



## PROLOG:

FEDERWEG 22 3008 BERN +41(0)79 222 69 75 WWW.PROLOG-MUSIC.CH

## Release Info:

**Artist:** Odd Beholder  
**Title:** All Reality Is Real  
**Format:** CD / Vinyl / Digital  
**Release Date:** 19.10.2018  
**Label:** Mouthwatering Records  
**Publishing:** Mouthwatering Records  
**Genre:** Pop / Electronic



"I have the impression that we recorded a **strange pop album**, which is **colourful and insistent**. And which is about the **strange temptations of our time** - from Tinder to AI, from offline solitude to obsessive self-marketing."

Odd Beholder, the project of Zurich-based **musician Daniela Weinmann**, releases its **debut album "All Reality Is Virtual"**. In the detailed but precisely articulated pieces Weinmann continues to work on her version of **embracing electronica and melancholic pop music**. The music, as on the two EPs released so far, is an **expression of alienation**. In the centre of Odd Beholder the artist meticulously keeps record of the **curiosities of the world around her** and addresses them in **calm yet urgent words**.

"**All Reality Is Virtual**" started by **thinking about how much time I spend online. And in particular, on what**," Weinmann reports. As a musician, especially in pop music, she has to look after her social media channels. And she is certain that she would not have any account on any platform if she were not an artist. **"I have never learned to feel safe in an environment consisting only of images and words**. Especially in an environment where, at least theoretically, everything I do and say is always and everywhere in the whole world accessible and observable, in which my traces will never disappear". As an introverted person, she can't understand how anyone can deal with it without compulsion.

The songs on the album are also about being **confronted with oneself**, with one's own weaknesses, lies and truths. "In **'Loneliness'**, for example, I saw a figure in the desert at the start," says Weinmann. "Later, while researching **the video clip**, I thought more of **a fighter**, I imagined the weapons she would choose. Gradually the figure in my head became a figure in a game. So I imagined the fight as a game or a sport." In the uncomfortable video to the song, **the Belgian-Swiss performance artist Annalena Fröhlich portrays a fencer competing alone against an invisible opponent** in a **utterly surreal environment**. This absurd solitude reflects different things. Weinmann continues: "This may also be the

insight that the game is directed against you. The opponent is simply embodied by the infrastructure and doesn't even have to be present to win over you. This is **the loneliness of being subject to structural power.**"

**The involvement with virtual realities indirectly determines the production of the album.** "Much of what happens online feels bland, wrong and manipulative. So I developed an appetite for the physical." Weinmann returns to her guitar after her initial Ableton euphoria. She meets the young **Swiss musician Martin Schenker** to discuss her ideas with a guitarist. Ironically, however, she discovers **a producer: Schenker presents her with a lot of his own tracks and beats.** "I trusted his taste and above all his chaotic methods," says Weinmann.

One of the **great temptations of a digitized life** is the idea that everything is measured and recorded and thus inevitably known. **Weinmann, however, longs for surprise, for bewilderment. She seeks the unknown, the uncontrollable. So they both try out new things all the time,** hang out and make music together. Schenker is also looking for things he hasn't heard or played yet. **Both play each other an infinite amount of music,** from Aphex Twin to Oneohtrix Point Never to Mount Kimbie to Kelela to some anime soundtracks or classic rock. Everything goes. "In the end **we used some crappy synthesizers** like the Yamaha DX7, Roland D-50 or Dr. Rhythm. And **especially our guitars.** Producing the album with Martin felt like playing in a band." Artificial intelligence will write good pop music, it's only a matter of time. But will it feel the joy of playing in a band?



Odd Beholder have released **impressive EPs** with **"Lighting" (2016)** and **"Atlas" (2017).** In spring 2018 they presented **"Remixes",** a tastefully **composed EP with selected adaptations of friends** they found on the road or of whom they have become fans: **The/Das, Fejká, Hundreds, Alessandro Giannelli, Kalipo, Thomas Atzmann.** The video clip for the single **"Landscape Escape",** shot by **Berlin filmmakers Grambow & Kirchknopf** in Azerbaijan in cooperation with the Azerbaijan Social & Modern Dance Association, won the jury prize of the **"Best Swiss Video Clip"-Awards 2017.**

**The song is also used** at a central point in the film **"Mario" (release 18.10.18),** which deals with the difficult handling of homosexuality in football. **Odd Beholder are invited** by the **Hamburg Electropop duo Hundreds** to the **tour** of their current album. Odd Beholder visits the **Great Escape Festival** and **tours** in different formations in **China, Italy, Germany and Switzerland.** Afterwards Weinmann works together with Martin Schenker on the now available debut album.

**"All Reality Is Virtual"** by Odd Beholder will be **released** as LP, CD and digital on Sinnbus and Mouthwatering Records on **19.10.2018.**

**Mouthwatering Records:** <http://www.mouthwateringrecords.com/artists/odd-beholder>

**Facebook:** <https://www.facebook.com/oddbeholder>

**Instagram:** <https://www.instagram.com/oddbeholder>

**Spotify:** <https://open.spotify.com/artist/3QXlzf05xhPdEUciKVif6v>

**Label & Publishing:** Mouthwatering Records, Federweg 22, 3008 Bern, Switzerland  
[info@mouthwateringrecords.com](mailto:info@mouthwateringrecords.com) / +41 (0)79 222 69 75 [www.mouthwateringrecords.com](http://www.mouthwateringrecords.com)

**Promotion Germany:** Sinnbus / Records + Publishing, Reinickendorfer Str. 17 13347 Berlin Fon: +49 30 97 883 577 [peter@sinnbus.de](mailto:peter@sinnbus.de)