

# + ALICE SWEET ALICE +



Alice Sweet Alice (ASA) — based in Kansas City, Missouri—USA — is a 5-piece band signed to American independent label **Cauldron Soundwerx Productions**. Founded by Scott Martinez on bass and vocals, ASA released its' first two albums with pianist and vocalist Ali Kat and online collaborative guitarist Jeffrey Galios. Following extensive tryouts in mid-2009, Billy Brown joined ASA on drums, with Alan Hicks completing ASA's lineup on guitars. ASA released their sophomore album, "**Moloko & Ultraviolence**", in May 2009. This is the pile-driven, powerhouse follow up to their premier release, "**First Light**", released in 2008. Both LP's are available for sale through American independent record label **Cauldron Soundwerx**, and distributed internationally through **AMadea Records** in Bulgaria. ASA is the first band on Cauldron Soundwerx which will be distributed into China through **Cowbell Digital** based in Queensland, Australia.

As described by Pete Dulin of **Present Magazine**, their newest album, *Moloko and Ultraviolence* ". . . is alternately sweeping and wound tight, unabashedly dramatic and consciously remote, sexy as a Twilight vampire and coolly reserved as a diamond smuggler. Alice Sweet Alice references musical antecedents, nodding to touchstones if you will; however, they refuse to dress up in the worn black leather, velvet lace, or loud plaid of yesteryear's goths, punks, and New Wave outsiders. They're looking through the electropostpunkadelic kaleidoscope backwards and forwards, twisting and tweaking enough to craft a familiar sound with some idiosyncratic flourishes."

As written by **AMadea Records** in Bulgaria: ". . . Alice Sweet Alice comes with the sequel "*Moloko & Ultraviolence*" that brings new set of challenges. Their debut album "*First Light*" was a magnificent record; huge production, anthemic tracks, warm buzzing guitars. It was the album where Alice Sweet Alice gained their audience. Where "*First Light*" was visceral "*Moloko & Ultraviolence*" is intellectual. The high points on the new album are many. The augmentation of the guitar/bass/drums with various instrumentation gives a broader palette than the previous title "*First Light*". In terms of songwriting and the melding of this writing with arrangement and performance, the band seem to have really reached a zenith."

ASA, ascribes their genera to be "Electropostpunkadelic", and creates exciting music that is truly a fusion of ASA members' respective and diverse musical backgrounds. As Pete Dulin of *Present Magazine* describes their sound: "*Take the turbulent undercurrent of Joy Division, add edgy guitar-synth crunch and hooks ala Garbage, drop in the haunting post-punk of Siouxsie Sioux and the Banshees, a dash of Love and Rockets psychedelics, and polish the whole mix with angst-meets-curious inclinations inspired by The Cure's rhythmic urges. Something like that with a twist.*"

ASA's unique brand of rock has been compared to the likes of Pink Floyd and the Doors for their hard-hitting rock and psychedelic tendencies, and The Floyds, Smashing Pumpkins, Clan of Xymox, Joy Division and My Bloody Valentine for their inspired use of darkwave sonic spectrums. ASA's music can be described as being complex, yet intricately textured with contrasting themes and overtones that synthesize their European and American influences, generating a sound that is both innovative and trademark. Songs vary from serene to turbulent in their aesthetic use of acoustics, found samples, electric guitar effects, and synth-composition. ASA's live shows are enhanced with powerful displays that combine both theater and raw energy. ASA emphasizes songwriting, as dramatic lyrical performance is meshed with structured noise.

With ASA's lineup finally intact, the group is continually rehearsing and perfecting their live show for regional performances, while working with overseas partners in planning a European tour for 2010. Finally, as prolific and restless as ASA's songwriters are, listen for new and exciting material to be offered all along the way.

**ASA's Official Website:** <http://www.alicesweetalice.org>  
**FACEBOOK:** <http://www.facebook.com/pages/Alice-Sweet-Alice/6484569530>  
**MYSPACE:** <http://www.myspace.com/asarockshard>  
**ASA's Electronic Press Kit:** <http://www.sonicbids.com/alicesweetalice>

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