



air formation- stay inside, feel everything

release date

October 12, 2004

file under

POP/ROCK - shoegaze/space rock

UPC Number

808804004121

format / catalog no.

CD / Fern-041

for fans of...

Bowery Electric, Slowdive,
Flying Saucer Attack

wholesale price

\$7.50



bio

Nestled along the Channel in England's South Downs, Brighton is one of the UK's most idiosyncratic locales-- what looks like one of the most heavenly places in the world is dubbed The Devil's Punchbowl and the pubs bear names like The Free Butt, The Pull & Pump and The Dyke Tavern. It's hard to imagine such a curious hovel fostering anything remotely ordinary when it comes to music, and *Stay Inside Feel Everything*, the Clairerecords debut of hometown lads Air Formation, proves the point to magical effect.

While its predecessor, *Ends in Light*, was, for all its celestial beauty, as cold and dim as a coastal winter night, *Stay Inside, Feel Everything* gave Air Formation the opportunity to hone "something more uplifting and varied that would be, hopefully, instantly accesible," says Bartram. "We are always very focused and all the songs clicked together quickly. Recording is always done quickly as it keeps the essences of the tracks intact, rather than spending time removing every error and in doing so removing the energy from the recordings." With its sweeping drones and vibrant guitar textures, the songs proved a departure not only in mood, but in technique as well. "We had recruited another guitarist so the songs became more guitar focused rather than the keyboard drones of *Ends In Light*," Bartram recalls. "We were also using a lot more feedback to randomly flow over the tracks, giving them more feeling."

Vivid and breathtaking, *Stay Inside, Feel Everything* is an aural experience tailor-made for introspection, right down to its title. As Bartram summarizes, it's "about time alone with the things you hold close, whether that'll be loved ones, thoughts, memories or creating music." Or the maritime eccentricity of the Brighton seaside.

selling points

- First pressing of the album features specialty printing by Thingmakers in which the artwork exudes a seductive glow beneath a black light!

- Air Formation have performed at Club AC30, London's premiere destination for second-wave shoegaze, alongside Ulrich Schnauss and The Zephyrs, with whom they recently shared a split CD single as well as Clairerecords' Highspire.

list price

CD \$14.99

barcode



808804004121

track listing

- 01> Turns Into Sky
- 02> Fallen Leaves
- 03> Seethrustars
- 04> Why I Lost You
- 05> Full Flight
- 06> Stay Inside, Feel Everything
- 07> Caught upon the Waves
- 08> Here Comes the Rain

clairerecords is distributed by:
toneVENDOR distribution
(www.tonevendor.com/distro)

--and --

- Carrot Top (www.cdtltd.com)
- Choke (craig@choked.com)
- Darla (www.darla.com)
- Revolver (midheaven.com)
- Parasol (www.parasol.com)

radio contact: sara@aaminc.com; (212) 924-3005

press contact info: susan@clairerecords.com; (916) 448-2894

retail contact info: dan@tonevendor.com; (916) 448-2894

web presence: www.clairerecords.com; www.airformation.com

snail mail: 1812 j street, sacramento, ca 95814 usa