

SINGLE PRESS RELEASE

**Fable**  
*Human Pretending*



*“Brooding cinematic Electronica...”* - **Guardian**

**Artist:** Fable

**Single:** Human Pretending

**Release date:** 25th March 2016

**Label:** 74 Music

**For fans of...** Nine Inch Nails, Björk, Leftfield, Prodigy

**Human Pretending** - out on **25th March 2016** via **74 Music** - is a twisted piece of electronica wired together by snarling vocals and pulsing beats, brought together by the creative vision of ‘Godfather of Dance’ **Orbital’s Paul Hartnoll** and twenty-year old Brighton based maverick **Fable**.

The single was originally conceived by the pair as a subversive, leftfield entry for the 2016 Eurovision Song Contest but rejected for being “a little too much for the Eurovision audience”, which comes as no surprise as Fable is anything but safe. She is otherworldly, an alien, an outsider. Fable is an incendiary creative force that does not bend to the rules - she creates them.

*Human Pretending* is about “the human condition,” explains Fable. “We are all flesh and bone, but we’ve convinced ourselves that intellectually we are part of something far greater, both individually and as a society. There’s a constant battle between our actual being and the personas we’ve created, to the extent we’re losing touch with who and what we really are.”

Previously, Fable has proved herself to be a worthy songstress with single **Silence Myself** and a creative chameleon with **I Am You**. However, *Human Pretending* channels early **Prodigy**, **Nine Inch Nails** and **Björk** on steroids. Fable is far removed from the soft dream pop songstresses and corporate backed ‘artistes’ being churned through the system, ready for ‘safe’ public consumption. Fable wants you to think, to feel, to wake up from your modern malaise.

Fable will join British rock legends **The Cult** on tour and has previously supported **Archive** and worked with **Bloc Party’s Russell Lissack**. **The Line of Best Fit**, **Gigwise**, **Pop Justice** and **Clash** are amongst Fable’s supporters and with her latest single *Human Pretending*, she’s sure to gain many more.

**Human Pretending** is released via **74 Music** on **25th March 2016**.



A Badge of Friendship  
Claire Lim  
E: [claire@abadgeoffriendship.com](mailto:claire@abadgeoffriendship.com)  
T: 0203 846 7010  
URL: [www.abadgeoffriendship.com](http://www.abadgeoffriendship.com)

Assistant  
Ellie Sorensen  
E: [ellie@abadgeoffriendship.com](mailto:ellie@abadgeoffriendship.com)