

BIROCRATIC SHARES NEW SINGLE “PASSAGE” ANNOUNCES NEW EP *REPLACED*



After garnering tens of millions of impressions on his music in the past three years, electronic producer Birocratic is ready for his close-up. With numerous beat tapes under his belt, many of them cracking the top of the Bandcamp charts, Birocratic (real name Brandon Rowan) has unleashed a new single “Passage” and announced his latest EP, *Replaced*. While he’s always weaved live instruments throughout his work, *Replaced* marks the first time Rowan has crafted a project without the use of outside samples—everything you hear was programmed or recorded.

As a college student studying production and audio engineering, Rowan garnered his initial popularity in early 2013 after a fledgling BuzzFeed found that his jazz-influenced, Creative Commons-licensed beats were the perfect soundtrack for their viral video content. Millions of listeners viewed BuzzFeed’s attention-grabbing videos, only to fall in love with Birocratic’s lush keyboard tendencies and snappy drum sounds.

Replaced has those signature qualities in spades, placing listeners directly in the middle of a driving electronica journey. It’s simultaneously Rowan’s most mature and experimental work yet, and it was largely inspired by the sleepy town in which he resides.

"*Replaced* is basically a reaction to my annual return to Cape May for summer - when my routine in the city is replaced by this tranquil environment at the beach," says Rowan. "I'm restless. I'll hop on my bike and visit all the open spaces and off-the-beaten-path sights... it helps supplant the emptiness of having left everyone behind again."

"The demos are all 3 years old, but they've been revised piecemeal throughout the time I was in college. The process of making this music was as emotionally vital a component of that experience as anything else. I'm finally moving back to the city soon, so *Replaced* is basically the parting gift to this chapter of my life."

Isolated from his friends and collaborators in New York City, Rowan drew from his loneliness to write the five songs that make up *Replaced*. "Here, there's just no cultural currency to be extracted from being an underground artist," he says. "It can be frustrating. So this EP is an ode to the places in Cape May where I like to sit and watch the boats and the birds go by - those arrestingly calm, innocent scenes remind me to pause and appreciate everything I already have."

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