



Javelin

No Más

"[Javelin] turn their random eccentricities and dollar bin gold into first-hand art." - **Pitchfork**.

"One of the most notable acts to emerge this year: (They) have the incredible ability to create music that makes you happy." - **LA Times**

"Javelin's is an audiophilic-strain of dance music, a mutant stew that cuts across genres, generations, and genealogy, and the pair are often said to possess a crate-digger's mentality..."

- **Stereogum**

Javelin throw a party that sees nothing wrong with dropping crooked disco ("On It On It"), schoolyard funk ("Intervalles Theme"), abstract R&B ("Dep") and pitch-perfect pop ("Mossy Woodland") in the same set. At least that's the way things unfold on Javelin's debut album, *No Más*, the eagerly-awaited follow-up to a self-released collection of demos ("Jamz n Jemz") and a pair of limited Thrill Jockey 12-inches ("Javelin", "Number Two"). It's as if Javelin were programmed to reproduce the golden age of every genre known to man, bouncing between samplers and strings, drum machines and drum sets, and a growing collection of guitars, horns and homemade thumb pianos. You read that right: Most of *No Más'* dusty 45 moments aren't lifted from actual record crates. They're painstakingly recreated, note by note, from the jukebox in Javelin's collective mind. So if you're trying to 'figure Javelin out', don't bother. You see, everything has its place in a Javelin song, from the shimmering keys and brassy strut of "Shadow Heart" to the loony tune loops of "Oh! Centra." These musical omnivores work their music like a rabid radio dial, leaving a tricky trail of sonic breadcrumbs in their wake. Or as Langford puts it, "The minute I start working in one style, I get distracted and want to work on another one. We kinda gave up on finding our 'sound' years ago."

MARKETING POINTS:

PUBLICITY: National and regional press campaign by Kip Kouri at Tell All Your Friends PR. Early online favorite. Commitments from Pitchfork, prominent blogs as well as national lifestyle.

RADIO: Non-commercial, College, and RPM servicing by Specter.

ONLINE: Marketing campaign by WeWillMakeThisHappen. Banners, Videos, Audio samples, email blasts to target demos.

RETAIL: Co-op budget available.

KEY MARKETS: New York, Los Angeles, San Francisco, Seattle, Chicago and Denver.

TOUR: US tour Spring, Summer and Fall 2010.



WWW.LUAKABOP.COM

DETAILS:

STREET DATE: 4.06.10

CD LIST PRICE: \$14.98

LP LIST PRICE: \$18.98

GENRE: Electronic, Indie

PACKAGING: Digipack/LP Printed Insert

CD UPC: 680899007429

LP UPC: 680899007412

BOX LOT: 30

CATALOG #: CD-LBOP-0074, LP-LBOP-0074

