



SECRETLY CANADIAN



YEASAYER

FRAGRANT WORLD

Fingers Never Bleed
Longevity
Blue Paper
Henrietta
Devil and the Deed
No Bones
Reagan's Skeleton
Demon Road
Damaged Goods
Folk Hero Shrick
Glass of the Microscope

CATALOG #: SC240
RELEASE DATE: AUGUST 21, 2012
FORMAT: CD/2XLP/DIGITAL
CD BOX LOT: 25
LP BOX LOT: 25
GENRE: AVANT POP / INDIE ROCK
KEY MARKETS: NEW YORK CITY, LOS
ANGELES, CHICAGO, BALTIMORE, SEATTLE,
MINNEAPOLIS

NOT EXPORTABLE
VINYL NOT RETURNABLE

Yeasayer's third album, *Fragrant World*, is a hulking beast of a record. Keyboards clank and wheeze, tiny claps stumble against busted drum machines, and there's very little obvious guitar. It's an album that grapples with the schizophrenia of the modern world by gathering piles of electronics and molding them into something huge and often gorgeous.

After touring endlessly in support of 2010's *ODD BLOOD*, Chris Keating, Ira Wolf-Tuton and Anand Wilder holed up in Gary's Electric Studios in Greenpoint, Brooklyn to record *Fragrant World*, working away as the borough transitioned from fall to winter. While *ODD BLOOD* played with electronic textures and future paranoia, *Fragrant World* fully immerses itself in those themes, virtually dripping with worry, love, and concern for the planet we live on. Keating bleats and yammers his lyrics—sometimes, like on “Longevity,” piling so many effects on his voice that the music takes on an otherworldly sheen. In direct contrast are Wilder's vocal contributions, which hover serenely over droning synths on “Blue Paper,” and later weave in and out of staccato hand claps, and what sounds like a vintage computer dying, on “Devil and the Deed.”

Across *Fragrant World*'s 11 tracks, genre mashing is taken from a broad spectrum of sources: updated takes on dusky pop, jittery funk, exotic keyboard experimentation, haunting whirs of backward organ, exuberant bass, etc. “I wanted to make a record that was legitimately, to use a bad word, funky,” Chris Keating told *Under the Radar* magazine. Even at it's darkest, that statement holds true. On their first single and album centerpiece, “Henrietta,” Keating is in great form. The track is loosely based on Henrietta Lacks, a woman whose cells were cultured by a doctor in the 1950s without her permission. Those cells would later go on to be the most commonly used human cell line for medical research. Keating teases out universal ideas from bizarrely specific moments in history, repeating the refrain, “we will live on forever,” referencing Lacks' story directly, contrasted against a darkly optimistic worldview. It's a risky move, but it pays off.

It's a testament to their sound and the unique identity they've carved out for themselves in the music community. They've managed to grow and expand into what they are now without losing touch with what made them so compelling in the first place: their willingness to pull from every musical source imaginable. Whether it's the warped and clipped alien-dancefloor banger “No Bones” that has strong ties to Timbaland's most experimental work for Aaliyah and Missy Elliott, or the gothic, almost industrial pulse of “Reagan's Skeleton,” Yeasayer are truly making 21st century music. Couched in healthy fear, yet unafraid to move forward and expand, pulling in new influences just as frequently as new worries, Yeasayer have created a difficult, dense and beautiful record. It's as much a synthesis of the last three decades of pop music as it is a new way of grappling with the end of time.

Fragrant World was produced by Yeasayer.

SELLING POINTS

1. Full publicity campaign by Motormouth Media. The album was announced by a cover feature with *Under the Radar*. Late Night TV figures prominently, and direct to fan messaging is a pillar of the rollout. “Henrietta” was premiered by sending the track to select fans on CD and encouraging them to leak it.
2. Robust AAA, CMJ, and Commercial Specialty campaigns coordinated to support a full fledged Modern Rock campaign. We fostered the format on the last record specifically to do this now.
3. Specialized marketing consultation by Missing Piece (for NPR focus), Topspin (for fan outreach and social media expansion). The band is producing a steady stream of exclusive content to feed the need for assets for such a deep reaching push.
4. Full national touring planned to coincide with release, as well as throughout 2012 and 2013.
5. Posters available, and LP version comes with a coupon to download the record.
6. Previous album *ODD BLOOD* is over 79k soundscans, and their debut *All Hour Cymbals* is at 54k.

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LP UPC: 656605024011



DIGITAL UPC: 656605024066



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