

IFWHEN WE WILL GENTLY DESTROY YOU

Label: Clairerecords
Catalog Number: FERN 072
Street Date: November 6, 2007
Format: CD
BARCODE: 808804007221

Track Listing

- Fantastic Maneuver
- Only Faster
- Just Fine Today
- A Furious Kind
- Interference
- Safe To Cross
- Escape Method
- Not The Same Time
- Incidental Contact
- Nothing Left To Avoid



Featured Artists

Kentaro - bass
Mary MacDowell - keys
Merc - guitar, programming, vocals

Discography

As Ifwhen:

Self Titled Debut Album (2003, Japanese-only release)



As All Natural Lemon + Lime Flavors:

All Natural Lemon + Lime Flavors / That Familiar Look to You 7" (Hidden Agenda)
All Natural Lemon + Lime Flavors / I am Where You Were 7" (Gern Blandsten)
All Natural Lemon + Lime Flavors / s/t CD (Gern Blandsten)
All Natural Lemon + Lime Flavors / Straight Blue Line CD (Gern Blandsten)
All Natural Lemon + Lime Flavors / Turning Into Small CD/LP (Gern Blandsten)

Overview

Formed by **Merc** – a founding member of the post-shoegaze band **All Natural Lemon & Lime Flavors** - **Ifwhen** has been spreading their somewhat noisy, especially melodic and oddly structured music throughout NYC and beyond. **ANL+LF** had worldwide acclamation with 3 LPs released in the US, Europe and Japan. Their sound was considered unique to their peers of the time due its complexity both sonically and compositionally. That band disbanded in the early 2000's and **Merc** rose from the ashes to form **Ifwhen**, taking the complexity and sonic attitude to the next level. With a live show including a real time visual artist creating live projections and an immense arsenal of sound, **Ifwhen** are not meant to be merely “listened to” ~ they need to be experienced.

We Will Gently Destroy You was mixed by **Dälek**'s “**Oktopus**” at **Deadverse Studios** in early 2007. The album marks the first US release from **Ifwhen**. Sounding like very carefully orchestrated chaos, dense walls of sound create multiple rhythms. Melody lines intertwine while the bass and drums often find pleasantly awkward, unexpected grooves ~ and those grooves take the foreground when time signatures and key signatures seem to change at any given moment and usually without warning. At times, it almost sounds as if all the band members are playing separate songs. It can be somewhat disorienting. Although it can mess with your head a little if you let it, it's not all about discord. Gentle vocals and melodic hooks float about the songs, managing to consistently keep them slightly pretty around the edges. Amidst the commotion, somehow it all makes just enough sense - convincing you to find that normalcy is just another part of their equation.

Influences and elements are certainly present, though difficult to put an exact finger on. Not quite as twisted as **Syd Barrett**, not as monstrous as **Glenn Branca**, not as abrasive as the **Velvet Underground** and not as technical as **King Crimson** – but its certainly all in there, just like every band treats their influences, only **Ifwhen** is constantly looking towards rearranging them.

Clairecords' vinyl-only sister label **Claire's Echo** will be releasing a split 12” of **Ifwhen** and **Dälek** in early 2008.

Marketing

- Ads to run in several major independent and target-specific magazines nationally and internationally, including planned ads for The Big Takeover and Skyscraper
- Co-Op Ads planned for several distributor and one-stop catalogs via **NAIL**

Press Quotes

“**Ifwhen** will overwhelm your senses and dazzle your eardrums with their brand of sonic bliss. Walls of sound wash over you as percussion dances in between washes of fuzz.” – **Somewherecold**

“Somewhere between lush instrumentation and experimental noise lies the rather jarring but intriguing sound of **Ifwhen**. How three people can make so much noise is the first question that comes to mind...” – **Delusions of Adequacy**

“Uncanny combination of floating vocal melodies, distorted guitars, sound wall of keyboards, digital drum beats and progressive bass lines are very hypnotizing and contagious.” --**www.marcreation.com**

“**Ifwhen** puts your head in a vice grip and twists. But oddly enough, it feels good.” – **Perfect Sound Forever**

“irregular time (signatures) and almost dizzy modulations might-be-inspired from prog-rock or avant-garde music... Strong recommendation for enterprising listeners with daring spirit, especially for those who don't believe in the future of shoegaze.” -- **CD Journal**