

PRESS RELEASE

UK Global Talent Artist Serkan Cagri Reimagines an Iconic Turkish Classic Through Afro House

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Internationally acclaimed Turkish clarinet virtuoso Serkan Cagri announces the release of “Geri Dön”, an Afro House reinterpretation of one of Turkey’s most celebrated compositions, written by legendary composer Onno Tunç and originally made famous by Sezen Aksu.

The release marks a significant milestone in Cagri’s career, following his endorsement under the United Kingdom’s Global Talent programme. As part of this new chapter, he will base a substantial part of his artistic activities in England while expanding his international collaborations.

“Geri Dön” is Cagri’s first Afro House release, combining the emotional depth of the original composition with contemporary electronic production, organic African rhythms and his signature clarinet performance.

The track is arranged and produced by acclaimed Turkish producer and composer Genco Arı, creating a bridge between Turkish musical heritage and today’s global electronic music culture.

Produced in England – Inspired by Dubai

The official music video was produced in England by GRKN Studios using AI-assisted creative production techniques.

Rather than simply presenting a performance video, the production draws inspiration from Dubai’s futuristic skyline, desert landscapes and cosmopolitan energy, creating a cinematic visual experience that reflects the project’s international vision.

An internationally recognised artist

For more than twenty years, Serkan Cagri has performed across Europe, North America and Asia, collaborating with internationally renowned artists including Sting, Ian Anderson, Joan Baez Buika, George Dalaras, and legendary pan flute master Gheorghe Zamfir.

His contribution to music extends beyond performance. The historic Czech instrument maker Amati introduced the Serkan Cagri Model Clarinet to its international catalogue, recognising his artistic input in the instrument’s development.

Cagri’s musical approach has also been the subject of academic research in the U.S. state of North Carolina, highlighting his influence on contemporary clarinet performance and cross-cultural music.

Artist Statement

“This project is my tribute to one of the greatest composers in Turkish music history. We wanted to preserve the emotional essence of Onno Tunç’s masterpiece while presenting it through a contemporary global sound. Receiving the UK’s Global Talent endorsement makes this release especially meaningful as it represents the beginning of my next international chapter.”

With “Geri Dön”, Serkan Cagri unites Turkish musical heritage, Afro House culture, AI-driven visual storytelling and international production into a project designed to resonate with audiences across cultures.

The single will be released worldwide on 24 July 2026, accompanied by its official AI-assisted music video produced in England and inspired by Dubai’s contemporary aesthetic.

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