

06
/ 2018



BAGGAGE

press
**Northern
Lights**

A SNAP! A MATCH! 4EVER! LIKE!

BAGAGE from Vienna, Austria links stereotypes with ironies and provides a well-conceived sound concept in a new kind of indie-electro-pop. Their new song "Northern Lights" plays with empty phrases and criticizes the "friends4ever" society. Thus, an up-to-date artistic total work of art.

As in their lyrics, the sound from Felix, Dan and Elmo merge from different influences in a homogenous world. It is the singularity from each band member which ensures the excitement of BAGAGE – in unison of the particular parts of the band their appearance results in a very unique oeuvre.

In their music, rough drums from techno and electro collide with melodic and infectious guitar riffs which are smoothed by empathic bass riffs. Thus, carrying the audience and viewers off in world worth dreaming of. This is what "Northern Lights" affects and moreover provides a colored flickering illusion of the monotonicity.

The eternity of ephemerality

The conceptual work for the new music video arises from three very talented filmmaking-students from UAL, England. In cooperation with BAGAGE the visual and content related design was developed, resulting in a multi-layered social criticism contribution. The music video is crossed by a minimalistic visual language which has references to the clear pictorial world of Wes Anderson and Ozu Yasujiro. Similar to them, BAGAGE also tried to reveal the absurd and abstruse interpretation of one of the most wonderful feelings in the world. There is this ongoing shift in the range of value in the love for things and in the love among each other.

The music video links heroized close-ups from different objects as metaphorical critique for the rising consumption-orientated society. "we could snap 4ever, or we swipe 4ever!", promises eternity in an age of short lifespan values. The lyrics spread the believe for an endless moment of stagnation, however, it is destroyed by the illusion of the eternity which gets lost forever from a further "match" or "snap". Thus, fostering the endless space of the digital cemetery.

„Northern Lights" is both, an homage and a deconstruction of pop and the modern society overall – which draws close completion in the new music video.

CONTACT

Bagagemusic

Währinger Gürtel 88/09
1090 Wien – AUT
+43 (0) 660 / 395 30 31
hello@bagagemusic.com

For further information or pictures see www.bagagemusic.com
or contact us via hello@bagagemusic.com.

Hair and Head - Music-management

Löblichgasse 1/16
1090 Wien – AUT
+43 (0) 660 / 653 74 37

booking@hairandhead.com
mannagement@hairandhead.com
