



PRESS RELEASE

Artist: **Addictive TV**

Album: **Orchestra of Samples**

Label: **OSi / K7!**

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CD/LP/DIGITAL

Made from countless pop-up recording sessions around the globe, producer duo Addictive TV have created something thrillingly new. Orchestra of Samples is a musical collage sampling hundreds of international musicians and a template for our interconnected human experience.

A uniquely vast undertaking, the *Orchestra of Samples* album grew out of the much-lauded audio-visual live shows by the duo. As Addictive TV, Graham Daniels and Mark Vidler were touring the world when they had a moment of creative clarity and decided to further their connections with the people and music of the far-flung places they were visiting. Recording hundreds of musicians improvising around the world, they chopped and spliced their treasure, matching sounds together with an ethos of sampling in a way that had never been done before.

From 2010 onwards, the pair visited over 30 countries, from Brazil and Mexico to Senegal, China and back where they filmed and recorded local musicians, including celebrated artists like OBE-awarded sitar master **Baluji Shrivastav**, Stereolab's **Laetitia Sadier** and Senegalese rap-star **Matador**. Yet it's the inclusive nature of this huge project that shines, where every participant, irrespective of profile or origin, plays their part.

The musicians who took part play an assortment of instruments, some rare and unusual, many of which the guys had never even set eyes on before. The diversity of sounds and instruments is truly mind blowing. Everything from the two-stringed dombyra of Kazakhstan to a raucous punk drummer in Turkey - and even car exhaust pipes used as percussive instruments or a French bagpipe called a Boudègue made entirely from a goat - were all recorded and added to the mix.

With such an immense amount of material at hand constantly growing, the duo soon realised that they had the unique patchwork and beginnings of an enormous instrument recording archive, and with that, *Orchestra of Samples* was realised. What's more, their approach has put those instruments - traditional, avant-garde or otherwise - into a new, interconnected light. With sessions leaving each musician free to improvise on their own, recordings were in all kinds of different time signatures, keys, tempos and styles. By sampling and fitting those different individual building blocks together in a celebratory mosaic, it has produced a genuine conversation between different musics of the world.

Meeting all these different artists, they developed long-lasting connections with the places and people they visited. Compared to the quick, in-and-out stops, which are often the norm for bands or DJs on tour, it has meant a far deeper affinity with their destinations.

Above all else, though, it has opened their eyes to the common ground between the different artists they have worked with. As Daniels explains, "We began this project with no preconceptions, just a curiosity to explore musical possibilities. It's made me see that all music clearly has the same basic roots and building blocks from which to create". *Orchestra of Samples* is a record that celebrates cross-cultural exchange and he surmises, "It is about bringing people together, and creating something that you didn't know you could. Music binds us all, it's the one language on our planet we all speak."

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