

ELECTRON

Press Articles (Physical)

Power Play Magazine

ELECTRON

'Defiance'
Rock/Metal
Independent



London trio Electron are about to release new song 'Break Me!' from their latest, full-length album 'Defiance' that is due to be released on the 1st of September. Having gained a good, grounding fanbase and having been noticed by renowned media such as Total Rock, the band have gathered momentum through playing extensive shows throughout London, to be extended through the UK. The album deals with breaking away from the past and creating your own future by facing both struggles and achievements.

The whole album consists of rock, metal, alternative, digitals, and minor industrial. 'Burn It Down' (feat Daisy Pepper) is an eclectic opener of metal meets tech heavy, low tuned guitars, and bass meet effects and pedals that give it a whole vibe of its own. Single 'Break Me' is a heavy and steadily paced, guitar

dominated track that is vivacious and melodic. Catchy and quick in tempo, 'Throw Me Away' has a memorable chorus, whilst 'Forsaken' is melodically provocative and conjoins a range of genres. With a vast range in vocal and instrument notes, 'Survivor' marries harmony and heaviness, and 'Dark Vibes' (feat Inaki Concepcion) is exuberant and popular. Keeping up the energy and pace, 'Dying Light' (feat Andy Martongelli) encompasses digital elements alongside pure rock, whilst 'Psycho' leans towards industrial and goth rock with effervescent effect. Final track 'Defiance' leaves us with a sense of pending metal, layered in between a darkened feel and heart wrenching melodies.

Electron have produced an electrifying album that doesn't disappoint and is sure to defy all negativity!

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TAKIN' ON THE WORLD: BANDS WITH A GLOBAL HIT ALBUM IN THEIR FUTURE
SPIRIT ADRIFT THE DUST CODA SHE BURNS RED CRYPTA MARTIN MILLER
AVKRVST ELECTRON SHIPWRECKER RAT ROD KRYSAOR RAZE

ELECTRON



Jason Payne speaks to Claire Bannister

London could almost be described as the city that that never sleeps; life pulsating through it almost 24/7. Adding to the electrifying activity are Electron, a unique three-piece metal outfit that are sending static waves through the world of rock. With energising new album *'Defiance'* to promote, the band's vocalist and guitarist Jason Payne describes what they are doing at present and shares the story of their journey to get where they are.

"We're currently working a lot on writing new music, promoting this album, and organising our tour. Big things coming soon for Electron and we're super stoked to announce when the time is right. We'd like to thank the Powerplay Magazine crew for this opportunity. We grew up reading your articles and it feels great to be supported by Powerplay. A massive thank you to everyone!"

Things have moved quite rapidly for the band in a short space of time, showing how achievable dreams can be when the graft is put in, and despite the hurdles that cropped up along the way, the band never deterred from reaching their goal.

"Five years ago, and hailing from Portugal, we arrived in London. We'd met at the university, and started writing songs together, putting out EPs and singles in some past projects, and pouring our hearts out to anyone that showed up for our shows. Everything seemed to be going well until we started to see the ugliest side of the music industry, with many obstacles that seemed impossible to overcome. We faced a difficult period of three and a half years, feeling empty and overwhelmed by the pressure of having to juggle our jobs with our

music. We were at a divide, everything became so hard, and that was the just tip of the iceberg. At the same time, some people were trying to take advantage of us. We faced another challenge when our first project was brought to its inevitable end, due to 'industry shelving'. Determined to make our dreams come true, we started a second project, JP&TBLR. We achieved more exposure than ever before, but again we found ourselves 'shelved' and every door seemed to be closed. That's when we decided to create Electron, born from resilience and the will to fight for our dream. This band was born last year, and it has been pushing the boundaries of what's possible in the world of music. We remain with the same hunger and passion that we had when we were eighteen, but with an objective in mind that's clearer than ever it was before – to go the distance."

With the band's name suggesting a hive of activity, Jason goes on to explain how the band decided on it, as the next step in their evolution. "We needed a name that could describe the rebellion and the ferocity of this band, something bold and that would describe our fight, the things we've been through, and the hunger we have. Electrons are particles known for their energy and when they collide, they resist and bounce away from each other."

