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NEW IDEA SOCIETY

The World Is Bright And Lonely 12"
including 4-Song Bonus CD

Released: October 2007

Pressinginfo: 500 Copies (400 black, 100 solid white)

INFO

NEW IDEA SOCIETY is centered around its main creative force and songwriter Mike Law. For the last year and a half the Brooklyn resident has been working on what he describes as the culmination of his recent projects, an album with no past, present, or future tense. This album, the lyrically and melodically dense „The World Is Bright And Lonely“ is a huge departure from his last effort, the slow and dreamy „You Are Awake Or Asleep“ (2005). Initially, New Idea Society began as a casual recording project of Mike Law's songs with his main collaborator and close friend Stephen Brodsky, but has since moved to being Law's main vehicle with the inactivity of his former band, the off-rock trio he fronted in Boston, EULCID. With Stephen's role in NIS diminishing while he works on other projects fellow Boston native Chris DeAngelis was recruited to play piano and organ on „The World Is Bright And Lonely“ and has taken an increased role in the band. This along with the addition of a permanent rhythm section the band has reached a cohesive status. „The World Is Bright And Lonely“ is the bands first „proper“ studio recording. With a lyrical maze and thumping urgency it highlights the excitement and energy of the band live, as it was primarily recorded totally live in the studio (yes vocals too) with almost no overdubs. The band chose to work this way with producer Andrew Schnieder because they wanted to create an album that was as organic as possible, unlike the computer assembly technique of many of today's albums.

BAND MEMBERS

Mike Law - Guitar, Vocals
Michael DiBenedetto - Bass
Chris DeAngelis - Keyboard, Piano, Organ
Alan Cage - Drums

TRACK LISTING

1. Press Reverse
2. Single Thread
3. Don't Sleep
4. Where Are You Now
5. Drawbridge Kid
6. The Only Sound
7. Dress Shirt
8. Waking Dreams And Rooms
9. Part II: The World Is Bright And Lonely
10. Medicine Show
11. Let It Be
12. Compass
13. The Burning Under The Wood Floor *
14. Worn Shoes *
15. Year In a Room *
16. You Are Wearing Your Welcome ... *

* Track on 4 Song Bonus CD

RELEASES

New Idea Society - You Are Awake Or Asleep CD/12"
(Magic Bullet Records / Trans Solar Records)

New Idea Society - The World Is Bright And Lonely 12"
(Altin Village & Mine - October 2007)

LINKS

www.newideasociety.com
www.myspace.com/newideasociety