

### Indie Daze 3 - press release

“Our game was raised and the audience joined us right up there. It was one of my favourite gigs in a long, long time. I would like to say how proud I was when The Wonder Stuff were first invited to be part of the bill this year” - Miles Hunt, The Wonder Stuff, on Indie Daze 2 (Louder Than War magazine).

If George Lucas has taught the world anything, it's that all things epic should come in trilogies. With that in mind, the good folk at Mute Elephant Music are incredibly proud to announce that Indie Daze 3 will take place on October 1<sup>st</sup> 2016 at The O2 Forum Kentish Town, with a line-up of magnanimous prestige that fans have come to expect.

Topping the bill this year, the phenomenal EMF will be taking to the stage to mark the 25<sup>th</sup> birthday of their seminal, debut album ‘Schubert Dip’. Very special guests Echobelly will also be joining the party, along with the rest of the glorious line-up that includes Pop Will Eat Itself, Jim Bob (Carter USM), Gaye Bykers On Acid, Bentley Rhythm Ace and Thousand Yard Stare – as well as DJ sets from indie music pioneer Steve Lamacq.

Dance-rock quintet EMF formed in 1989, with global hits such as “I Believe”, “Children” and “Unbelievable”, cementing them as a true British institution in the convening years. Commenting on their headline slot, a giddy EMF frontman, James Atkin, had this to say: “The MEF are super excited to be back performing at this years Indie Daze event. Twenty-five years ago we released our first album 'Schubert Dip' which saw us launch a career filled with discovery, debauchery, teenage shenanigans, heartache and way too much fun-addled bellyaches. The thought of us getting back on stage and ripping it up again is joyous. We always revelled in our live shows, giving 100% to every performance. Having the opportunity to do this again at such a fantastic, prestigious event such as Indie Daze is the icing on the cake. We are back, and ready to party like it's 1991!”

Indie Daze 3 also welcomes incredibly prestigious guests Echobelly to the stage. Fronted by the effervescent, indie icon Sonya Madan, the band - who have been championed by the likes of Morrissey, Madonna and REM - will deliver a trademark set of pop-rock delights that made them

one of the most celebrated bands of the 90s. Echobelly recorded their debut EP *Bellyache* on the independent Pandemonium label in late 1993, with songs such as “Give Her a Gun” and “Sleeping Hitler”. After signing to Rhythm King the group recorded the memorable *Everybody’s Got One* album. This release, which included the single “Insomniac”, scored big with English fans and reached number eight on the UK pop charts. In his review of the album in the *Village Voice*, Barry Walters asserted that Echobelly created “a ’90s strain of power pop that’s got the bounce of Blondie with the crunch and ache of Nirvana.” The band returned to the studio in 1995 to create their next album, *On*, which proved even more popular than its predecessor. Pop hooks were established early in these songs, many of them displaying a sense of impatience that matched the urgency of the lyrics. Listeners in England responded favourably to the album, driving three singles from the release into the UK’s Top 20. Sales of the album rose to over 150,000 in England, nearly double that of *Everyone’s Got One*.

All trilogies need reoccurring characters, and thus Indie Daze is ecstatic to once again welcome Mr Graham Crabb to the proceedings, alongside the rest of Pop Will Eat Itself. The band absolutely dominated the stage last year with their symphonies of destruction, and will be aiming to “turn it up to 11” at Indie Daze 3.

When it comes to defining the era of music that Indie Daze seeks to celebrate, there is perhaps no name that encapsulates the spirit so perfectly than Jim Bob. The fabled Carter USM frontman will perform a very special solo set chock-full of solo sing-alongs and Carter USM classics.

Indie Daze 3 will welcome – as well as bid farewell – to psychedelic rockers Gaye Bykers On Acid. In what is sure to be a poignant set (or at least as poignant as thrash punk can be), GBOA’s appearance at The O2 Forum Kentish Town will be their last ever performance, and we’re thrilled to be giving them a fitting send-off.

The electronic duo Bentley Rhythm Ace are also on hand this year to deliver a set of big beats and electro house, with their global 1995 hit “Bentley’s Gonna Sort You Out” sure to go down a bonafide storm.

Thousand Yard Stare also very gratifyingly join the bill. Nominated as one of the ‘brightest hopes for the future’ by the NME in 1991, the alternative rockers were early stalwarts of the Britpop movement, and perfectly adhere to the Indie Daze ethos.

And if that wasn't enough, the legendary – in the truest sense of the word – Steve Lamacq will also be returning to Indie Daze as compère and guest DJ throughout the day.

Tickets will be available via pre-sale on February 24<sup>th</sup>, and go on general sale on February 27<sup>th</sup>, available from all the usual outlets including Ticketmaster, Stargreen, Louder Than War, Ticketweb and See Tickets.

Indie Daze 3 promises to be the liveliest, loveliest and most illustrious to date. One Venue. One Day. One ticket. Seven bands.