



Hidden Shoal Recordings



For more information:
Cam Merton
Email: cam@hiddenshoal.com
Web: <http://music.hiddenshoal.com>
High Res Publicity Images:
<http://music.hiddenshoal.com/publicity/fall-electric/>

Hidden Shoal Recordings » Fall Electric - Measure And Step

Perth, Western Australia, November 11th, 2008. The Australian music label Hidden Shoal Recordings today announced the release of the album *Measure And Step* by Perth-based compelled acoustic spacemakers Fall Electric.

Drawing influences from neo-folk, indie-rock and avant-pop, *Measure And Step* effortlessly carves its own inimitable niche in the contemporary Australian musical landscape. From edgy, urgent single 'Faithless Friend' through the gorgeous submarine sway of 'Twine Of Wool' to the hovering acoustic cinematics of 'He Told Me So', the album spans all shades of the emotional and textural spectrum. Equal parts turbulent and soothing, funny and serious, *Measure And Step* offers compelling evidence of the depth of Fall Electric's songwriting.

It may be their debut album, but *Measure And Step* is clearly the sound of a band hitting their stride, stirring up an exhilarating storm of acoustic and electric songcraft. Andrew Ryan's steel-string guitar claps as sharp as lightning, while Tristen Parr's cello playing is the gusts of a breeze keen enough to flip young ladies off their feet. Pete Guzzelli's drumming is the rain, at times pelting in buckets, at others tickling gently like a sun shower. And Stina Thomas uses her Micro-Korg to weave glimmering electronics through the mix, creating a ribbon of continuity between the plucked and bowed strings of the guitar and cello, then wrapping them around the kick drum to tie the whole band together.

Fall Electric's music resonates with the instrumental power of bands such as Dirty Three and Do Make Say Think, while lyrically, Fall Electric's songs focus upon riddled philosophical inquiries, ironies within romance, the nature

of human weakness, and other enjoyably unsolvable topics. *Measure And Step* will appeal to any music fan who values melody, texture and penetrating songwriting.

"They're the kind of musicians who together are capable of mesmerizing audiences into complete silence" – **Drum Perth**

"Like watching a bullfight, Fall Electric are able to stir the audience with frenetic pace and danger and leave them with a sense of calm and relief. Olé!" – **Xpress Magazine**

Featuring members of Adam Said Galore and Schvendes, the band recorded the album with Casey Rice, who has worked with the likes of Tortoise, Stereolab and Grand Salvo.

Measure And Step is now available through Hidden Shoal Recordings in both CD and digital format. For Perth fans the CD is stocked at all good local music stores including Dada Records, 78 Records, Planet Music and Mills. All availability and distribution information can be found at the HSR Store.

Hidden Shoal Recordings is an Australia-based independent music label that has earned a reputation for releasing exciting and engaging new independent music that is not bound by genre or style. Hidden Shoal Recordings was recently chosen as one of the top ten favourite labels of 2007 by Textura magazine, and has been dubbed "This generation's 4AD" by prominent New York radio host DJ Mojo.

Label Site: <http://music.hiddenshoal.com>

Label Store: <http://agora.hiddenshoal.com>

Fall Electric: <http://www.myspace.com/fallelectric>