

iumi

the band

NEWSLETTER n°2-June 2024

Hey everyone!

We're back with some exciting news. In this newsletter, we look back at the shooting of our first video clip, our next single to be released on June 24, 2024, and our many plans for the weeks and months ahead.

As we told you in our previous newsletter, we've been working day and night to finalize our first LP, due for release in September 2024. These studio sessions have given us the opportunity to reflect on and question our artistic direction. Today, we're very excited about the new road we're taking, which is slightly different from the previous one, but which allows us to enter a much wider, much richer and much more exciting universe of possibilities...

But then again, we've already written too much. We hope you enjoy reading this newsletter !

See you soon!

Aveleen from **iumi - the band**



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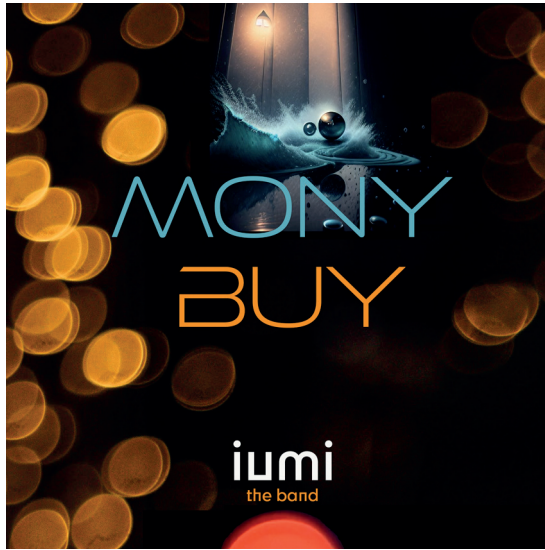
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lumi - the band continues its momentum by still offering a universe immediately recognizable by the voice of Aveleen and the chiseled melodies of Paul. The group has further matured by refining its artistic direction.

The sounds are now more organic even if **lumi - the band** still defends an "urban Fantasy style". As smiling and determined as ever, we interviewed Aveleen again who told us about the latest news from the group. A group that will certainly be a force to be reckoned with on stages in 2025.

Can you tell us a bit about what's going on in the news?

Oh, so many things! (Laughs) Where to start? **Our first news is the release of our next single MONY BUY on June 24, 2024.** Paul and I put a lot of work into this track, with numerous recording sessions where we made, undid and redid the arrangements. We wanted something more organic. I asked Paul to do a bass part to give more body to the synth bass already present. He wasn't really convinced and we had a long discussion about it. But he finally agreed and recorded the part in one take. And the piece took on another dimension, the one I'd been hoping for.

And then there's the release of our 1st LP in September 2024, on which we're continuing to work intensively. We've been composing new, perfect tracks very quickly.

What never ceases to amaze me about our collaboration is that all we have to do is discuss a subject, sometimes intensely, and a new track is born a few hours later. It's quite incredible, but so exciting. And then there's the shooting of our 1st video clip, which is now in its 2nd phase, with some location shoots in the near future. All these events led us to question and refine our artistic direction.

Where are you in your artistic direction?

Things have become clearer and more obvious to us. In the artistic universe we're creating, there isn't really a single style,

«I ASKED PAUL TO DO A BASS PART HE RECORDED THE PART IN ONE TAKE»

a single aesthetic, but aesthetics that interact with each other in the form of mirrors, evoking sensations, emotions and stories past, present and future.

And Have you kept the same sound identity?

Yes, the core of our sound identity is the same. But it's become much livelier, more organic, more energetic but also more subtle. In the tracks we've worked on and are still working on, there are both punchier titles and ballads with instrumentation reduced to a minimum. Our choices are guided by our quest to capture moments, emotions that perfectly well are born and disappear as quickly as they are revealed, and that need to be captured very quickly.



So you still use just as many synths?

Yes and no! In fact, we've reworked the core of our sound identity, focusing on what carries and defines who we are. And the bass has become much more present, while the drums have also become a little more acoustic, although we haven't radically changed our style and inspiration.

Tell us about the making of your first video clip!

It's a pretty incredible adventure. We called on Sulac productions to take charge of writing and directing the clip, and we're delighted. After that, we had to do a lot of work to find the clothes, sets and lighting that would bring blue illusions to life. Once this work was completed, we worked a

« HUMAN RELATIONSHIPS ARE SOMETIMES IMPROBABLE AND THAT'S EXACTLY WHAT MAKES THEM UNIQUE AND FASCINATING! »

lot on the staging to try to film as closely as possible to what the song says, without exaggeration, leaving a significant part to the dream and the night.

You're a bit of a princess from the Arabian Nights in this video clip.

I'd say she's more of a dreamer, defending her dreams and illusions to stay on her feet against the sometimes harsh winds and current events. The expression of hers dreams involves staging a form of sensuality and finesse to which we are also very attached.

What happened to the Blue Illusions title that was due for release?

We love this track so much that it actually became the title of our first LP. And it's this track that's the subject of a video clip.

Let's get back to your next single MONY BUY. What was the most difficult moment?

There was a lot of work from both of us. But the challenge for me was to accurately interpret the ambiguity of feelings of passion but also anger towards a loved one. By leaving room for the feeling of imbalance which nevertheless leads to making a final decision.

It's a pretty sad story!

Yes and no (Laughs). Because while the song tells mixed feelings, it also leaves room for doubt about the end, and everyone can imagine what happened next, or what might happen, sometimes a very long time later. Human relationships are sometimes improbable, and that's exactly what makes them unique and fascinating!

