

# AVA LUNA

## ELECTRIC BALLOON

### INFORMATION

• Ava Luna has been covered by Pitchfork, SPIN, The New Yorker, Stereogum, Rookie, Noisey, Consequence of Sound, and many more.

• Electric Balloon was mixed by Jimmy Douglass (Justin Timberlake, Aaliyah, Timbaland, Gang of Four, Television, a million more)

• Ava Luna has toured with Toro y Moi, Unknown Mortal Orchestra, Twin Sister, and Sharon Van Etten, was handpicked by The National to play Crossing Brooklyn Ferry in 2012, and will embark on their second North America headline tour in support of this new record.

### ABOUT THIS RECORD

After years of writing and performing, Ava Luna has refined their doo-wop soul meets punk-as-fuck aesthetic into something bold and glaringly defiant in today's indie music landscape. Following the release of their critically lauded first proper full-length *Ice Level*, the band spent an intense 2-week period writing and recording in upstate New York. Unlike previous efforts that were meticulously mapped out, the songs that would become *Electric Balloon* were "...a family effort." according to frontman Carlos Hernandez. For the new album, former Columbia composition student Hernandez relinquished the reins a bit, opting for a more organic approach to writing the material for what would become *Electric Balloon*. As Hernandez explains, it was a "...birth of confidence. I grew closer to my bandmates, began to see the roles of a family playing out. Ethan cooks dinner for all of us, we make lewd jokes, and then 'after-dinner storytelling' takes the form of playing music."

In the wake of *Ice Level*, Ava Luna's sharp edges have melted away just enough, making it easier to connect with their no-wave grooves and soaring harmonies. Distilling everything from James Chance and ESG to contemporaries like Dirty Projectors and Of Montreal, Ava Luna have landed on an aggressively unique sound that still manages to be accessible. Hernandez goes on to explain "...the stories and moments here are clearer, as in a conversation. The moment appears, you grab it with your hands, screw the lid on the mason jar. There was no tweaking, no second-guessing. Julian's mantra for the process: 'First thought best thought.'...And for my part, I sing my best about encounters, friendships, some moments beautiful and others painful. A bike shop manager in New Orleans, a derelict porch on Brighton Beach, a yellow sweater in a kitchen in the Catskills, a water duct in the New Mexico desert..."



### TRACK LIST

1. Daydream, 2:34
2. Sears Roebuck M&Ms, 3:03
3. Crown, 4:50
4. Aquarium, 2:16
5. Plain Speech, 4:32
6. Electric Balloon, 3:00
7. PRPL, 3:49
8. Hold U, 4:13
9. Judy, 4:18
10. Genesee, 3:40
11. Ab Ovo, 4:17

### PRESS QUOTES

"...a beaming mix of ice-cool vintage '80s no wave grooves and extra-lush three-part girl group harmonies...Ava Luna has infectious, minimalist, ESG-style beats for days."

**SPIN**

"...itchy art-funk...future-perfect R&B...slip-sliding harmonics..."

**PITCHFORK**

"...equal parts brain and soul, pairing tricked-out synth work with Motown-inspired dance grooves."

**THE NEW YORKER**

LP UPC **656605465210**



6 56605 46521 0

CD UPC **656605465227**



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**MARCH 4, 2014**

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**LP / CD**

Packaging  
**LP JACKET / JEWEL CASE**

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**LP 25 / CD 30**

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Genre  
**INDIE / NO WAVE / POP**

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**JAPAN**

Return Policy  
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