

ALBUM PRESS RELEASE

Einar Stray Orchestra  
*Politricks*

**Artist:** Einar Stray Orchestra

**Album:** *Politricks*

**Tracks:**

1. Honey
2. Politricks
3. Pockets Full Of Holes
4. Thrasymachus
5. For The Country
6. Aleksander
7. Montreal
8. Qualia
9. Envelope

**Release:** 6th October 2014

**Label:** Sinnbus

**Format:** Download/Physical

**For fans of:** Arcade Fire, Sufjan Stevens, Andrew Bird



*"...just downright beautiful."* - **The 405**

Since the release of **Einar Stray's** debut album **Chiaroscuro**, the Norwegian five-piece have become a critically acclaimed collective. However, their forthcoming album **Politricks** will be released under their new name, **Einar Stray Orchestra**, via Berlin based label **Sinnbus** on **6th October 2014**.

Their last album gained critical acclaim in the UK, Europe and beyond with websites like **The 405** awarding Einar Stray's debut a whopping 9/10. In the meantime, the band were being asked to play festivals such as **JaJaJa, Iceland Airwaves** and **Berlin Music Week** - maintaining their cool, underground status whilst increasing an ever growing fan base. The band have been a main player in the underground scene, slowly simmering away and now ready to burst into the wider consciousness.

Growing up is one of the album's main themes, which can be heard from the offset. *Politricks* begins with eerie eight minute track 'Honey' taking you on a journey of darkness and desperation. Second track and single, 'Politricks', puts childhood beliefs and hero worship under the microscope, telling the story of a transition from innocent youth to the not-so-innocent adult world, dealing with disillusion and perception at the same time. The album then continues its journey, with stripped down tracks such as 'For The Country' and 'Qualia' introducing a more folk-like sound, not dissimilar to the likes of **Iron and Wine** and dominated by a heartfelt string section. In contrast, tracks like 'Pockets Full of Holes' and 'Montreal' reflect the happiness of adolescence with a stunning layering of instruments and unique time signatures.

The album is a tapestry of different emotions and the result of the journey Einar Stray has taken from humble indie beginnings to where they are now, Einar Stray Orchestra - a band with heart and substance, taking their underground status and rising beyond the sum of their parts.

**Politricks** is released **6th October 2014** via **Sinnbus/Rough Trade**.

- Einar Stray Orchestra are available for interviews.
- EPK, photos and artwork available upon request
- Website: [www.einarstray.no](http://www.einarstray.no)



All PR enquiries to:

Claire Lim

**A Badge of Friendship**

E: [claire@abadgeoffriendship.com](mailto:claire@abadgeoffriendship.com)

T: 0208 605 2414

M: 07833 934 297

URL: [www.abadgeoffriendship.com](http://www.abadgeoffriendship.com)