

## **Savages Release 'Adore Life' New Album Out January 22<sup>nd</sup> 2016 On Matador Video For New Track 'The Answer' [Here](#)**

*It's about change and the power to change. It's about metamorphosis and evolution. It's about sticking to your guns and toughing it out. It's about now, not tomorrow. It's about recognizing your potential. It's about self-doubt and inaction. It's about you. It's about me. It's about you and me and the others. It's about the choices we make. It's about finding the poetry and avoiding the cliché. It's about being the solution, not the problem. It's about showing weakness to be strong. It's about digging through your dirt to look for diamonds. It's about claiming your right to think unacceptable thoughts. It's about boredom and the things we do to drive it away. It's about being on your own so you can be with people. It's about knowing what it means to be human and what it might mean one day. It's about the parts and the sum of the parts. It's about the music and the message: together, one and the same. It's about bass, guitars, drums and vocals. It's about opening-out and never, ever dying. But most of all it's about love, every kind of love. Love is the answer.*



Savages' second album *Adore Life* was recorded in RAK Studios, London in April 2015. Johnny Hostile was the producer and Richard Woodcraft the engineer. Anders Trentemøller took care of the mixing in Copenhagen.

All songs were written and played by Savages - Ayşe Hassan (bass), Fay Milton (drums), Gemma Thompson (guitar), Jehnny Beth (vocals). Lyrics by Jehnny Beth.

## **'The Answer' Video Details:**

*We've observed our audience all around the world and noticed that something is happening. People want to be pushed to do good, or to be good, or just to feel good. We wanted a very intense video, that felt like banging your head against the wall, focusing on our audience: a portrait of our crowd, an homage to music lovers and the good people who are coming to gigs and shouting their lungs out, or just smiling at the back. We were touched by them every night, and wanted to get their message out there: loud guitar music is still alive and still connects people.*

The video was directed by Giorgio Testi at Pulse.

<http://www.savagesband.com/>  
<http://savagesband.tumblr.com/>  
<https://www.facebook.com/savagesband>  
<https://twitter.com/savagesband>  
<https://instagram.com/savagesband/>  
<https://www.youtube.com/user/SAVAGESBANDLONDON>  
<http://www.matadorrecords.com/savages>  
<http://www.popnoire.com/>