



YIGIT ERKOC

Running in Madness

Artist & Release Press Kit

Release: August 28, 2026 Format: Standalone single

ABOUT YIGIT ERKOC

Yigit Erkoç is an independent artist, songwriter, and producer from Istanbul, Türkiye. Working entirely on his own, he writes, records, produces, mixes, masters, and designs the artwork for his releases, building each song from the ground up without outside involvement.

His music exists somewhere between indie rock, alternative rock, shoegaze, melancholic alternative, and bedroom pop, drawing influence from artists such as Salvia Palth, Teen Suicide, Panchiko, Alex G, and Radiohead. Rather than deliberately fitting into a single genre, Yigit's music focuses more on atmosphere, emotional intimacy, and the tension between vulnerability and distortion.

Yigit initially released an English-language EP before experimenting with Turkish-language singles. One of his Turkish releases, Kağıttan Şehirler, was featured on Spotify's New Music Friday in Türkiye. After exploring the Turkish-language scene, he decided to return to writing in English, feeling that his current musical direction was better suited to the world he was building through his English-language material.

Running in Madness marks the beginning of this new chapter.

ABOUT RUNNING IN MADNESS

Running in Madness explores the pain of being born into a world we never chose and living under decisions, structures, and forces that exist beyond our control.

The song is not exclusively political. Its idea of authority also extends into the metaphysical: the frustration of existing within a reality whose fundamental conditions were decided before we ever had the ability to question or choose them. It reflects on the helplessness that can come from realizing that much of what shapes our lives is outside our control.

Musically, the track moves through a melancholic and intimate atmosphere, combining lo-fi textures with elements of indie rock, shoegaze, dream pop, and alternative rock. The song gradually builds toward its outro, where the idea of surrendering to this uncontrollable reality transforms into “running in madness” itself.

WHAT'S NEXT

Running in Madness is intended to be more than an isolated single. Yigit currently has several songs in development that share a similar atmosphere and form the foundation of a future album.

Over the next six months, he plans to release new material approximately every one or two months, allowing each release to gradually establish the sound and identity of the project. If one of these singles gains enough momentum, he plans to release an

album featuring *Running in Madness* alongside the newer material.

For Yigit, the process is fundamentally about continued growth. He describes the difference between the music he was making a year ago and what he is creating now as enormous, with each new song coming from a process of experimenting, making mistakes, learning, and finding better ways to express what he hears in his head.

Regardless of the scale of the audience, he intends to keep writing, recording, and developing the project.

LISTEN & FOLLOW

Spotify

<https://open.spotify.com/intl-tr/artist/1JOXf6rCyOEGuwnuULihb?si=cKZyU8CKSomdprGHH6k2Bw>

Apple Music

<https://music.apple.com/tr/artist/yigit-erkoc/1839553306?l=tr>

Instagram

<https://www.instagram.com/yigiterkocmusic/>

YouTube

<https://www.youtube.com/channel/UCasBEukXTYs0r9h2mN8UPdA>

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For press inquiries, interviews, features, or further information, please contact the artist directly.