

## The Embassy

### *E-Numbers*

The Embassy, quite correctly called "architects of some of the past decades' best new sounds" in Pitchfork, are without a doubt one of the most influential Swedish bands of the 21:st century. As leaders of the blooming Göteborg scene, The Embassy opened a new era in Swedish music with their light and elegant sound, subtle melodies, sharp lyrics and blending of acoustic and digital elements.

However, The Embassy have always been to cold war against the actual present and the current values. With humor and style, they misinformed, deconstructed and monkey-wrenched. These pop saboteurs are neither contemporary nor "timeless", but *untimely*: in favour of a time to come.

The new album ***E-Numbers*** explores an almost self-celebratory nihilistic position, possibly with irony. "I don't want the world to change. I just want to be against. Three cheers for us" The tone is darker than before, both musically and lyrically. But the force and the beauty of the composition points further, to the overcoming of nihilism by an affirmation of creative power.

This affirmation is the truly transformative moment in which the habitual is opened up to the yet unknown, the past is opened to the future. To make space for this moment – when critique of status quo–preserving doxa turns itself into affirmation of what's to come – is the inexhaustible task for our music label: *Dream on...*

