



□ FOLK'S NEW ALGORITHM □

UTS Studios & Jagged Neuron Pirates Announces the New Single

“Set in Stone”

Sydney, Australia April 3 2012 – UTS Studios is thrilled to announce the release of the latest single “*Set In Stone*” from **Jagged Neuron Pirates** available online April 15/4/12.

Set in Stone is JNP’s latest track that marks a blend of folk roots with electronic mastery. More closely **Set in Stone** looks to amalgamate the contrasting fresh acoustic tones and harmonizing vocals with a more harsh – cold – electronic sound. With this JNP creates an unconventional soundscape that challenges the listener beyond the normal parameters of the musical experience. The band is undeniably enhancing the musical platform of creation in a society that is in tune with a growing thirst for innovation. **Set in Stone’s** unique sound and construction has been formed through the manipulation of live performance and postproduction.

Given that the band began as a folk orientated act, JNP’s move to embrace the technological dynamic of the production industry has illuminated a fresh perspective of hybrid genres. What seems important to JNP is that folk music, which normally caught up in tradition is still malleable and alive. While some would say we are seeing the destruction of the music artist and the dominance of computerised sound, JNP looks to challenge those claims. Lead singer Jorgen Fuller marks this transformation as “*A complete rejuvenation of artistic skill; the musician has become the producer and engineer*”. Folktronica seems to be taking over the live music scene as more and more live acts are beginning to introduce computerised composition to their tracks. Festivals such as Future Music and Creamfields are promoting this shift in musical entertainment; “*this genre of music has provided a new dimension for music creation to be explored,*” states Fuller “*Our new sound is aimed to reflect upon the ambiguous realm of technology and free thought combined*”.

JNP’s new single projects a revamped sound and image that proves to ignite a growing culture of the Folktronica genre. With technology ever-present within society it seems only right for musicians to embrace its power and use to further the creative potential of musical artists.

Written by Axel Cruise