As multiple sub-genres have formed within the rock/metal category, many bands either slot into a particular sound or experiment by creating a blend of sounds to create something unique; a path that Electron have explored.

"We believe that we're creating something new that will revolutionise

the music industry as we know it. We do of course tend to have influences, from old school blues and rock 'n' roll, to the modern metal age. We don't forget our roots, but our goal is to come up with something new in every track – either if that's a synth made with a guitar, EDM leads, or new guitar sounds/tricks. Even in the vocal department, we push our songs to never sound like the "one you've heard before". We hate bands that simply repeat a formula and write pretty much the same song with different lyrics. We like to write about what we feel, and we believe that by being so honest within ourselves into the music we create, we can achieve a unique sound. Still, we have influences, like any other band, because we all listen to various kinds of music, and we do it a lot! The most notorious subgenres that we take inspiration from are metalcore, nu-metal, thrash metal, post-grunge and hard rock."

With *'Defiance'* complete, as with any new album, it's always interesting how the ideas and recording process came to fruition.

"This album is the culmination of months of hard work and dedication from the members of our band. We have worked together to create a collection of songs that accurately represent our sound and our spirit. Everything we've gone through brought us to this moment for a very good reason – we believe this is our best work so far, and we're very proud of having created an album like this. It tells the story of this band, of each member, the inner struggles each one of us has suffered, and how we overcame these demons that were haunting us and stagnating our

career and peace of mind. We simply took inspiration of what we have experienced, even though we're very young, and we've put it in these songs. We hope these songs will bring our fans some joy and inspire them to get up and face their demons, or simply have a good time, because that's what metal is all about. This album started being written when some of us were still in a band called Louzada. We just didn't know that at the time. *'Sick And Wrong'* was the first track that started being written, in the beginning of the pandemic. It took us almost two years to have it fully arranged as you hear it now! Some songs were very quick and easy to write, with the 'right motivation' at our song writing sessions. We wrote three tracks in a day once, I'm talking mainly about the core, because we always spend time analysing arrangements and lyrics to get the best out of ourselves. But it was all pretty smooth and quick after *'Sick And Wrong'* was done. We started to feel more anger and frustration with the things we were going through, and for some reason that made us write music quickly and in a natural way. Even though we like to rethink the parts, we always try to capture and keep songs with the raw feel from the song writing sessions, since we believe this way we can get the emotion into the sound. If we over-analyse a song, it usually takes out that rawness and ends up feeling a bit overproduced, which is something we abominate. We have been going to Rogue Studios (London) since we arrived in London, and we love working with our good friend Alessio Garavello. He understands exactly what we want to put out, how we want to come across, our sound, and that makes our lives way easier.

ELECTRON

He's a brilliant producer, always pushing each one of us to the top. Even when we think we've nailed the part, he can hear something that needs to be improved. And that's priceless. Any band that wants to make a great record needs to have a producer that invests so much of himself in the making of the record as Alessio does."

The band have already graced stages and got the feel for playing live, as Jason explains.

"We have played more than fifty shows together, between past projects and this one. We love performing live, and we believe that since we've formed Electron, we've never sounded this good! We're able to capture more energy, crowd interactions are way better, and the band is so tight and heavy live. We always leave the stages covered in sweat and with a smile in our faces, and that's something we can never lose!"

The focus is to now up the ante with touring and looking at taking the live set further afield, but they are keeping their cards very close to their chest as to what else they have planned.

"Firstly, we're focusing on the final details of our tour. We're going to take 'Defiance' all over the UK, and we're studying the possibility of going to Italy, opening some shows for a friend's band. Unfortunately, we can't still reveal much on this topic. And another thing that we're studying

is the possibility of releasing a song every month and a half, next year. But we still need to do the tour and then concentrate on song writing."

Fans need not worry, as the band have already set the wheels in motion as far as a UK tour goes.

