

LOVEBUGS

Album *Life Is Today* - Release date: 20/04/2012



Is there anything the Lovebugs haven't achieved since 1993. Just think: they've produced several Top Ten albums; written a string of catchy songs; rocked audiences in Norway and Taiwan; shook up clubs and football stadiums all over the place; and, in that process, touched thousands and thousands of hearts. Enough achievements to fill a book you might say ... and, hey, that distinction recently came their way as well.

So although that life memorial has been created, the guys from Basle are not thinking of hanging up their instruments yet. On the contrary. They're driving in the fast lane as if there were no tomorrow (and no yesterday). *Life Is Today* is the 11th album to their name, with the title slogan occurring to them in a hippy village on the island of Crete when they realised that that is the whole point. It's all about living your dreams. About the here and now. About capturing moments. About nuances. In short: it's all about life per se.

Over the last two years, Adrian Sieber has penned no fewer than forty songs for the Lovebugs. More than ever before, and all grounded in that creative tension between majestic melody and intimate honesty. "We gave each song a thorough chance and rehearsed it until the magic moment came – or not", says drummer Simon Ramseier. "Plus which", bass-player Florian Senn adds, "we worked on the album without any pressure or defining concept or release schedule. We allowed ourselves just the one luxury ... a lot of time". Meaning that only glistening pearls of pop music remained in the bag for further refinement by the quintet. "We've never been so ruthlessly candid with one another and therefore so constructive", says keyboarder Stefan Wagner. An opinion backed by Simon: "It's been a long time since we last went into the studio with such a relaxed and compact sense of togetherness". And you can feel that ease. From the very first note, *Life Is Today* scintillates with irresistible charm. The opener, *Beautiful One*, itself makes clear that a new wind is blowing through the band. "The new album is meant to be colourful again", says lead vocalist Adrian. "And when I was actually writing the songs, I was keenly aware that the more melancholy pieces shouldn't drown in doom and gloom and that they retain a spark of hope".

It really is a gamut of big feelings that the Lovebugs use to such inspiring effect on this their 11th album. Feelings you are happy with (*60 Ft. Napoleon*); feelings you may be a bit ashamed of (*Truth Is*, the first single); and feelings you are proud to have (*Who Needs Sleep Tonight?*). "Everything that's been important to me", Adrian explains, "has become music. Friendships, love affairs, whatever, whether they relate to the family (*Shaking the Tree*), a teenage crush (*Jennifer Beals*) or the good old vinyl single (*45 RPM – My Whole Life Story*).

But the Lovebugs also reach out because they expose the pitfalls of life. With "ruthless candour" is how Adrian tackles his own helplessness in *Holes*, evasion and self-deception in *Fortuna!* or frustration in *Come to an End*. Indeed, such intimate insights even moved his long-standing companions: "Yes, Adrian's new lyrics surprised even me, affecting me enormously", says Simon, with guitarist Thomas Rechberger adding that "Honesty is the best melody for a song".

Musically speaking, the band has pulled off the feat of doing full justice to thematic variety while not losing sight of their own intimate style. Through *Life Is Today*, the Lovebugs succeed in reconnecting with their hit album of *Every Waking Moment* (2006) and ably combining their yearning and haunting melodies with that poignant intimacy which we know from their unplugged album of *Naked* (2005).

A Swiss band with an international reach like the Lovebugs do not need to confine their wishes to national borders. Which is why they have been able to take on board two charismatic musicians whose careers now stretch back as long as theirs. Sarah Bettens, lead singer in K's Choice, a Belgian band, simply bewitches the listener in the duet entitled *The Letting Go*. The bearded Søren Huss from Danish band Saybia reminisces about his youth (*Little Boy*, the second single), assisted by Adrian. And it takes just a few seconds of *Cry Your Heart Out* to understand that Canada-born vocalist Rykka is a sensational new discovery. In other words, the Lovebugs have managed with their 11th album once again to surpass themselves. They boost their amplifier to 11, honesty to 12 and feelings to 13. And all that on a scale from 1 to 10. (Text: Marc Krebs).

www.lovebugs.com

www.facebook.com/lovebugsmusic



Adrian Sieber **Vocals** – Thomas Rechberger **Guitars** – Stefan Wagner **Keyboards** – Florian Senn **Bass** – Simon Ramseier **Drums**

Single release *Truth Is*: 17/02/2012

Video clip *Truth Is*: <http://bit.ly/GQDx0h>

Album release *Life Is Today*: 20/04/2012

Press material: www.gadget.ch / Media



Life Is Today

1. Beautiful One
2. Cry Your Heart Out (feat. Rykka)
3. Little Boy (feat. Søren Huss)
4. Truth Is
5. The Letting Go (feat. Sarah Bettens)
6. 60 Ft. Napoleon
7. Faint Afterglow
8. Who Needs Sleep Tonight?
9. Come to an End
10. Holes
11. Fortuna!
12. 45 RPM (My Whole Life Story)
13. Shaking the Tree
14. Jennifer Beals
15. Save Your Love

Album Release Concerts

26/04/12 ISC BERN (**sold out!**)
 27/04/12 Kuppel BASEL (**sold out!**)
 02/05/12 Exil ZÜRICH
 04/05/12 Rouge City LAUSANNE
 05/05/12 Grabenhalle ST. GALLEN



Coffee and Cigarettes

Author: Marc Krebs / Photos: Tabea Hüberli
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Contact

Management: Gadget Management & Concert Agency GmbH, eric.kramer@gadget.ch
Promotion: Gadget Records AG, daniela.kueng@gadget.ch
Booking: Gadget Management & Concert Agency, stefan.wyss@gadget.ch
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