



Hidden Shoal Recordings

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Hidden Shoal Recordings » Rich Bennett 'Wild Ride'

Brooklyn, New York; Perth, Western Australia; 7 March 2011. Hidden Shoal Recordings is proud to announce the release of 'Wild Ride', the second single from *On Holiday* by shadowy lounge-pop maestro Rich Bennett.

After the deliciously breezy pop of single 'Misty Valley', 'Wild Ride' is where *On Holiday's* anxious undertones begin to creep in more forcefully. In a similar vein to Rich Bennett's fantastic recent release *Buddy Cop*, 'Wild Ride' is constructed from the juiciest synth sounds, coming across like edgy '80s electronica. A fat, arpeggiated bassline is layered with aching melodies, over which Bennett's urgent vocal line is shadowed by Rebecca Pronsky. 'Wild Ride' distills Bennett's mastery of disparate genres into a perfectly brooding synth-pop nugget. The track is accompanied by a wonderfully playful found-footage music video.

"... an experiment in the emotionally-ached and the musically placid ... a sense of risky songwriting elevates On Holiday as a whole ... Rich Bennett is trying to do something incredibly ambitious, and maybe to a fault, taking the essentials of lounge, something almost universally joked about, and recording them in a new context and for a new audience." – **Delusions of Adequacy**

"This is the perfect blend of cheesy lounge flavour cut with a scary ambience that is like a deserted shopping centre in the 1970s where someone left the music running. Underneath all of that NY's Rich Bennett and co. are a pretty gifted bunch of songwriters as well. People have heard everything from Bacharach to Morricone in this; some of them call it retro-futurist pop, I call it fantastic." – **4ZZZ**

Influenced by the classic exotica of Martin Denny, the aching folk-pop of Fleet Foxes, and the conceptual sweep of The Zombies' *Odessey and Oracle*, *On Holiday* is, on the surface, 'a day in the life of a vacation'. The luscious contours of these songs are immediately inviting, but follow their flowing lines

and there's no resolution – just an anxious question mark. The other side of the album, lurking like a shadow, is the knowledge that you're in the middle of a fantasy and it's only fleeting, soon to return to normal life.

The music of supermarkets, elevators and doctor's offices has been floating around inside Brooklyn resident Rich Bennett's head since he was born. It's no wonder that Bennett's music seems to spring from those delightfully soporific melodies he heard as a child riding in his mom's shopping cart. Bennett's debut solo outing *Music For Underwater Supermarkets* is the glistening fruit of a retreat back to those aisles. *On Holiday* explores these atmospheres further, creating dark and complex pop music, featuring Bennett's vocals for the first time. Bennett's recent mini-album *Buddy Cop* saw him create a soundtrack to an imaginary film - a retro-futuristic love affair between Ennio Morricone and John Carpenter.

'Wild Ride' is available for free download from the Hidden Shoal Store and the accompanying music video can be streamed on Youtube and Vimeo. *On Holiday* is available on CD and mp3 format from the Hidden Shoal Store and via n5Mailorder.

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 has been chosen as one of *Textura* magazine's favourite labels and has been dubbed "This generation's 4AD" by prominent New York radio host DJ Mojo.

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

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