"We can reveal the first show: 8 September at The Star Inn, Guildford. We're playing alongside Beyond Ties and Them Bloody Kids. We're aiming to finalise the final details of the tour in the upcoming weeks, and as soon as it's all done we will announce it! Stay tuned on our website: electronband.co.uk."

The future is looking very bright indeed for Electron and with the album safely under their belts, the band don't forget who it has all been for.

"This album is for the fans! It's a part of our lives, but our goal is to motivate people to face life's struggles and overcome their obstacles, like we did. We hope these songs can uplift you and make your day better. Or your gym session. Anything really, there's a lot of day-to-day situations where our music can be applied. And we can guarantee one thing: this album sounds even better live! So, come watch our shows and experience what an Electron show is all about! We will soon announce a fourth member that will play with us in the next shows, and he has been featured in one of our tracks with a blasting guitar solo. Stay tuned and stay metal!"



Rock and Roll these days needs a real kick in the guts and Shock Records / Vanity Music Group recording artist Rat Rod is the band to do it! With their new album *Four on the Floor*, this Philadelphia quintet will make you stand up and take notice! *Four on the Floor* is available on all typical streaming and download locations, such as Spotify, Pandora, Apple Music, YouTube Music and Amazon, as well as your favorite retailer.

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Four on the Floor

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Emerging Rock Bands Magazine



ELECTRON

Defiance

1ST SEPTEMBER 2023

Hearing music for the first time from a band you don't know is always interesting, and so it was with Electron's debut album. I'm partial to a good guitar solo, so I was happy to fill my ears with what they have to offer in that respect. The first track, *Burn It Down*, had me with a nice bit of shred that, for once, was not too short. With 13 tracks at just shy of an hour, this is an album that crosses the metal influences of Metallica et al with some shouty metalcore to great effect. It's nice and riffy, and the guitar solos are delicious. Standout tracks for me are *Burn It Down* (that guitar solo!), *Forsaken* - dark and melodic, and *Psycho*, with its lovely bassline alongside solid riffs (and yes, the guitar).

**SHREDALICIOUS;
GUITAR IS DEFINITELY
NOT DEAD!** *SCORE*
8/10

KAZ AY

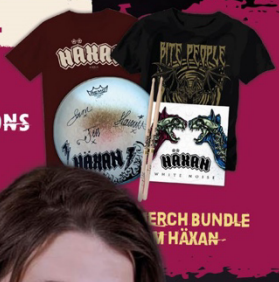
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THE ONLY PUBLICATION FOCUSED ON EMERGING ROCK BANDS

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THIS ISSUE...

CAM COLE
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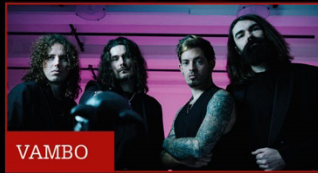
The coven are about to put a spell on you as they cook up album two and fly off on tour across the UK and Europe

ISSUE 2019/2020 • INTERVIEWS • REVIEWS
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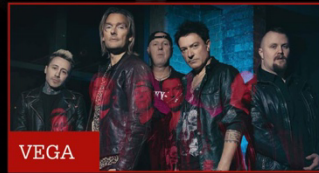
THE COMMONERS

We're hooked as we talk to the band about touring with Samantha Fish



VAMBO

Nothing but pride and joy as the lads finally talk to us about Vambo II



VEGA

United in anarchy, the hard rock five piece talk tours and double albums

PLUS: THE LATEST ROCK NEWS • MUSIC REVIEWS • FEATURES • COMPETITIONS • FESTIVALS • ONES TO WATCH

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Press Articles (Online)

Braveworlds: <https://braveworlds.com/news/electron-release-wake-up-video#>

Rock N Load Magazine: <https://rocknloadmag.com/news/electron-brit-metallers-charge-ahead-with-new-single-more/>

Vents Magazine: <https://ventsmagazine.com/2023/01/26/interview-electron/>

Metal Noise: <https://metalnnoise.net/2023/04/news-electron-get-torn-up-and-thrown-away>

