

the British

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THE BRITISH IBM Announce New Album

'Play the Game' released on 21st February 2020

contact@thebritishibm.com



What the press are saying:

"Early 2000s, non-mainstream indie rock [for fans of] Crashland and The Crocketts" – GoldFlakePaint

"For a band of computer geeks, there is plenty of humanity and sensitivity here" – Shout4Music

"A wistful, self-deprecating feel at times recalling Camera Obscura in their awkward glamour" – Clash

Private Soundcloud Stream:

<https://soundcloud.com/thebritishibm/sets/play-the-game/s-JJONg>

Press Photos (By Ian Guebert):

<http://www.thebritishibm.com/BritishIBMPressPhoto-2020.zip>

MP3 Download of Full Album:

<https://www.dropbox.com/s/oo2ed8xbigbdp4t/the%20British%20IBM%20-%20Play%20the%20Game.zip?dl=0>

Cambridge-based indie rock band The British IBM are pleased to announce that their new album 'Play the Game' will be released on 21st February 2020.

Offering a guitar layered mesh of indie rock and down-tempo, folk-tinged Americana the new material is reminiscent of the husky, melancholic dirges of Lambchop combined with the sensitive song-writing of the likes of Belle & Sebastian, Camera Obscura and Perfume Genius. With an aesthetic recalling the bizarre retro-futurist world of Richard Ayoade's adaptation of Dostoyevsky's literary classic *The Double*, the band launched in 2012 fronted by singer/songwriter Adrian Killens, joined live by David Martin (bass) and Scott Wilson (percussion).

Recorded at Sickroom Studios and produced by Owen Turner (of Norwich based indie-rock band Magoo), the album looks set to further deepen the band's wistful sound, taking the ramshackle charm of *Guided By Voices* at their most melodic and adding a boyish enthusiasm that tips its hat to both Weezer and Matthew Sweet.

"This is our guitar album." explains Killens of the album "I'm a big R.E.M. fan and read an interview about how they decided to lock all their acoustic instruments away for the creation of *Monster*. I thought that was an interesting idea and decided to impose a creative-limitation on the instrumentation of *Play the Game*. There are a lot of strings and other synth parts dotted around the first two albums but this one has none of that. If I needed a specific sound then I'd work out how to do it on a guitar using various effects or an Ebow."

The group's 2012 debut self-titled album—produced with Neil "Bugs" Rogers—featured title track 'The British IBM' which garnered acclaim with its use in the trailer for 2014 documentary film "From Bedrooms to Billions", outlining the story of the British video games industry from 1979 to present day. The video for the track also featured TV presenter Iain Lee of *The 11 O'Clock Show* fame, gaining support from The 405, GoldFlakePaint, Shout4Music and Q Radio which lead to appearances at Classic Gaming Expo in Las Vegas, Cambridge Rock Festival, Green Man Festival, Stockton Calling and more.

A prolific songwriter in his own right, Killens also composes music for videogames under his Gimpy Software moniker and has released multiple solo albums, including his renowned 2010 "Song A Week" project, the result of which was a 53-track opus of the same name.

'Play the Game' is released on Friday 21st February 2020

Watch the video for previous single 'The British IBM' [here](#)

-----NOTES TO EDITORS-----

The British IBM live band:

Adrian Killens - Guitar and vocals

Scott Wilson - Percussion

David Martin - Bass

Find The British IBM on the internet:

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www.twitter.com/thebritishibm

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www.youtube.com/thebritishibm