



**CASUAL  
WORKOUT**



**INERTIA**

**Artist:** Architecture In Helsinki  
**Title:** NOW + 4EVA  
**Release Date:** 28<sup>th</sup> March 2014  
**Label:** Casual Workout  
**Genre/s:** Indie Pop  
**Origin:** Melbourne, Australia

**Relevant Links:**

[www.architectureinhelsinki.com](http://www.architectureinhelsinki.com)  
[www.facebook.com/architectureinhelsinki](https://www.facebook.com/architectureinhelsinki)  
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**PRESS FOR ARCHITECTURE IN HELSINKI:**

**ROLLING STONE** "Boasting meticulous hooks and obsessive production...Moment Bends teems with openness and positivity. As with all great pop music, Moment Bends, conveys the feeling that anything is possible"

**THE CREATORS PROJECT** " "Dream a Little Crazy" is a harmonious piece of pop with jagged rubble rousing intonation"

**THE MUSIC** "There's no need to wax lyrical about this band – they know what they're doing. The entire spectacle is just one big celebration"

**BEAT MAGAZINE** "I'll call it - this is the Australian pop album of the year"

**MESS AND NOISE** "'Moment Bends' is neither a tribute nor a parody: it's bold, unashamedly sincere, celebratory and thoughtful, nuanced and heartfelt"

**THE VINE** "the songs have an air of clarity and freedom. There's no holding back for fear of embarrassment or of being unfashionable; there's only the kind of pop-born euphoria that translates worldwide"

**SYN** "To say that they delivered is an understatement all in itself"

**Architecture In Helsinki**, one of Australia's most infectious and beloved pop bands, will release their highly anticipated new album 'NOW + 4EVA' on **Friday 28<sup>th</sup> March 2014**. The Melbourne based, five piece, consisting of members **Cameron Bird**, **Kellie Sutherland**, **Gus Franklin**, **Sam Perry** and **Jamie Mildren** recently announced that the album will be released on the band's own imprint, **Casual Workout**, via **Inertia**. Running the emotional gamut from Deep Blue thru Yellow magic to Pink Pop confection, 'NOW + 4EVA' is sure to warm the hearts and expand the minds of new and long term fans alike.

'NOW + 4EVA' follows the band's highly-acclaimed 2011 release '**Moment Bends**' which peaked at # 12 on the **ARIA** charts and came in at # 8 in **triple j**'s 2011 Album Poll. The highly polished pop sound the band developed on 'Moment Bends' reaches an even brighter level on 'NOW + 4EVA'; as the album's first two singles, "**In The Future**" and "**Dream A Little Crazy**" vibrantly attest.

*"We wanted to build a collection of direct and honest songs that expanded our creative horizons and continued to challenge us as writers and producers,"* says Architecture In Helsinki frontman, Cameron Bird. He adds, *"I'm a populist, I live for the power of melody and ideas in pop music and marvel at their ability to connect people regardless of time and place. It's a privilege to work in a medium where you can truly have a positive effect on someone's life".*

The album was co-produced by the band and long term collaborator **Francois Tetaz (Gotye, Kimbra)** and mixed in Los Angeles and Montreal by Tetaz and **Damian Taylor (Bjork, The Killers and Arcade Fire)**. *"We wrote and recorded the album over a 15 month period in a Loft space we leased in Melbourne's CBD. It used to be part of a Magic Shop in the 1930s so we're hoping some of the auras of illusion rubbed off on the songs!"*

On working with Tetaz, Bird expounds *"It was like taking the songs to boot camp on Venice Beach. We ate Kale Salad and worked 15 hour days until the songs sounded and looked like equal parts boardwalk vagrant and body builder"*. While Tetaz had this to say *"I love that AIH continually evolves. Listing to this record, it's hard to recognise their first album is the same band. Every album is a re invention and a new journey. I have no idea where it is going to lead or what to expect. If there is one thing their albums have in common it is that - No idea what you are going to hear next!"*

The album's production reference points may span everything from Philly Soul and Jamaican Sleaze to Swedish Pomp, 'NOW + 4EVA' remains uniquely and unmistakably Architecture in Helsinki.