

FROM - "FIGHT FOR YOUR RIGHT" (THE BEASTIE BOYS COVER)

SOME GIRL RAPPING IN FRENCH OVER A FUZZED OUT NEW ORDER-STYLE SYNTH TRACK



"FIGHT FOR YOUR RIGHT"

The From cover of "Fight" is so different from the original that no one on the band's Facebook, Twitter, and MySpace could guess it without the first line of the vocals.

That could be good or bad, of course. Regardless of judgment, polarizing risk-taking should be the regular habit of new bands.

The guitar god riff of the original is stripped of the high screeches, leaving a deeper, rounded out tone that recalls Peter Hook's bass lines faster than Deep Purple's wailing. A fuzzed out synth sparkles along with the 4/4 beat of an 808 kick drum. Barely recognizable samples of a Peruvian flute and a cello push the track into surrealism.

If the instrumentation throws a twist to the original, the vocals avert direct comparison almost methodically. From's Roni Brunn raps the verses in French while a group of girls accompany her on the choruses, screamed out in English.

CATALOG NUMBER: BR005

FORMAT: MP3

GENRE: Synth Pop

COMPARED TO New Order, VEGA, Washed Out, The Sound of Arrows, Lady Gaga, Miike Snow

ABOUT FROM

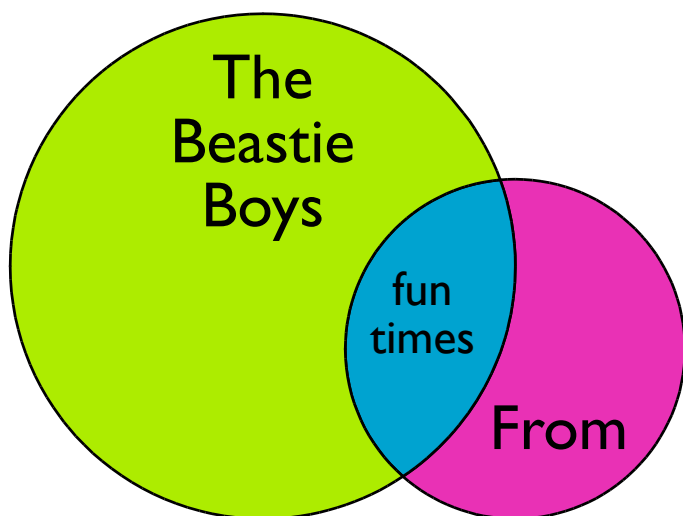
From is an LA wonderpop band founded by singer/writer/producer Roni Brunn. From's addictively catchy, simple pop songs sound like a **Nico + Kraftwerk** version of **Magical Mystery Tour**. Brunn's vocals are emotionally expressive while stylistically unaffected, bringing a refreshing, raw drive to surreal, eccentric orchestral arrangements.

And it's fun, too. Despite her formidable credentials, Brunn appears better prepared for parties than for chess matches.

For the first single from *Fair Isle*, Brunn put together a music video made entirely of clips from 41 commercials. The "One Spring Away" video includes a drumming gorilla, **Sony** spots, **James Brown**, and **Gap's Khaki Swing**. Timed at just 2:37, the widely acclaimed video rapidly combines disparate elements to create a unified, fun composition – like a visual take on **Girl Talk**.

With clips in *Wired*, *NME*, and *The Guardian*, From's blog quickly gained followers on its own merit for its witty take on music, design, and advertising.

WHY DID WE DO IT?



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