BLUE HERONS

SPECIALIZING IN MUSIC THAT YOU HOPEFULLY ENJOY.

electronic press kit
2015

BLUE HERONS

bc

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BLUE HERONS is the Gainesville, FL-based dream-pop project of singer, songwriter, and multi-instrumentalist Eric Rubin, a 23 year old South Florida native and University of Florida graduate. In his typically quirky, sardonic internet personality, Rubin describes the project only as “music that you will hopefully enjoy”.

The eponymous debut album, Blue Herons, was self-released in December 2014. The LP’s sound is rooted in 60’s pop chord progressions, filtered through modern influences such as Panda Bear and the Flaming Lips, and conceptualized through Rubin’s lens of a soft-spoken depressive, desperately trying to flee the mundane confines of both his room and his mind. Hidden beneath melodies that conjure up images of a tranquil, happy South Florida, blurred vocals hint at lyrical themes of hopelessness, numbness, and an urge to get away. Named a “Top Album” by The Equal Ground, critic J. Simpson proclaims there is “no excuse not to hear this for yourself… [Blue Herons] is the best debut I’ve heard in a hot minute.”

Currently active in the Gainesville music scene as a 4-piece live band, BLUE HERONS has been performing entertaining shows laced with dance routines, personal tributes, dad jokes, and crowd-pleasing gag covers. Rubin continues to write and record new music as BLUE HERONS and with the aspirations of gaining exposure at the national level.

BLUE HERONS

Self-titled debut album

Released 14 December 2014

1. Fold Like a Chair (02:40)
2. Just a Dream (04:09)
3. Attrition (04:17)
4. I've Been Thinking (03:08)
5. Golden Eyes (04:12)
6. On Repeat (04:37)
7. Youth & Pride (02:30)
8. Barb (04:43)
9. You Didn't Have to Be So Nice (03:01)
10. The Everglades [Instrumental] (02:35)
11. Falling Out of the Air (04:19)

+ SINGLES

Youth & Pride / You Didn't Have to Be So Nice
19 October 2014

A Day in the Life (Of a UF Squirrel)
16 November 2014

Fold Like a Chair / Attrition
26 October 2014

I've Been Thinking / Falling Out of the Air
12 October 2014

I Wanna Be Your Boyfriend
14 February 2015

"IF THE WORLD IS FAIR, ERIC RUBIN WILL BE AS BIG AS EDWARD DROSTE, IN TEN YEARS TIME."

THE EQUAL GROUND
20 March 2015

"THE WHOLE ALBUM HAS THAT LOVELY FEELING OF HAZINESS..."

THE SNAP DOWNLOAD
25 March 2015

"FILLED WITH SOFT VOCALS AND GENTLE STRUMMING..."

THE FINE PRINT
Winter 2014

"WAS ANNOUNCED LAST WEEK 'YOUTH & PRIDE / YOU DID NOT HAVE TO BE SO NICE' ALSO BECAUSE THE VERY GOOD RECOMMENDED! COVER OF THE LOVIN 'SPOONFUL WILL MAKE SURE TO EQUIVALENT GULP."

NICHE MUSIC
29 October 2014

THE EQUAL GROUND

THE FINE PRINT

NicheMusic

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BOOKING + PRESS INQUIRIES

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