

= Transfusion (EP) =

Transfusion is the second EP by the Australian rock group Powderfinger . It was released on 27 September 1993 by Polydor . The album was the group 's first recording with Polydor , as the group had signed with the label due to the success of the previous EP by the band , Powderfinger .

The song " Reap What You Sow " is the first song by Powderfinger to have a music video . The EP received minor chart success , though not achieving a mainstream ARIA Singles Chart position . It reached the # 1 position on the ARIA Alternative Chart , taking the place of Nirvana 's single " Heart Shaped Box " .

= = History = =

Transfusion was recorded and produced by Powderfinger in 1993 under the Polydor label , at Red Zeds studios in Brisbane . Despite working with Polydor , the group did not sign any contract prior to work on the EP . Says lead singer Bernard Fanning , " We haven ? t signed anything ... we certainly haven ? t signed with them (Polydor) " . This statement also refuted rumours that the band had signed with various labels including " Red Eye , Emily , Polydor , and Imago " , according to Fanning .

In producing Transfusion , the band aimed to move away from the " sixties " tag that had been placed on them by the musical community . According to Fanning , it is human nature that " you really can ? t help but categorise " , and this instinct was something the EP attempted to move away from . He went on to say that " it ? d be nice , in a perfect world , just to be judged on your own merits " , whilst hitting back at those who gave Powderfinger the " sixties " tag by saying that " people that say that aren ? t really listening , I think " .

= = Release = =

= = = Publicity = = =

In order to publicise the release , Powderfinger decided to film a music video its first track , " Reap What You Sow " . The music video was directed by the advertisement director David Barker of Film Headquarters . This work with Barker proved amicable , and lead to the band 's following seven music videos also being directed by him . The " Reap What You Sow " video used black @-@ and @-@ white footage of Fanning lying in a creek floating and leaning on rocks . These scenes are intercut with more black @-@ and @-@ white scenes of the band performing the song , in one setting on the side of a mountain overlooking their home city of Brisbane . In another setting , the band is shown in full colour playing live to an audience . Later in the video , the whole band are recreating in the creek seen earlier in the video . The video uses a range of filters and effects , including reversed scenes and visual filters .

= = = Response = = =

Transfusion replaced " Heart Shaped Box " by Nirvana at the top of the ARIA alternative music chart in 1993 . Despite appearing a notable achievement , Fanning overlooked its significance , telling Rolling Stone magazine , " All it did was make us aware of how few people buy records . " He estimated that it had taken 1 @, @ 000 sales for the EP to top the alternative music chart . However , Fanning said he hoped that the EP ? s chart success would open doors for Powderfinger to play at renowned concerts such as the Big Day Out .

" Reap What You Sow " , the opening track on Transfusion , received some air time on Triple M in Brisbane , and on Triple J nationwide in Australia , but its airplay was incomparable to future singles by the band . The song did , however , win the band much local popularity , topping local community radio station and indie record store charts . It was recognisable and appreciated for " (establishing)

the band 's tone and moral stance from the outset " .

= = = Charts = = =

= = Track listing = =

All music and lyrics written by Bernard Fanning , John Collins , Ian Haug , Darren Middleton , Jon Coghill .

" Reap What You Sow " ? 5 : 29

" Change the Tide " ? 4 : 40

" Blind to Reason " ? 6 : 11

" Mama Harry " ? 3 : 11

" Rise Up " ? 5 : 00

= = Personnel = =