

The Men *Drift*



Drift is the seventh full-length by NYC rock polymaths **The Men**. The band's last album, the self-released *Devil Music*, was the sound of a band who had been through hell hitting reset and looking to their roots to rediscover themselves. On *Drift*, **The Men** return to their longtime label Sacred Bones Records and explore the openness that *Devil Music* helped them find.

The immediately evident result of that exploration is the experimental quality of much of the material on *Drift*. Songwriters Mark Perro and Nick Chiericozzi chase their muses down a few dozen thrilling rabbit-holes over the course of the album's nine tracks. The songs on *Drift* veer in a number of directions, but notably, almost none of them feature a prominent electric guitar. The lone exception, "Killed Someone," is a rowdy riff-rocker, worthy of the finest moments of the band's now-classic *Leave Home* and *Open Your Heart* albums. The rest of the album drives down stranger highways. "Secret Light" is an improvisation based on an old piano riff of Perro's. "Maybe I'm Crazy" is a synth-driven dancefloor stomper for long after last call. "Rose on Top of the World" and "When I Held You in My Arms" are paisley-hued, psyched-out jams with big, beating hearts.

The album was recorded to 2" tape with Travis Harrison (**Guided by Voices**) at Serious Business Studios in Brooklyn. A whole pile of instruments was involved — synths, strings, sax, steel, harmonica, tape loops, on top of the usual guitar, bass, and drums. Unlike recent releases from **The Men**, there aren't many overdubs on *Drift* — a reflection of the personalities of its makers becoming less frantic, Chiericozzi suggests. In fact, the band removed a lot of the additional parts they tried adding early on, giving the final product a bit of a ghostly feel. The songs on *Drift* took giant leaps and trips from their beginnings only to find the band returning to the first spark of creation.

TRACK LISTING:

- 1 Maybe I'm Crazy (4:11)
- 2 When I Held You in My Arms (4:59)
- 3 Secret Light (4:16)
- 4 Rose on Top of the World (4:28)
- 5 So High (3:26)
- 6 Killed Someone (2:30)
- 7 Sleep (2:45)
- 8 Final Prayer (5:46)
- 9 Come to Me (2:45)

KEY INFORMATION / SELLING POINTS:

Hometown / Key Markets:

- New York, Los Angeles, Chicago, San Francisco, Philadelphia

Selling Points / Key Press:

- New York rock polymaths' return to Sacred Bones after their previous self-released album
- Most eclectic **The Men** album to date, with the broadest range of instrumentation than they've ever employed
- Combined U.S. SoundScan for their previous albums: 50,000
- Live dates planned in NYC, LA, and Austin around release
- "Deep Drift" color vinyl limited to 2000 units

Related Catalog:

- SBR-057 **The Men Leave Home** LP/CD
- SBR-071 **The Men Open Your Heart** LP/CD
- SBR-090 **The Men New Moon** LP/CD
- SBR-107 **The Men Tomorrow's Hits** LP/CD
- WATM-005 **The Men Devil Music** LP

RiYL: The Stooges, The Byrds, Kurt Vile, Ty Segall

CATALOG #: SBR-191

GENRE: Alternative/Rock

RELEASE DATE: 3-2-2018

AVAILABLE FORMATS: CD, LP, LP-CI

UPC-CD: 616892555940

UPC-LP: 616892555742

UPC-LP-CI: 616892555841

VINYL IS NOT RETURNABLE

EXPORT RESTRICTIONS: None

BOX LOT: CD 30 / LP 30

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