



HEAVENLY BEAT PROMINENCE - LP/CD

- Hometown: Austin, TX
- Past North American sales: 1K
- Touring in October 2013
- National college and specialty radio campaign via AAM
- Album announced in August with first single

"PROMINENCE" is the 2nd full length in as many years from Texas transplant John Pena. It was recorded/mixed in the same apartment(after a failed attempt to mix in a "real" studio) as last years TALENT over the first few months of 2013 after shelving a full length's worth of songs for not being sonically or emotionally interesting enough.

Using Primitive Radio God's "Standing Outside A Broken Telephone Booth With Money In My Hand" as a sonic touch point John built a new album from the ground up utilizing chopped/sampled drum breaks and, for the first time, some non laptop based keyed instruments(piano, mellotron) along with H.B. main stays classical guitar and steel drums. Live member Christian Barsi and Daniel Schlett of Strange Weather Studio both contributed keys to a few songs but the outcome is still a very solo sounding project.

Arrangements is where PROMINENCE shines. Managing to sound inventive and not quite like anything else with such a limited palette is a rare and commendable feat. From the slide guitar and pulsing nylon string samples of "Honest" to the flamingo call and deep kick combo of the 2nd half of "Complete" Heavenly Beat keeps the whole affair sounding fresh, interesting and natural.

Lyricaly, PROMINENCE is not an escapist affair. It's a very direct look into someone dealing with poor body image(Thin), infidelity(Honest) and emotional/physical/sexual recklessness(Prominence). It's not asking or answering any questions. Just existing within itself, fully a where of it's shortcomings.

RELEASE DATE: OCTOBER 15, 2013

GENRE: INDIE POP

CT-188

01. Lengths
02. Complete
03. Familiar
04. Expectation
05. Thin
06. Honest
07. Forever
08. Stable
09. Prominence

LP UPC: 817949019235



LP FORMAT: 12" LP + MP3s
LP BOXLOT: 45
EXPORT: WORLD
VINYL NON-RETURNABLE

"Pena sings about being hurt inside and out, but the party drums and guitars suggest only good times. The perfect song is a little of both." - The Fader

"Having developed his sound further and graduated to more produced live shows, it seems that Heavenly Beat's moment is now." - Dazed Digital

CD UPC: 817949019242



CD FORMAT: JEWEL CASE
CD BOXLOT: 30
EXPORT: WORLD



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