

BIOGRAPHY

Unicorn Power

Unicorn Power are from Brighton and formed to combine their love of obscure fuzz pedals, noise machines and fabulous dresses. Their original intention to be a Big Black covers band was foiled when they struggled to recreate their sound using only a Casio keyboard and an arpeggiator. They instead stumbled upon their own brand of indie-electro pop which combines scratchy guitars, drum machines and squelchy synths with male and female duets.



Song writer, lead vocalist, guitarist and now only original band member, Scott Pitkethly, supports his synthesizer habit as a video games programmer. He wanted to make music that allowed him to indulge his geeky love of musical electronics but also have an emotional quality which enabled him to make sense of the confusing thoughts rattling around in his brain.

Unicorn Power are committed DIY-ers, they record and produce all the music themselves, and even make their own videos, electronic instruments and fuzzy felt CD packaging. They have recently signed to ultra hip Swedish label Substream for their latest release - Catface EP. This showcases their love of dancey disco beats with the song Guarded but also displays a more brooding, glitchy pop aesthetic with songs like New Home and Please Write It Down.



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Press Material <http://press.substream.se>

Unicorn Power's Website <http://www.unicornpower.co.uk>

Facebook <http://www.facebook.com/pages/Unicorn-Power/212627895427866>

About the Record Label

Substream is an innovative music company and one of Sweden's top label groups for electronic music. The label's main office is located in downtown Gothenburg on the Swedish Westcoast. Substream made industry headlines in 2005 and 2006 pioneering alternative payment and licensing models for digital music. Today we run 9 labels: Substream (electro-pop), Mareld (leftfield electronica), Dansant (dance and upbeat pop) and the Clubstream label group (6 labels from house to techno and dubstep). Substream also operate one of Sweden's most renowned mastering studios.

