

ALBUM PRESS RELEASE

Mimas: *Lifejackets*

Artist: Mimas

Album Title: Lifejackets

Tracks:

1. Application
2. La Moustache Formidable
3. Manflu
4. Sodapop Stalkers
5. Rotting Rodents
6. SMOM
7. Vader In Burgos
8. Touring The Riot Scene
9. Relationship

Release Date: 25th October 2010

Label: Big Scary Monsters

Distribution: Cargo

Format: CD / Download



After the success of their debut album *The Worries*, Danish boys Mimas return with their second offering *Lifejackets*. It's a natural progression from the intricate post-rock of their debut.

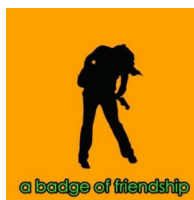
Lifejackets feels like a beautiful journey through the hearts and minds of Danish boys Snævar Albertsson (vocals, guitar, trumpet), Daniel Beck (guitar), Lasse Dahl (drums) and Gert Jørgensen (bass, vocals).

With gorgeous layered guitar melodies and a cerebral quiriness unique to the Scandinavian four-piece, *Lifejackets* is an amalgamation between US indie legends **American Football** and indie folk oddball **Darwin Deez**. This is most apparent on "La Moustache Formidable", as Snævar bellows proudly that he's "growing a moustache in my apartment". However, the band display a brilliant range on this album, moving away from the quirks and showing a deeper side on tracks like "Manflu". The album was mixed by **Addi 800 (Blur, Sigur Rós)** and mastered by Grammy nominee **Chris Tsangarides (Depeche Mode, Judas Priest, Thin Lizzy)** and it's hard to believe such an accomplished album is only their second to date.

They are no strangers to the live scene either. They've toured all over Europe playing with bands like **Mono, Why?** and **Menomena** and the boys are still in demand as they prepare to hit the UK again at the end of the year. Having already toured the UK seven times and with glowing reviews and praise from places like **Drowned in Sound** and established tastemakers such as **BBC Radio 1's Huw Stephens**, Mimas' live set is something not to be missed.

Lifejackets features beautiful, meandering melodies and simple, refreshingly peculiar musings on life and love; they are a band who are insistent on not taking themselves too seriously, however this is an album that simply *must* command your attention. Magnificent.

- Mimas are available for interviews
- Photos, digital download press pack and free MP3s for blogs available upon request
- Official website: www.mimassite.com



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