

PRESS RELEASE MARCH 31ST 2017

Flyinglow – a Remarkable Swedish Electronica Debut

Flyinglow brings us a fresh, yet classic, deep, Scandinavian electronica sound with today's *-Clockwork-* single debut.



After The Knife's iconic *Silent Shout* album some ten years ago, Scandinavian electronica has become synonymous with the uplifting, pop-infused EDM sound developed by the likes of Swedish House Mafia, Avicii and Kygo, but the last few years have seen an increasing number of dark and deep electronic artists come out of the region.

About the Single

On that note, Swedish electronica artist Flyinglow debuts today with a single taken off his forthcoming self-titled album, which is coming out later this spring. *-Clockwork-* offers a warm and deep-sounding electronica performance and comes with a fabulous video.

[Listen on Spotify](#)

[Listen on Apple Music](#)



SUBSTREAM HB, SMEDJEGATAN 5B, 41113 GÖTEBORG, SWEDEN
+46 (0)733-101-808 | INFO@SUBSTREAM.SE | WWW.SUBSTREAM.SE

About Flyinglow

Behind the moniker, we find the Swedish Uppsala-based musician Joel Gabrielsson. Joel has a very international background. He grew up in Singapore, studied at the School of Movement and Performance in Finland and in 2009 he relocated to Ukraine for a couple of years. It was during this time that his interest in composing music started taking a more important role.

He was particularly interested in electro-acoustic and ambient music, and began to experiment with sounds, textures and electronics in his home studio. The following years were spent fronting the drone-pop band Toys in the Well and performing venues around Europe.



After moving back to Sweden, into a small cottage in the countryside, Joel started to develop a new, solo recording project. The result is Flyinglow, an electronic sound perhaps best described as Scandinavian, drawing inspiration from fellow Swedish artists like The Knife, I Break Horses and Little Dragon.



About the Video

In the video for *-Clockwork-*, Flyinglow's electronica sound is represented through improvised dance. The concept for the video is taken from a dance practice called Contact Improvisation, with the intent to capture the abstract and beautiful movement of human bodies moving freely. The dancers in the video are his friends. He gathered them into

a small shower room and with the help of a camera man filmed them moving to the famous improvisation framework called "The Underscore".

[Watch the video on YouTube](#)

Contact & Press Info

Clockwork is coming out on the record label Substream out of Gothenburg – a label known for such electronica artists as Worakls, Baynk and Hello Beddo. For questions, interviews, features, promo for review. Flyinglow is available for radio interviews, guest blog appearances on request.

Contact person: Hakan Ludvigson, +46-733-101-808

Email: [press \[AT\] substream \[DOT\] se](mailto:press@substream.se)

Visit our press room to download high resolution artist images free to use for press and web: <http://press.substream.se>.

Connect with Flyinglow

[Website](#) | [Facebook](#) | [Instagram](#)

