



Release Date: December '08

Recommended Singles:

3. A to Z

12. Beginner's Luck

7. Oppositology

PERSONA

DEAD MAKE-UP

Tracklist:

1. d.A
2. One Call from the Coast
3. A to Z
4. Road to Meeting
5. The Silly Son
6. Near the Storm in June
7. Oppositology
8. Chilli and Cream
9. The Award
10. Blank Square
11. Romantic
12. Beginner's Luck

Selling Points:

- Recorded by Kaki Arkarazo at Garate Studios, Andoain, and mastered by Jesus Asirspoint at Masterispont, Madrid.

- Third album after their self-released debut and "Accident" (BCore, 2006)

- For lovers of The Jesus Lizard, Chokebore, Quicksand, Kyuss, Bluetip or Regulator Watts.

If we were into trends, we could say "the nineties are back". But fortunately we're just into good music, and these sentences don't bother us too much. Persona have proved again with their third album that they're one of the most powerful Spanish bands yet to be discovered, and that their ability to make their sound absolutely compact is awesome. No slots, no doubts, they're becoming one of the most solid concrete pieces of our alternative rock. Drinking from the sources of American tradition, between the relative dissonance of Washington DC sound and the darkness of early grunge, it's difficult to find a name that describes them better than their own music. There have been many steps forward since their previous "Accident" (BCore, 2006): vocals are far more beautiful and rich, as they push music upon the sky, while the huge yet minimal rhythm base keeps their feet on the ground; sometimes, down to a hell of convulse magma. Definition in every touch, in every beat, that actually roots on nineties rock to launch them into modern soundscapes. Maybe that's their best goal, updating a sound that is far from indulgence, but searching for constant surprise, with the only apparent intention to dig into listener's guts again and again. And we must say the result has charmed us, as the record flows in a constant balance between fists and caresses; and if you can feel that on record, just imagine the same in the first row of a live performance. Pure physics, they stomp with elegance and introspection to make you dive into the depths of this excellent album.

Artist: PERSONA
Title: DEAD MAKE-UP
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