



NOWHERELAND

BY SUBSTEREO

Sometimes in order to tell a complete story, you need a little bit more than just music.

When Substereo was creating the *NowhereLand* universe, the music came first, but the dimensions of the story itself were so intricate that the band began working on a project that could transcend the boundaries of a traditional musical narrative.

The band took the concept to the next level by complementing the album with an illustrated novel! A book about voyages at sea with a band of pirates, the pursuit of destiny, and where every song on the album corresponds directly to a chapter, not only by name, but also by feel and expression. They wanted to create a musical dynamic that would make the listener feel like they are on a journey, and be able to RE-discover that journey later in a different light by supplementing the experience within the illustrated novel.

The concept would be further complemented by live performances where a reader narrates parts of the chapters from the book between the songs, all while the drawings are projected and the audience is enshrouded in a mist of visual and audio effects that all form part of the world which the story creates. The band calls this performance concept a '*storybook-concert*'.

For this reason the *NowhereLand* endeavour by Substereo called for an untraditional release strategy which spans over a two-year promotional period and drip feeds the fans with bits and pieces of the project.

First off, the music was made available through the digital release of September 2016, thereby allowing the music to stand on its own first.

After that, the band decided to spend 2017 promoting the album by playing the narrative *Storybook-concerts* where the book is presented with reading, effects and illustrations, and by promoting the idea on social media through a number of different initiatives.

The digital release of the illustrated book itself is planned for the beginning of 2018 and will be followed up with the release of a physical format by the end of the year, which will include the album on vinyl and CD, as well as an actual physical book.

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Release 2016/2017/2018



Artist: Substereo
Album: NowhereLand
Format: Digital
Catalog nr.: SUB201601
Digital release: 13.SEP.2016
Label: Mavin / Gateway

Tracklist:

1. Silencia
2. High Seas
3. The Island
4. Tempest
5. My Mesopotamia
6. Echoes of Silver and Gold
7. Whispers
8. The Battle
9. Home



[CLICK HERE TO SEE AN EXAMPLE OF THE STORYBOOK CONCERT](#)

