

# Jenny Hval

## *Blood Bitch*



Norwegian artist and writer **Jenny Hval** has developed her distinct take on intimate sound since the release of her debut album in 2006. For her last two solo albums, 2013's *Innocence Is Kinky* and 2015's *Apocalypse, girl*, **Hval**'s debut for Sacred Bones, she has received thoughtful and widespread international acclaim for her fascinating voice, singular delivery and markedly non-traditional arrangements which incorporate elements of poetry, prose writing, performance art, and film. *The New York Times* defines her writing as "taking a scalpel to the subjects of gender politics and sexuality." **Hval** has eloquently brought to light issues of both male and female gaze, which for years had been swept under the rug and/or denied all together.

Last year's *Apocalypse, girl* landed on the year-end lists of **Pitchfork**, *The Sunday Times*, *The Guardian*, **Stereogum**, **Impose**, **The Quietus**, and dozens of others, compelling writers everywhere to grapple with the age-old, yet previously unspoken, question: What is Soft Dick Rock? After touring for a year and earning her second Nordic Prize nomination, as any perfectionist would, **Hval** immediately went back into the studio to continue her work with acumen noise producer **Lasse Marhaug**, with whom she co-produces here on *Blood Bitch*. Her new effort is in many respects a complete 180° from her last in subject matter, execution and production. It is her most focused, but the lens is filtered through a gaze which the viewer least expects.

### STATEMENT FROM THE ARTIST:

*Blood Bitch* is an investigation of blood. Blood that is shed naturally. The purest and most powerful, yet most trivial, and most terrifying blood: Menstruation. The white and red toilet roll chain which ties together the virgins, the whores, the mothers, the witches, the dreamers, and the lovers.

*Blood Bitch* is also a fictitious story, fed by characters and images from horror and exploitation films of the '70s. With that language, rather than smart, modern social commentary, I found I could tell a different story about myself and my own time: a poetic diary of modern transience and transcendence.

### TRACK LISTING:

- 1 Ritual Awakening (1:42)
- 2 Female Vampire (3:37)
- 3 In the Red (2:21)
- 4 Conceptual Romance (4:32)
- 5 Untamed Region (4:52)
- 6 The Great Undressing (4:00)
- 7 Period Piece (2:42)
- 8 The Plague (5:58)
- 9 Secret Touch (4:39)
- 10 Lorna (2:06)

### KEY INFORMATION / SELLING POINTS:

#### Hometown / Key Markets:

- Oslo, London, New York, Chicago, San Francisco

#### Selling Points / Key Press:

- Confirmed for **Pitchfork**, **Primavera**, **End of the Road**, **Off**, and **Kilbi** festivals this summer
- Major market album release tours confirmed for US, UK, and EU this fall
- First single "Female Vampire" was named Best New Track by **Pitchfork**
- "Female Vampire" appeared on *New York Times* playlist
- Adult Swim confirmed to premier third single
- Limited edition clear vinyl available (1000 units)
- Two official music videos rolling pre-release

#### RiYL: Julia Holter, Holly Herndon, Laurie Anderson, Darkthrone

CATALOG #: SBR-161

GENRE: Alternative/Electronic

RELEASE DATE: 9-30-2016

AVAILABLE FORMATS:

CD, LP, CLEAR LP

UPC-CD: 616892388746

UPC-LP: 616892388647

UPC-LP-CI: 616892388944

VINYL IS NOT RETURNABLE

TERRITORY RESTRICTIONS:

Not exportable to Norway

BOX LOT: CD 30 / LP 40

CD



6 16892 38874 6

LP



6 16892 38864 7

CLEAR LP



6 16892 38894 4

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