

# HOUSE OF SOLO



Pushing Boundaries

**CHRISSY COSTANZA**

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# From small town to the world

Barny Fletcher's new single, 'Moments in a Lifetime,' perfectly portrays the singer's charming approach to life and positive mindset—the same approach that has helped him create an eclectic and diverse discography over the years. Fletcher comes across as approachable, relatable, and grounded, and his friendly nature makes it easy to have a fun and engaging conversation with him. He talks about his outings with friends and fun travelling experiences with ease and comfort and shares his past experiences with humor. In the end, Barney Fletcher is just a small-town kid with big-city dreams.

From his hometown of Somerset to London and all the way to Los Angeles, Barney's music has been shaped by a diasporic approach and an international open-mindedness. "I think the places I go to go hand in hand with the people that are there. Being around those types of people definitely influences the sound of whatever I put out because I've always seen music as the perfect medium for collaboration," he explains when discussing his travels. "Los Angeles definitely brought out a bunch of different sounds and music when I did the Lone Star project," he adds.

Since his debut single back in 2019, the singer has experimented with different genres and styles, showcasing his fresh and creative approach to music. From rap to pop, R&B to disco, Fletcher is dynamic and unpredictable, but he likes to think of himself as rather... restless. "I just like to keep trying different things and challenging myself with different sounds and genres. It has been fun to experiment with all of it," he says. He jokes about his unusual path to success, claiming, "I wouldn't recommend that way of doing it. Because when you are starting off and trying to break as an artist, it is better to stick to one sound and genre until it works... but I didn't do it that way."

His natural talent for singing and songwriting was nurtured by a family who encouraged all kinds of artistic expression. With his grandmother as a children's author, his grandfather an actor, and his father a guitarist, Barney was able to create a path for himself. "I was always very curious, and writing a good song is a bit of a challenge—like trying to crack a puzzle and get everything in the right order," he says.

He rapped his way to the top with his talent for creating catchy verses, but his path now focuses on creating soulful melodies. He explains, "A lot of the stuff I put up when I started was rap, and although I did enjoy that, it's more of a challenge to write a good song as opposed to writing a rap verse over a beat." He insists, "The type of music that I'm about to be dropping is my favorite way of musical expression—actual songs. I could probably rap my whole life, but there's something about just writing and performing songs that resonates more with me."

This perspective led him to create his newest track, 'Moments in a Lifetime,' an uplifting anthem of youth and resilience that conveys

a positive yet mature outlook on life, resonating with young people growing up. Recorded during his rap era with producer Pier Danio Forni, the song was released years after its creation. "I had the song for ages. At the time, I was dropping lots of rap music, so it just didn't really fit with what I was putting out. I always loved it, but it wasn't the right time," he explains.

Even when the days are dark and the skies are looking gray, it's just a moment in a lifetime, and it's not here to stay." Moments in a Lifetime is much more than just a song; it's a declaration of love for life. With its rich storytelling and lyrical depth, Fletcher conceived it as a manifesto of endurance. "It definitely got a positive feel to it. I've always thought in life, shit happens, and you just have to keep going," he says. Envisioned as a summer tune, its goal is to lift the spirits of those who know the struggle of chasing their dreams. "I see this song being enjoyed on a summer day in a still, quiet place away from the noise of the city. But for someone who lives in the countryside, their escape might be the bustling, exciting city, and that's where they might want to play the song."

For the singer, creating this song goes beyond the lyrics and melodies; the visual aspect plays an important role in crafting a complete experience for his fanbase. "I've always believed that visuals are a crucial part of the music experience. For most songs, I have a clear vision of the song's colours and feel. With the Moments in a Lifetime video, for example, I wanted it to reflect what I consider an escape—like a serene countryside setting," he explains.

In today's music industry, TikTok and Instagram have become the new measures of success, and a viral tune is the new holy grail for artists. This new approach can make or break talents who try to please the algorithms. Barney's realistic view on life keeps him grounded and centered in his own journey, far from the pressure of likes and followers. "I don't think the goal should be to go viral but to put things you're proud of into the world. TikTok songs come and go all the time. I've got a love-hate relationship with it; I love how social media has levelled the playing field and how kids from anywhere can make music, put it out, and blow up... but don't lose yourself to the algorithm!" For him, real success will always be measured by real-life experiences and real people, and live shows allow him to create a genuine bond with his followers. "I would take one real-life human fan over one hundred thousand likes or streams any day. It's so much more rewarding."

Barny Fletcher has come a long way since his early years in Somerset, and what was once a big dream is now his reality. His latest releases have placed him at the peak of his career, allowing him to creatively explore his thirst for music. From new songs to new collaborations and headline shows, this year will be a defining moment for the singer, and whether he is in a small town or a big city, what defines his success is his ability to stay true to himself and his roots. ❧

