

**WHITE VIOLET'S *AGES VOL. 2* OUT TODAY
VIA NORMALTOWN RECORDS**

NEW SINGLE "HALLWAY" PREMIERES AT BANDCAMP DAILY



"...tranquil and soothing bedroom pop..."—Consequence of Sound

"...easy vocals and a sound that takes cues from peers in both their hometown of Athens and their new digs in Music City."—Paste

NASHVILLE, TN, July 8, 2016 – Two new singles from *AGES*, the upcoming third LP from emerging synth pop duo **White Violet**, are out today via New West's imprint, **Normaltown Records**. The album is currently unfolding as five digital volumes of two songs each and will culminate in a limited edition vinyl of the full album with bonus tracks. The second installment in the series, *AGES Vol. 2*, comprises the melodic, haunting single "**Hallway**" and the hypnotic B-side "**Room I Left**." The new tracks are now streaming and available for purchase at all digital retailers. Fans can also subscribe to White Violet's Bandcamp pre-order page (<https://whiteviolet.bandcamp.com>) for digital delivery of each current and future volume as available, in addition to ongoing exclusive content.

On Wednesday, **Bandcamp Daily** featured White Violet and premiered the new single, "Hallway." The piece details the band's inspiration behind their unconventional release structure and praises the new musical direction as "ethereal songs wrapped in cottony synths and held together by Nelson's aching, airy vocals." Read the full story here: <http://bit.ly/29GnwQH>.

PureVolume previously premiered the official music video for the tranquil single “Time” from *AGES Vol. 1* and applauded its “laid back grooves.” Produced by prominent Nashville videographer Joshua Shoemaker (Alabama Shakes, Shovels & Rope, Clear Plastic Masks), the video can now be viewed/shared here: <https://youtu.be/LmHH9o7W1BA>.

Bandmates **Nate Nelson** and **Brad Morgan** will sculpt songs for *AGES* throughout the release – allowing fan input to drive their creative process and join in the slow burn experience. The duo will be performing potential future tracks from the album, as well as old favorites, at specially curated U.S. shows surrounding each release; which most recently included appearances with folk pop artist Anthony D’Amato in Nashville and Atlanta, as well as a hometown showcase at AthFest. These live shows blend Nelson’s recording and performing processes, featuring both live and sequenced drums and bass along with vast looped guitar and synth soundscapes.

Of the project, Nelson comments, “This is a stream of consciousness release. Songwriting and recording are one in the same for me. I don’t finish songs outside of the studio. The whole recorded composition has to be moving and working together before I’ll consider a song finished. By recording and producing it ourselves, we can take the time to explore each song to its fullest potential.”

AGES showcases how White Violet has continued to evolve musically since their sophomore release, *Stay Lost*, which was recorded in total creative isolation in Kernersville, NC. Of the last album, **Consequence of Sound** praised, "It seems isolation has unearthed a wellspring of emotions and given the band valuable fuel for their dreamy blend of pop," and **American Songwriter** echoed, “...dream pop, deliberate yet never pushy.”

AGES Vol. 2

1. Hallway
2. Room I Left

AGES Vol. 1

1. Time
2. Both Of Our Views

PRESS ASSETS/PHOTOS: <http://press.newwestrecords.com/white-violet/>

###

Publicity Contact:

Jake Lanier
Manager, Media Relations
New West Records

[\(615\) 385-4775](tel:6153854775) | jakelanier@newwestrecords.com