PROMOTION

URBAN PROJECT

"ALL UP"

UP = Urban Project = Up Up and Away = far away from the misconception that the top fashionable haircut is the decisive success factor in the arrival of a new album. We let loose a lot of music on the eternally rushed mankind! However, the music-potent gang of four has always passionately made a wide creative bow around standards, which attracted far-reaching interest. At the independent German Rock+Pop Awards UP was awarded four times: best alternative vocals, best progressive band, best alternative album, best alternative song. Completely without self-congratulatory music business ringtale. Remarkable!

ALL UP, the current album points in the direction of pop-freestyle in two parts. Logically, UP finally appears on two-sided vinyl LP! But there is more - simultaneous interlocking of post-punk and jazz chord progressions, to which ProgRock drum figures offer handholds in a richly invigorating way. The bass goes soul-deep, the guitars bead like friendly raindrops on dense foliage, light-giving and alarming at the same time. The voice is like a bildungsroman made real: sharp at the edges, soft in its empathic broadcasting joy, evocative, truthful, spun and soulful. ALL UP is 2023. What a feeling of happiness to be alive in this awakening phase. There are so many introspection options as never before. There have never been so many opportunities to memorialize the constructive as there are today. ALL UP contains all of that. And more. The opening track, "Sans Amour," for example, with an intro that makes great pop music. Guitar notes like alarm clock rattles. Here's how it starts.

ALL UP is romantic in its melodic leads, gripping in its beats and cathartic in its lyrics. The band designed the album's today sound with Julian Heyden, whose producer and sound sensibilities they rave about. These are ubiquitous throughout the album's eight songs in the form of interjections, which are clearly the sonic appeal of the record. The attitude of the record, in turn, pays homage to the scene of early 80s London. It could have been made "off Portobello Road." It is the democratic view on music production means that makes ALL UP contemporary, spanning an arc between Early 80's and 2023. Then, as now, there is no need for expensive technical gadgetry, no market-driven musical conformism, but ideas and visions to be able to create real musical alternatives for eternity. And widely branching artistic coordinates.

Urban Project are:

Urban Elsässer (guitar, composition)

Yen Anetzberger (vocals, composition)

Markus Proske (bass)

Ben Overmann (drums)