

EPK: New album release 25.6.21 Flora Hibberd - *Hold*

Hold is the new album from London-born, Paris-based singer-songwriter Flora Hibberd. It features seven songs and will be released on 25 June 2021.



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Listen to *Hold*:

<https://soundcloud.com/flora-hibberd-music/sets/hold/s-swu8VwMC1oJ>

- 01 Hold
- 02 Deep Love Is the River
- 03 Dancing with My Darling
- 04 Archipelago II
- 05 Night, Perpetual
- 06 Shine a Signal
- 07 Victor's Coda

Hold was recorded DIY-style over the new year period in a country house in Sens, Burgundy, and mixed in a small apartment in Paris. It deals with intimacy and distance, love and longing, jubilation and desire.

Flora Hibberd on *Hold*

"*Hold* was written over the course of the strange year that was 2020. I wouldn't call it a 'confinement album,' but the sense of intimacy in the songs probably arose partly from this period of isolation and, paradoxically, the closeness it created. It's an attempt to translate that untranslatable sensory act of having a body and holding another human with it into something tangible, to make a record of all the embraces that we've made and long to make. It's a map, a road home, constructed out of necessity.

The songs explore the joy and hurt and longing we experience loving someone. The beloved might be a friend, family, a lover: there is no hierarchy, only an examination of the many ways we can love a person, and the ways we can tell them.

That's why images of signals and maps recur throughout: there's an attempt in this album to investigate how we connect and communicate to those around us, the different languages we use to speak to the ones near and far."

Victor Claass on *Hold*

"Our working process for *Hold* was pretty much the same as for our previous EP. Flora composed and gathered some songs over the year, which was a particularly productive one for her. We reviewed them all in late 2020, selected a few that we thought had the best

potential. We started thinking of possible arrangements together and planned a week of recording at my dad's place in early 2021.

Hold is brighter than *Archipelago* (our previous EP,) maybe a bit more playful and pop-ish as a whole. *Night, Perpetual* is a 90ish bpm ballad with a groovy bass. It has great energy and powerful lyrics. The song *Hold* represents Flora's talent as a lyricist and speaks for her wanting to explore simple but unexpected chord changes and structures. *Shine A Signal*, born as a confinement song, blew my mind when I first mixed her phone-recorded demo. Flora and I were amused to close the album with a coda extracted from a song of mine, in French, that plays around a line taken from a Robert Musil short story I like. As an album, *Hold* is about trying to find your way, preparing to make a move, and making efforts to remotely keep close to the ones we love."

Bio

Flora Hibberd was born in London in 1995, and has been living in Paris since she was eighteen. Her debut EP *The Absentee* (Clearlight Records) was released in 2019 to critical acclaim. In September 2020 she released her second EP, *Archipelago*. One Chord To Another named *Archipelago* EP of the Year 2020. Her next record, the seven-song *Hold*, is to be released in June 2021.

It doesn't get any better than this: haunting, beautiful and timeless.. I can't wait to hear more

FOLK RADIO UK

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I love all five songs and I can't really pick a favourite...Incredible EP from start to finish.
VESA LAUTAMÄKI, ONE CHORD TO ANOTHER on *Archipelago*

Useful links

florahibberd.com
flora-hibberd.bandcamp.com
soundcloud.com/flora-hibberd-music
@florahibberd on Instagram
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Photo by Victor Claass

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Album credits

All songs by Flora Hibberd, except Victor's Coda

Vocals, some guitars and percs: Flora Hibberd

Everything else: Victor Claass

Recorded and mixed by Victor and Flora in Paris and Burgundy

Mastered by Chab Mastering in Paris



Photo by Victor Claass

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