And what synthesizers did you use?

When we re-recorded the track, even if we use plug-ins, we have remained faithful to the Prophet 5 and the Memorymoog for lead sounds and especially to the Jupiter 8 for all other sound textures. Afterwards the difficulty lies in managing to mix these instruments, very rich harmonically with the bass and the guitar. Hence sometimes difficult choices which can lead us to discard takes or parts that are intrinsically interesting but which do not fit into the mix.

In general, how do you compose?

It varies. Sometimes I improvise on a loop and Paul keeps the most interesting moments. Or the starting point is a bass riff, a guitar arpeggio or a sound. But it also can be a painting, a photo, a particular scene in a movie, a street scene or a discussion. Anything is possible, and often quite unexpected. True it depends on the moment, the mood and our inspirations.

What is the place of reality and autobiography in your songs?

The place they naturally occupy in our artistic universe where the real rubs shoulders with the unreal, poetry and the fantastic, always producing tangible situations, possibilities that everyone can interpret as lived stories, visions, mirages or dreams.

Do you have any concert plans?

Obviously it's something we're thinking about very strongly but we haven't started working on it yet. We want to finish our first album first. And when we wrote or wrote the titles that will appear there, we always kept in mind the question of their interpretation on stage and the way we were going to be able to maintain spontaneity while also keeping our artistic universe. This is also the reason why we refined our artistic direction by working a lot on the arrangement and instrumentation of our songs. We know today that Paul will be on stage alongside me on bass, although he also plays guitars and keyboards.

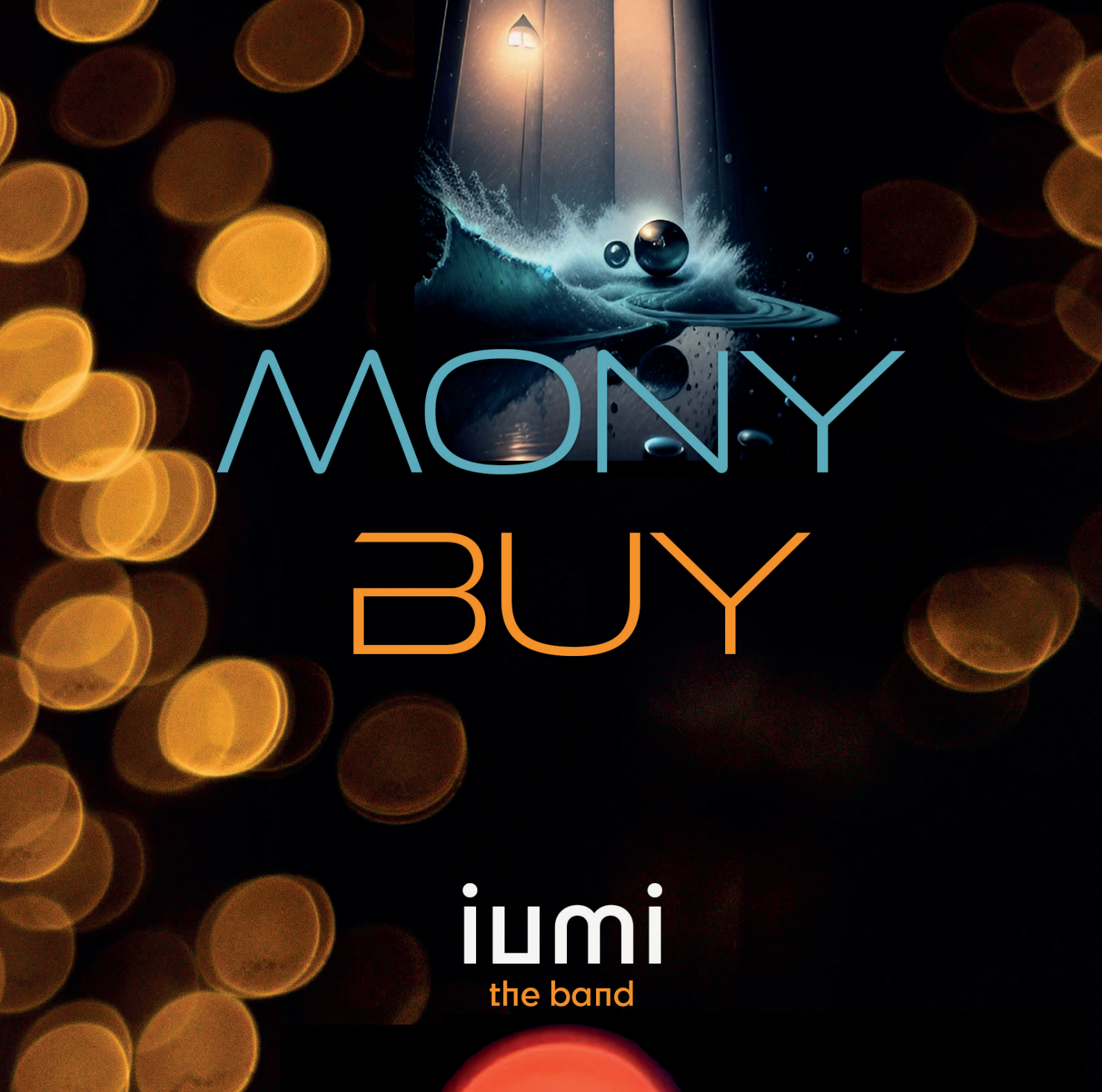
It seems that there are some unique tracks on the LP to be released ?

More in the next newsletter...

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MONY BUY

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