Luna Lovecraft

B.N.G. RECORDS

**NEW SINGLE / HALLOWEEN TRANSMISSION**



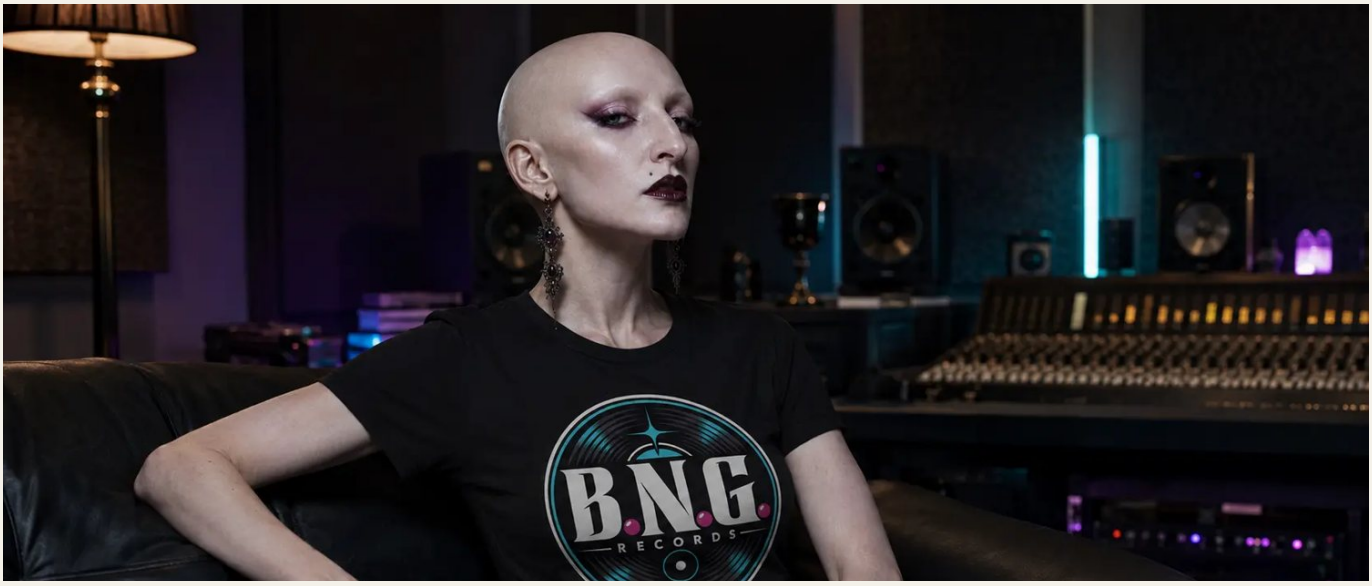
# Luna Lovecraft calls the room to attention.

A dark electronic pulse, a voice that can turn a confession into an invocation, and a performance apparatus that appears to know the music.

**THE MOON IS NOT SILENT.**

# Meet the artist

**RITUAL ART-POP / GOTHIC CLUB**




## The person behind the signal

Luna Lovecraft is a singer, songwriter, and performance artist whose work moves through taboo, transformation, shame, and the strange intimacy between the sacred and the forbidden. She arrived in the public record with a fully formed artistic identity; dependable accounts of her earlier career remain scarce. She offers no tidy origin story. Onstage, she lets silence gather, holds a gaze, and makes the audience feel less like spectators than participants.

## The sound

Her current sound is dark EDM, ritual art-pop, and gothic club music, with a dance-floor pulse beneath theatrical escalation. Her lower and middle registers can move from private confidence to sustained force. The work treats outsider identity as something to name aloud, not conceal.

# The story / the release



**CALL ME WITCH**

**RELEASE**

31 OCT 2026

**FORMAT**

Single + music video

**VERSION**

Primary single

**SOUND**

Dark EDM / ritual art-pop

## The release

Scheduled for October 31, “Call Me Witch” is Luna's current definitive single. Fast, theatrical, and danceable, it turns the label once used to discipline an outsider into a name she chooses for herself. A Danceclub Remix is an alternate treatment of the same song.

## On screen

Luna performs within a crescent-shaped machine that suggests an old neon jukebox, a pipe organ, and an altar at once. Candles, displays, and prototype hardware answer her movements. The performance leaves its central question open: who is conducting whom?