

The Holydrug Couple

Hyper Super Mega



It was 10 years ago, in a house on the outskirts of Santiago, Chile, that Ives Sepúlveda Minho and Manuel Parra started playing music together, and **The Holydrug Couple** was effectively born. A decade later, they've made *Hyper Super Mega*, an album that represents the culmination of everything they've learned in their years as a band.

If *Hyper Super Mega* feels like a classic pop record, that's because Sepúlveda and Parra spent much of the recording process thinking about the classic pop records of the '60s and '70s. Masterpieces by bands like **The Beatles**, **The Beach Boys**, and **Fleetwood Mac** were all reference points, not always explicitly in sound, but certainly in spirit. The duo approached the mythos of the "classic album" from their own inimitable psych-pop perspective, hoping to make a record that felt authentically like **The Holydrug Couple** that could fit into the same canon. By that criterion, *Hyper Super Mega* is a massive success. All the elements that made the band's previous albums *Noctuary* and *Moonlust* great are distilled to their pure essence and rendered in obsessive detail.

Not only is *Hyper Super Mega* the most fully realized **Holydrug Couple** album to date, it's also the best-sounding. In the three years since the release of the relatively low-budget *Moonlust*, the band went out and got a bunch of new gear, including high-end mics and synths. For Sepúlveda, that was revelatory. "It gave me a wider palette of sounds that I wasn't aware of," he explains. "That helped me to center more on details and the different emotions that different sounds and ways of singing can give you."

That expanded palette led to songs like "Waterfalls" and "I'll Only Say This," which trade the bedroom vibes of the band's earlier work for widescreen pop bliss. Even the experiments, like the electronic-meets-acoustic "Easy," are as self-assured as anything the band has done. *Hyper Super Mega* is a capsule history of **The Holydrug Couple**, incorporating a decade of experience recording, touring the world, and absorbing the sights and sounds of their native Chile. It marks the 10th anniversary of a band whose next 10 years look even brighter.

TRACK LISTING:

- 1 Hyper Super Mega (3:58)
- 2 Waterfalls (4:20)
- 3 Forever End (4:00)
- 4 Ikebana Telephone Line (4:14)
- 5 Lucifer's Coat (2:11)
- 6 I'll Only Say This (5:01)
- 7 Easy (4:14)
- 8 Chevalier (2:53)
- 9 Hotel Cache (5:13)
- 10 Western Shade (1:54)
- 11 Mercury Lake (3:49)

KEY INFORMATION / SELLING POINTS:

Hometown / Key Markets:

- Santiago, Chile; New York, Los Angeles, San Francisco, Portland, Austin

Selling Points / Key Press:

- Red vinyl limited to 1000 units
- New album by the Chilean psych-pop band marks their 10th anniversary
- Playing **Desert Daze** in California in October and touring U.S. and Europe throughout fall and winter
- The most polished, hi-fi recording by the band to date
- Previous album *Moonlust* was a streaming hit, garnering 2.7 million plays to date

Related Catalog:

- SBR-045 **The Holydrug Couple** *Ancient Land* 12" EP
- SBR-086 **The Holydrug Couple** *Noctuary* CD/LP
- SBR-129 **The Holydrug Couple** *Moonlust* CD/LP

RiYL: Tame Impala, Beach Fossils, The Beach Boys

CATALOG #: SBR-212

GENRE: Alternative/Psych/Pop

RELEASE DATE: 9-28-2018

AVAILABLE FORMATS: CD, LP, LP-CI

UPC-CD: 843563105382

UPC-LP: 843563105375

UPC-LP-CI: 843563105405

EXPORT RESTRICTIONS: NONE

VINYL IS NOT RETURNABLE

BOX LOT: CD 30 / LP 30

CD



8 43563 10538 2

LP



8 43563 10537 5

RED VINYL LP



8 43563 10540 5

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