



CROWDKILL RECORDS LAUNCHES, SIGNS NU-METAL RISING STAR NATHAN JAMES + PARTNERS WITH GRAVEL ROAD

FOUNDED BY FORMER SUMERIAN RECORDS EVP + SWORN ENEMY GUITARIST LORENZO ANTONUCCI, THE NEW LABEL IS COMMITTED TO CHAMPIONING ARTISTS IN METAL, HARDCORE, + ROCK.

CrowdKill Records, a newly launched label dedicated to developing fresh talent in heavy music, has officially arrived. Founded by **Lorenzo Antonucci** — former EVP of Business Development and A&R at **Sumerian Records** and guitarist of hardcore

legends **Sworn Enemy** — CrowdKill aims to put artists first, offering a transparent and supportive environment where musicians can thrive.

Backing the venture is **Gravel Road**, the label and management company founded by industry veteran **Anthony Martini** and multi-media entrepreneur **Rich Barner**. Together, they are focused on redefining artist-first label partnerships. Both Martini and Antonucci bring a unique perspective as former touring musicians who have experienced firsthand the challenges of the industry.

"After a lifetime on the road, my mission has always been to support artists however I can," says Martini. "Partnering with CrowdKill allows me to expand that mission across more genres while reconnecting with my roots in the hardcore and metal scene."

Antonucci, who played a key role in securing Sworn Enemy's major label deal with Elektra Records in 2003, is bringing his industry expertise full circle. *"We're not just signing artists — we're building a family," he says. "I've seen both sides of the industry, and I know how crucial it is to give artists creative freedom while providing the business support they need to succeed."*



[WATCH NATHAN JAMES "ALIENATION" VIDEO](#)

CROWDKILL RECORDS SIGNS NATHAN JAMES

The label's newest signing is **Nathan James**, a rising force in the nu-metal and goth scenes. With strong streaming numbers, SiriusXM support, and a rapidly growing fanbase, James is making waves in modern heavy music. The label's initial signing was hardcore head-turners **Filth**, who released an album last spring.

Fresh off a sold-out tour with **In This Moment** and **Kim Dracula**, James is gearing up for the **America's Rejects Tour** alongside **Attila**, **Butcher Babies**, and **DED**, kicking off March 4. His discography includes hard-hitting singles like "**Hanged**

Man" and "**Secrets of the Shadows**" (feat. Paleface Swiss), while his latest track, "**Alienation**," is the first single from his highly anticipated debut album, set for release in Summer 2025. The song premiered on SiriusXM Octane's *Test Drive* with **Jose Mangin**.

With his raw energy, commanding stage presence, and genre-blurring sound, Nathan James is poised to be a defining voice in modern heavy music. Together, CrowdKill Records and Gravel Road are committed to empowering artists, giving them the creative freedom, resources, and support they need to thrive in today's evolving music industry.

Check out the video for "**Alienation**" [here](#).

ABOUT GRAVEL ROAD:

Founded by Anthony Martini and Rich Barner, Gravel Road is a label and management firm with offices in Nashville, LA, and NYC, dedicated to protecting artists' creative vision while providing the resources to reach the highest levels of success. With a track record of discovering and developing artists like **Tyga**, **Lil Dicky**, and **Jelly Roll**, the company has achieved chart-topping hits and millions of records sold. Gravel Road's diverse and fast-growing roster includes **Lakeview**, Grammy-winning songwriter and artist **Willie Jones**, **Compton Cowboys & Randy Savvy**, **Travis Bolt**, and **Justbrandon**.

