo-fi, bedroom pop. The world knows his songs, now it's time to know the artist.

The Song That Started It All

At just 24 years old, Kina has reached multiple platinum certifications with his moody, lo-fi pop anthem '[Get You The Moon](#)'. Utilising the talents of writer and vocalist [Snow](#), 'Get You The Moon' saw a snowball effect on social media. 'Get You The Moon' flooded TikTok For You pages all over the globe and went viral on Soundcloud, earning its status as a viral sensation. The single's unique flavour of melancholy lo-fi brought to the forefront a new sound; before Kina, very few lo-fi producers had reached the global success and recognition that Kina has seen since its release. In fact, it secured Kina's place as the first Italian artist to reach one billion Spotify streams for an original single. Catching the attention of renowned record labels, Kina's track was re-released through Columbia Records during its rise to fame. After spending 450 days on Spotify's Global Daily Charts, 'Get You The Moon' is now certified platinum in seven countries (US, Australia, France, Mexico, Poland, Portugal, and Canada) and reached gold status in five more (Denmark, Germany, Italy, Spain and UK). From self-releasing on Soundcloud to a global sensation, Kina's story is a testament to the unstoppable power of the internet when it discovers an incredible song.

The Producer Behind The Lo-Fi Revolution

Kina was born in Naples and accredits the province for giving him the energy and the spirit to achieve his goals ([Rolling Stone](#)). Whilst learning to make music from a young age, Kina experimented with progressive house in his productions. At the age of eleven, he began publishing his electronic creations on SoundCloud. His sound began to shift during high school, as he lent into the lo-fi pop genre that is synonymous with his name today. Kina gave the world a glimpse into his relationship with lo-fi in his 2020 YouTube documentary series '[Asleep In A Dream](#)', in which he says,

"I didn't look for fame, for success, or clicks. I just wanted to express myself".

Through this self-expression, his signature blend of melancholic lo-fi pioneered a wave in 'bedroom pop,' and continues to reach billions of people across the globe. Kina is now based in Lisbon and boasts 20+ platinum discs worldwide, 15 billion YouTube streams, and sat at #2 on Billboard's Top TV Songs Chart with 'Get You The Moon'. Since its release in 2018, Kina has released a host of singles, remixes, and collaborations. The latest is his recent album '[kinamood](#)', a showcase of his signature immersive lo-fi soundscapes. And the world won't have to wait long to hear more, with Kina set to release new music this year.

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