

<http://www.musicemissions.com/blog/introducing-red-black-red/>



The screenshot shows the MusicEmissions website interface. At the top, there's a navigation bar with links like HOME, ARTISTS, USERS, EDITORIAL EMISSIONS, ABOUT, and GET REVIEWS. Below that, the main content area is titled "RED BLACK RED - BLOODY WING". On the left, there's a sidebar with album details: "Artist: Red Black Red", "Album: Bloody Wing", "Label:", "Year of Release: 2014", "Release Date: 10/24/14", and "Reviewed by: DARRIN on 2016-05-31". The main review text starts with "Red Black Red's album Bloody Wing is succinct, tight and beautifully executed. They have successfully merged rock and electronic. They are gritty and raw while also entering into the contemporary and popular music scene. This is an album you can't ignore when it's being played. It is definitely not background music with the pounding electronics in the background while the guitar riffs screaming solos and the vocals are the right mix between tailored melody and grating guitars. The subtle mix with piano brings a light optimism to the music, typically not found in music of this kind but also infuses a refreshing edge to the songs." It continues with a recommendation: "I do not recommend this album for the faint of heart due to its intense and dark nature. However, for those seeking a haunting well put together album that is a hybrid of genres and with excellent musicianship, Bloody Wing is the album to try. The layering of instruments is expertly executed and fits together in an intricate web of competing melodies and varying rhythm patterns. The lyrics have musical strength and maintain the melody of the instruments." The review then describes the album's structure: "The album opens with 'The Middle' which commences with a drum machine before building to a climax with guitar, overlaid vocals, and synth. This song whips the listener into a frenzy, preparing them for the next track 'Precious Bones'. This song begins with a fast paced rhythm section, while the vocals sound almost lazy by comparison, crossing over the drums and guitar. But once the chorus is reached, the vocals sync with the rhythm becoming just as driving. Each track sets the listener up for the next. 'Gasoline' takes it down a few notches and while maintaining the same amount of intensity, it is slower and more melodic. The guitar takes centre stage carrying the melody, complemented by synth, drum machine while the vocals break your heart singing of 'burning tonight'. However, the use of cowbell in this song, may be a bit much and brings an element of comedy which is out of place for this song but the guitar solo at the conclusion of this track makes up for it. 'Gasoline' allows the listener to take a much needed reprieve from the intensity Red Black Red are capable of expertly sustaining, which the audience is reconciled with in 'Swaddle in the Grand.' 'Meatshale.' 'Eye in the Kills' opens with a traditional drum beat and chorded electric guitar.

Red Black Red have created a hybrid of electronic and industrial rock with an unique emphasis on groove in their new album . Their album largely inspired by The Police, not surprisingly, most of the band's formative years were spent listening to and being influenced by guitar based rock. The group comments: *"truly improving and/or innovating on that art [rock] is a challenge given it's already long history."* Electronic (music) allows the band to explore new sounds and expand on a burgeoning music scene." Red Black Red feels they expand creatively with electronic while staying true to their rock roots and they elaborate: "Electronic-based music [...] is so wide open - as you can literally synthesize any sound you want. So the possibilities for experimentation and exploration are wider. So the possibilities for experimentation and exploration are wider - and the tech's gotten a whole lot better especially in the last 5 years."

Red Black Red's dedication to editing and passion for the process is obvious when they describe, *"The downside [to electronic music] is that there are so many options for sound in electronic genres and it's easy to get lost in tweaking. So in the end it comes down to your basic ability to put it all together for the song [...]and being able to come up with something interesting."* With modesty, Red Black Red goes on to exclaim, *"Anyone can create a cool squiggly sound, but it won't matter if the song's not there."* While the electronic scene is awash with dance and upbeat music, Red Black Red explore the dark potential in the electronic genre by combining it with rock.

Listeners should appreciate the ingenuity of their album, and the obvious amount of work which went into it. The band *"hope[s]*

*listeners will find something interesting musically enough so that they'd (the audience) be willing to give future releases a chance."* Listeners will find 'Bloody Wing' *"explorative" reflects how the band tries to create music "that's full spectrum" both musically, lyrically and sonically.* Red Black Red admits they've *"been away from serious music-making for a number of years. However, [the album is] certainly not a throw-away work - a serious amount of effort went into each piece."* Red Black Red are brimming with excitement for all their future releases and they are already halfway through another album. The band comments, *"Bloody Wing is just the start."*

Reflecting on their experience within the music industry, Red Black Red realizes how the music industry has changed. They don't criticize the industry but they remark *"the process of music making and distribution has definitely got a lot more democratized thanks to tech improvements - i.e. indie artists such as myself can self-release a lot easier than let's say 10 years ago."* Nowadays, major label companies struggle to compete with downloading sites, with controlling releases and advance copies and the image of their signed artists. The ability to hack into companies as well as the ability to upload incriminating photos has not only compromised major label companies but some major pop stars as well. Red Black Red concedes *"certain basics have remained - building a fan-base, however you do it, playing live, the internet [...] is still key. The material still needs to be there - no amount of promotion will make a shi\*ty song connect - especially in the more crowd-driven environment of current Indie music."* When the band isn't working on their craft, they are listening to Courtney Barnett, Lucy Dacus, Clark, Sleater Kinney's 'One Beat' along with Home who recently released an all-instrumental album called 'Odyssey' which utilizes retro Analog-synth.