



# paik - the orson fader CD

**release date**

February 4, 2003

**file under**

POP/ROCK - shoegaze/postrock

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808804002820

**format / catalog no.**

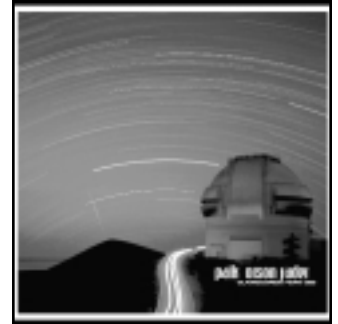
CD / FERN 028

**for fans of...**

mogwai, GYBE!, MBV,  
my education, tarentel, etc.

**wholesale price**

\$7.50

**bio**

Paik are downright amazing. As wrong as it is to say - like a parent showing favoritism toward one of their children - Paik are quite simply our favorite band. And for plenty good reason. From the opening notes of any given track, any given album, Paik will suck you in and command 100% of your attention, never letting go.

Formed in 1997, Paik undertook the quest for new and unexplored soundscapes using whatever means necessary. Drawing on inspiration from the urban setting of Detroit, the three members have crafted three albums so far. 1998 saw the release of their first album "Hugo Strange," a highly impressive debut of 10 relatively-brief songs with pop tendencies. Y2K brought us the 2-track CD "Spacer", a brilliant single letting us sneak a peek into their near future. In 2001, Paik dropped the bomb known as "Corridors", a 7-track masterpiece showcasing lengthier material on a grander, opus-like scale. Now, 2-years later, Paik complete the trifecta masterfully with the release of "The Orson Fader". To say they are expanding further on their past releases would be understating what is going on here. Quite simply, they've reinvented their songcraft. The amount of expansiveness and wide-open-spaciousness of these recordings has just not been accomplished before by anyone. Paik are master storytellers. Each song in their career tells it's own unique story. "The Orson Fader" a complex novel - a mindnumbingly cohesive album in which every track depends on the context within its peers. By the time it's over, this story will leave you breathless, mouth agape, eyes-wide-open...

Yes, Paik is an instrumental outfit, with 3 members. Yet the lack of vocals means nothing - if vocals were to be utilized, they would definitely just get in the way. And the fact that only 3 members create so much sound and so much space simultaneously is just mindboggling.

Paik's live performances have been described as "a giant, swirling, maelstrom capable of filling most any venue with lush, textured soundscapes, at volumes that let the listener stand briefly in this trio's shoes, and feel the truth and honesty from which their music emanates. An equally engaging light show allows an individual the opportunity to escape the here and now, and travel somewhere much more soothing, where time ceases to exist."

**selling points**

- full promotional campaign targeting magazines and college radio worldwide
- Paik have completed a full 2-week tour in December, 2002, giving many fans a preview of this incredible album, from the midwest to the west coast and back again. They will be hitting the road plenty in the coming months as well.
- Paik wowed the masses at this past year's Terrastock festival in Boston, as well as appearing in the feature article in the most recent issue of Ptolemaic Terrascope.
- Licensing deals are in the works for Europe and Japan

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**web presences:** www.clairerecords.com; www.beyondermusic.com  
**snail mail:** po box 214332 sacramento, ca 95821 usa

**list price**

CD \$14.99

**barcode**

8 08804 00282 0

**track listing**

1. detroit
2. tall winds
3. purple
4. black car
5. low battery transmission
6. ghost ship
7. star 80\*
8. loops for chrome
9. orson fader\*
10. twilight storms
11. killing windmills\*
12. red current

\* indicates ideal track for radio play (note the track lengths first!)

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