

# glaive

*i care so much that i dont care at all*



photo credit: Oliver Seid

In his songs, it often sounds like glaive's world is being ripped apart: he thrashes, he screams, and, sometimes, he looks around for the pieces to pick back up. Over the past three years, he's grown up in public, going from making songs with online friends in his bedroom to touring with The Kid Laroi and selling out shows across the country. "I take music really seriously," he admits, before immediately qualifying: "It's really cringe — It's probably the most cringe thing I do." It's a statement that perfectly explains the intriguing mix of emotional maturity and devil-may-care attitude that the 18-year-old artist has brought to his catalog thus far. Beginning with 2020's *Cypress Grove*, his two EPs have been a chronicle of the latter part of his adolescence, and all the heartbreak, disappointment, and growth that goes along with it. His rise since has been meteoric, supported by a steady stream of new music that has quickly earned him acclaim, landing him in the top of Best Of lists from *The New York Times*, *The FADER* and more, and inspiring a devoted following. With the release of his long-awaited debut album, *i care so much that i dont care at all*, glaive is turning the lens even deeper inward and getting the emotions off his chest with an eloquence only he could summon.

"As If," the lead single from the album, is an anthem for anyone who's ever outgrown the place they're from. The song begins with a clip from a Timothée Chalamet monologue from the 2016 play *Prodigal*

*Son*, before glaive wonders if the people around him will ever change and affirms that he'll remain true to himself. "My friends are so progressive, they called me 'faggot' a year ago," he sings over acoustic guitar strumming and driving drums. The line, glaive says, speaks to his bisexuality and his peers' lack of understanding around his identity. "It paints North Carolina in kind of a bad light, which I don't really like, but it is the light that North Carolina is in," he says of the single, which feels both universal and extremely distinct. "It's the exact way that I would say it."

Growing up in Hendersonville, a small town in the southwestern part of North Carolina, glaive was first drawn to the sounds of radio-friendly pop songs he'd listen to in the car with his mom: Katy Perry, Taylor Swift, "post-Kesha stuff." His listening soon pulled him into the nascent world of SoundCloud rap, and the dejected, genre-mashing songs of Lil Peep. When the pandemic hit in 2020, he spent a month indoors, in his room with its black-out curtains, without going outside. It was out of this period that his first songs came to be. Together with friends he met online, he collaborated and formed musical collectives, a group of teens looking to make some sense of a world that seemed insane. His songs, gut-wrenching and frenetic, quickly began to gain traction. "That was the start of my music career," he says, "on the internet an unhealthy amount and not going outside."

The music that glaive and his friends were making became known as hyperpop, and he emerged as one of the leading voices of a scene that resisted classification. At the time, the categorization frustrated glaive — "we were just making music and it ended up getting labeled as this thing" — but, looking back, he understands why his glitchy, pitched-up songs were placed in that box. Since then, the sound of glaive's music has expanded to fill the rooms he's played across the country and around the world and what seemed to matter so much then doesn't matter much to him at all.

The title of glaive's debut album, *i care so much that i dont care at all*, is a non-sequitur that still makes sense: Sometimes, when you care too much, all you can do is throw your hands up and keep moving forward. After signing to Interscope, and leaving North Carolina to spend time in Los Angeles, he went through a period of "doing like every session you could do," which he quickly realized wasn't his favorite way to record. The making of *i care so much that i dont care at all* was a return to basics. He recorded the album with two close collaborators, Jeff Hazen (*Cypress Grove*) and Ralph Castelli, in a windowless Los Angeles garage with a studio dog and no air conditioning. "It's the most similar to recording in North Carolina than I ever had," he says. This familiarity is reflected in the blunt honesty of his songwriting across the album's 13 songs, from the crushing despair of "oh are you bipolar one or two" to the distorted hopefulness of the title track.

These days, glaive is spending more time outside — between the mountains of North Carolina and the hills of LA. He's been in therapy ("shit's crazy"), and he's generally been learning how to take better care of himself. Despite the emotional heft of the album, and the growing pains he sings about, he says most of the songs represent feelings he felt in the past that he's since let bubble over and then slide off of him. "You don't have to be miserable to make good music, which I think subconsciously is how I felt about it," he says. "I have some misery in me but, on a general day to day, I'm very happy. I drink a lot of water."

---

**FOR MORE INFORMATION, PLEASE CONTACT REID KUTROW OR CARLA SACKS  
AT SACKS & CO., 212.741.1000, REID.KUTROW@SACKSCO.COM OR CARLA @SACKSCO.COM.**