



The Garment District

If You Take Your Magic Slow

Catalog #: NP200

Label: Night-People

Release Date: July 15, 2014

Format: 12" LP (Ed. 400) + Digital

Retail Price: \$15.00

Wholesale Price: \$9.00

File Under: Psychedelic,
experimental, pop, synths

If You Take Your Magic Slow is the debut full-length LP from multi-instrumentalist Jennifer Baron's The Garment District, with help from a few friends and family—her cousin Lucy Blehar provides lead vocals throughout. *If You Take Your Magic Slow* is very much a structured album with its diverse tracklist meticulously strung together. A mix of surreal instrumentals and subtle turns conjures outdoor walks in transitional atmospheres and landscapes, nature hikes in the city, sunny days that are okay with becoming cloudy, warm music full of feeling that remains comfortably easy-going despite the meticulous care given to its sophisticated orchestration and arrangements. This eclecticism creates something complex yet accessible, loose but direct. Baron mixes pastoral psychedelia with artful minimalist post-punk experimentation and a subtle approach to library music, soundtracks as "pop," with just enough droney dreamy color to fill it all in. *If You Take Your Magic Slow* doesn't follow any templates or gimmicks: its focus is on being true to its musicality, songwriting, and honest approach to compelling contemporary easy listening—something we are quite fond of. A perfect summertime record.

If You Take Your Magic Slow follows Baron's first Garment District recordings, *Melody Elder*, a 2011 cassette on Night-People, and a 7" the following year on La Station Radar (featuring a remix from Sonic Boom). The 10-song LP was recorded both with Greg Matecko at Frankenstein Sound Labs in Hazelwood, PA, and at Jennifer's home in Pittsburgh. It features Lucy Blehar on lead vocals, as well as contributions by her brother Jeff Baron (The Essex Green, The Ladybug Transistor); her husband Greg Langel, Matt Booth (bass); and Chris Parker (drums).

Past Reviews

"... electronic dream pop nuggets with keys, beat box, vocals and various random pulses of vaguely Fripp/Eno origin." -The Wire

"Jennifer's diverse sonic universe arrays itself on the top shelf where the finest nugs glisten in the sunlight. Her penchant for synth and guitar-driven experimental music travels the spectrum from ethereal, hazy and warm to dark and dreamy tones that fray and heave ." -Honest Bagger

"...the debut release by Pittsburgh's The Garment District is a truly fascinating effort, an incredibly fine-grained and carefully arranged collection of songs that linger in that delicate place between classic DIY songwriting and highly playful, texturally sophisticated experimentalism, never neglecting the music's ubiquitous pop sensibilities." -No Fear of Pop

"You get a little Sega Genesis, a little Vangelis, a little Stereolab, but mostly you get a lot of Baron's melodic creativity." -Cassette Gods

Contacts

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Websites

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