



In a world so obsessed with the past, releasing a sophomore album that stands alone and follows a much lauded debut album can be a terrifying task. For the Reading, England-based foursome, The Amazons, this task was a welcome challenge. When we sat down with the group, comprised of singer and guitarist, Matt Thomson, guitarist, Chris Alderton, bassist, Elliot Briggs, and drummer, Joe Emmett, they broke down what recording their sophomore album was like, and how they stay relevant in the digital age. The group were only given about six months to fully focus on the creation of *Future Dusk*, their sophomore album which was released on May 24th 2019. "We had about six songs going into recording" Thomson explained to us, "We had a slight meltdown really" Thomson and Emmett said in unison. Going into the studio with only the bones of half an album's worth of songs can be a daunting task. The group explained to us that deadlines can be helpful, and push you to create work. However, during this six month process they spent a whole lot of time in their practice space in Reading trying to create music they were proud of.

"Nine times out of ten we would walk out of the practice room like 'fucking hell, we've got nothing.'

Basically you just need to go to the practice room a lot, and eventually you piece things together," Thomson explained.

In writing any album there will be obstacles, but when you face those obstacles head on you can create work you're excited to share with the world. When hearing the band speak about *Future Dusk*, it's clear that this is an album they are immensely proud of. In creating their debut album, a self titled record that brought them insane amounts of recognition in their home country of England, Thomson tells us they wrote that record in about four years time. "We didn't even really know we were writing a record" he said. "This time round we were writing an album and we were like 'it better be fucking good.' Not because we want a chance at success, but because this is our chance to make something that we are fucking proud of," he continued. Thompson spoke from the heart, and his speech was moving, unparalleled and contained a certain passion different from before. "You got to live and die for the record. And I gave this a real target, and in terms of the music, we got to keep making albums that we want to fucking fight to the death for. Which is



actually quite hard. Because every time you do a song you're like, 'would I fight to the death for this song?' Do you know what I mean? 'Would I die for this song?'

This record wasn't only a passion project musically, but the group really wanted their visuals to stand out as well. Album artwork and set design has always been an important part of the music industry, but ever since the introduction of social media, and especially, Instagram, a band's online image can make or break them. If you look at The Amazon's Instagram page, it's clear they have a vision, there's a visual aesthetic that coincides perfectly with their auditory vibe. Thomson explains that they intend to have their visuals expand on their music, give it more depth and take it to another dimension so to speak. They even brought a photographer, out with them to Wales where they were recording. They had the

photographer create imagery of them and around their recording process. In doing this, they got the album cover shot, a beautiful image that was created in a cave by the Bay that they were recording near. The group felt this particular image really helped set the visual tone for this album cycle in a way they never expected. Emmett explained to us that the band was trying to leave an air of mystery for their fans and not to give too much away with the visuals. They wanted to drop Easter Eggs for the fans to dissect and feel whatever emotions they could from them. "We just want them to make stuff up in their minds," Emmett said wistfully.

Social media can be a taxing add-on to the job of being a full time musician. However when artists realize that it is not just any add-on, but more of an upgrade, an extra creative outlet, that's when they really evolve to

the next level of creation. "We have to use social media, it's 2019, we're a band, that's what we all do. It's what we all use to consume music. I even look at it like, 'oh for fuck, whatever, I really don't want to do it.' Or you can look at it as an opportunity to be creative" Thomson explains, "I find it a lot more interesting when someone uses the medium to be creative, and come up with new ways of doing it" which is exactly what his own band has managed to do.

The Amazons are spending their summer on the festival circuit traversing the UK and Europe introducing fans, new and old, to the *Future Dusk* era. This era includes a themed light setup, new songs, and a renewed passion for the music they've created. The band is clearly excited for what the future has in store for them. After playing this record on repeat for the past month, we're even more excited to see what the future has in store for them.

