

# Velvet Volume is ready to take on Europe

**After playing three very successful shows during the Reeperbahn Festival 2017 the Danish rock trio is ready to release their debut album Look Look Look!**

The album was recorded in their hometown Aarhus, Denmark and the three musicians stood cramped together in a small – emptied – swimming pool to make sure they got the live sound on to the recordings.

”The album has a lot of one-takes. We were standing in that little pool same room and just played. Some might record an album separately in different rooms, but we needed to look each other in the eyes and feel the energy from each other. That’s how we do it live, and that’s how we wanted the album to sound. Our songs might rise and fall in tempo, but we haven’t done anything about that. That’s us and that’s how it’s supposed to be”, says Velvet Volume.

A song like the riff-heavy and intense ‘Fire’ is right up that alley. Same goes for the more melodic ‘Drunkenly Haze’, where the theme shifts to an overall contempt with the state of the world. The title track ‘Look Look Look!’ is the album’s happy-go-lucky track and ‘Leap Into Heaven’ has an edgy and raspy feel to it. Finally, the album’s more soulful side goes to show in ‘Hurtful’ about a young woman in an unhealthy relationship. The album really is a statement of young women growing up and trying to find a greater meaning in all the chaos.

The lyrics are a true testament of young restlessness. It fits perfectly with the eternal friction of rock music and the state of the world.

”We almost only write lyrics when we are frustrated. The overall theme on the album is restlessness and an expectation from ourselves and our surroundings, that now might be a ‘good time to grow up’. It is about being down when you feel like everybody else around you have it all together, while you’re still a mess. It is about partying too hard and escaping reality for a while, and then feeling down about that. Writing songs and creating music is, for us, a release of all that tension and frustration. A way to romanticize a depressive feeling into something beautiful and dramatic, which is music. Something we can all relate to. At least we hope that people are going to feel – some kind of relief, that everything is going to be alright!”, says the band.

But we need to go back in time to really understand what Velvet Volume – Noa, Naomi and Nataja is all about.

In 2013 the band wrote a great deal of Danish festivals asking them to book their band. At that time, they didn’t really have any songs, and had not played live, besides the occasional family-events. One festival took the bite. Grimfest in Aarhus. The three musicians showed up with their gear and nothing but a plastic bag full of cables! But something happened when they took the stage. People started gathering around in front of the stage and actually listened.

”We just did our thing”, says Velvet Volume when looking back on that very first festival show.

From a very young age they have all joined their father at record stores around Denmark and early on learned to appreciate the album format. They grew up on The Rolling Stones, Jimi Hendrix, David Bowie, Siouxsie & the Banshees and later on, Jack White, George Michael and Haim became huge inspirations.

"Some might think that we are the living proof that rock is still alive. We don't see it like that. For us, rock has never been dead", the three sisters nod in agreement.

Since the beginning of 2015 the Danish sister-rock-trio Velvet Volume has taken the Danish audience by storm. With only two double singles released by the end of 2016, Velvet Volume had already mesmerized the Danes at live-broadcasted TV shows such as the Danish Crown Prince Couple's Award Show and P6 Beat Rocker Koncerthuset - with standing ovations as a result. Not to mention their cover on Danish national music magazine GAFFA in February 2016.

Velvet Volume is touring Denmark during October and November and is playing at Eurosonic Noorderslag 2018 in Groningen, Holland in January.

Listen to the album 'Look Look Look!': <https://mermaidrecords.lnk.to/looklooklookalb>

<https://www.facebook.com/velvetvolume/>

Instagram: velvetvolume

#### **Facts:**

Velvet Volume is: Naomi Lachmi, Noa Lachmi og Nataja Lachmi.

'Look Look Look!' is released worldwide on Oct. 6<sup>th</sup> (only streaming/digital).

Produced by Nick Foss og Tue Madsen

Look Look Look! – Tracklist:

1. Intro
2. Fire
3. Look Look Look!
4. Leap Into Heaven
5. Runnin' Wild
6. Drunkenly Haze
7. C'Mon
8. I Think I Need You
9. Hurtful
10. Pretty In Black
11. We Just Wanna Get Along
12. Honey

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