

FAIR ISLE BY FROM

THE SWAGGER TO FUCK WITH POP SYMBOLS AND THE MUSIC TO HAVE FUN DOING IT



FROM - FAIR ISLE

CATALOG NUMBER: BR004

FORMAT: Double CD

GENRE: Alternative Pop

COMPARED TO Kate Bush, The Concretes, Islands, Stars, Caribou, Lykke Li, The Pipettes, The Long Blondes, Sonic Youth, Nico



RONI BRUNN

Roni Brunn grew up in Tel Aviv, Israel, attended high school in Beverly Hills, and graduated Harvard University with a major in economics. After college, she launched a line of high end handbags that sold in exclusive shops around the world and regularly appeared in top fashion magazines and TV shows, including Vogue and Sex & the City.



She also created LA's Math-Club, a social organization that gathers young Hollywood and the brightest math minds for cocktails and lectures. Math-Club has been featured in Wired, Time, and NPR. In her work as a web developer, she created sites for Ringo Starr and Justin Timberlake. She is a self-taught musician who writes, performs, and produces all the tracks for From.

ABOUT FAIR ISLE

The album's dead. The market for recorded music is imploding. Nobody cares about shiny plastic discs.

What's an independent artist to do?

If you're Roni Brunn and are putting out a debut for your band From, the answer is a double album: one CD bearing From's infectious three minute pop songs and the other disc – an album from another band entirely, picked from a selection curated by Brunn.

Memorable art comments on and challenges its context. The incorporation of a second album gives Fair Isle a frame of reference and makes a statement about the shifting value of recorded music.

The cover sums up the concept visually. The original booklet from the second album is hand stenciled with "From" and "Fair Isle," evoking graffiti and, with it, the brash spirit of the whole package.

Fair Isle was recorded and engineered by Luke Top (Cass McCombs, The Cave-Ins/Ceramic Isles, Cairo Gang, Foreign Born, Papercuts, and Big Search).

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.

BRAND

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