



pia fraus "in solarium"

release date

July 16, 2002

file under

POP/ROCK - indie/dreampop

UPC Number

808804002226

format / catalog no.

CD / FERN 022

for fans of...

Rocketship
My Bloody Valentine

wholesale price

\$7.50



bio

Pia Fraus was formed in Tallinn, Estonia in the early spring of 1998 by a group of art-school students. At the time, none of them exceeded the age of 16. Their collective influences at that time were Stereolab, Wedding Present, Sonic Youth, etc. Their first album "Wonder What Its Like" was released in March 2001, on limited CD-R copies in Estonia. It gave a good overview of what they were doing for the first three years, and it was 3 songs from this album which came our way via a demo submission. And we realised that the world had to hear the beauty of Pia Fraus as soon as possible...

"In Solarium" is the second album from Pia Fraus. It was recorded during three weeks in July 2001 by Lauri Liivak (of Estonian band Bizarre) at his Forwards Studio in Tartu, Estonia. It sees the band reaching new heights of sonic texture. The band's six members utilize a bevy of instruments including farfisa organ, synthesizers, "noise", two vocalists, bass, drums, and of course those wonderful guitars. Their songs have a remarkable sense of melody that'll be stuck in your head for ages. The layers upon layers of guitars, keyboards, and boy/girl vocals put you in a different place - a land of daydreams and bright colors. It's pop. It's noisy. It's brilliant.

Absolutely gorgeous two-tone silver and burgundy design throughout this package will have your eyes drooling. As with all Clairecords releases, the first pressing of this album will have limited edition artwork.

selling points

- radio campaign (handled by AAM) to hit key US and Canadian markets
- full-scale promotional campaign of 200 national and international magazines and freelance writers (to be serviced by Clairecords).
- Pia Fraus appeared on the Depeche Mode tribute album "No Hidden Catch" (2001 Kaleid Records) with other Estonian bands.
- If everyone in Estonia is as gorgeous as the boys and girls in Pia Fraus, talent scouts for modeling agencies worldwide must be looking in the wrong places!
- A video will be created for "400 & 57", to be released via a Clairecords video compilation later this year.

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web presences: www.clairecords.com

snail mail: po box 161372 sacramento, ca 95816 usa

list price

CD \$13.99

barcode



8 08804 00222 6

track listing

- 01> 400 & 57
- 02> right hand traffic
- 03> how fast can you love
- 04> outskirts of me
- 05> no need for sanity
- 06> octobergirl
- 07> bibabo
- 08> the end of time...
- 09> on you
- 10> zodalovers

Please note!! The track listing above is the correct tracklisting. Due to an error, the CDs were printed with the incorrect track listing. Sorry for the mishap!

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