Breathing The Core:
<http://www.breathingthecore.com/2023/02/interviews-electron.html>

Click Roll Boom: <https://www.clickrollboom.co.uk/news/electron-share-new-single-throw-me-away>

All About The Rock: <https://allabouttherock.co.uk/electron-drop-brand-new-single-video-released/>

Metal Gods Meltdown:
<https://www.themetgodsmeltdown.com/electroninterview>

Moshville: <https://www.moshville.co.uk/feature/botd/2023/02/headline-act-electron/>

Volatile: <https://www.volatileweekly.com/p/interview-with-electron>

Maximum Volume Music: <https://maximumvolumemusic.com/band-of-the-day-electron/>

Click Roll Boom: <https://www.clickrollboom.co.uk/news/electron-share-new-single-throw-me-away>

Insane: <http://www.insaneblog.net/2023/02/electron-release-new-single-video-sick.html>

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WARM

World Airplay Radio Monitor

Title: Throw Me Away
Region: not restricted / all
Country: not restricted / all
City: not restricted / all
Channel: not restricted / all
Period: 2023-03-23 12:00 CET - 2023-04-12 11:54 CEST

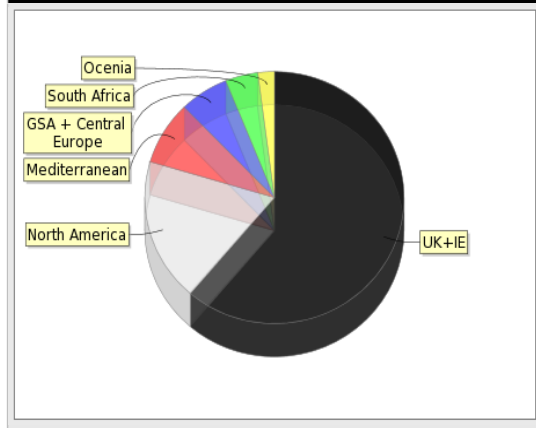
Region	Detections
UK+IE	30
North America	9
Mediterranean	4
GSA + Central Europe	3
Others	3
Total	49

Country	Detections
UK	30
US	9
Italy	4
Germany	2
Others	4
Total	49

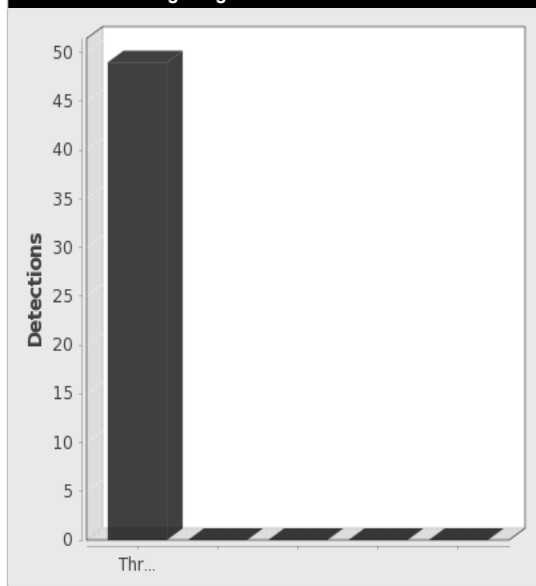
Song	Detections
Throw Me Away	49
	0
	0
	0
	0
Total	49

Channel	Detections
Amazing Rock & Metal Radio UK	10
Power 91	4
Scotland Rocks Radio	4
Antenna Web	4
BurgStudio	2
Rock Radio UK	2
Blues @	2
CBJ Radio	2
Hard Rock Hell Radio	2
TotalRock Radio	2
RockLiveRadio	2
Amazing Radio UK	2
Rock Rage Radio	2
Others	9
Total	49

Distribution among regions



Distribution among songs



ELECTRON

Electron

WARM

World Airplay Radio Monitor

Title: Sick & Wrong
Region: not restricted / all
Country: not restricted / all
City: not restricted / all
Channel: not restricted / all
Period: 2023-01-19 22:13 CET - 2023-03-08 13:52 CET

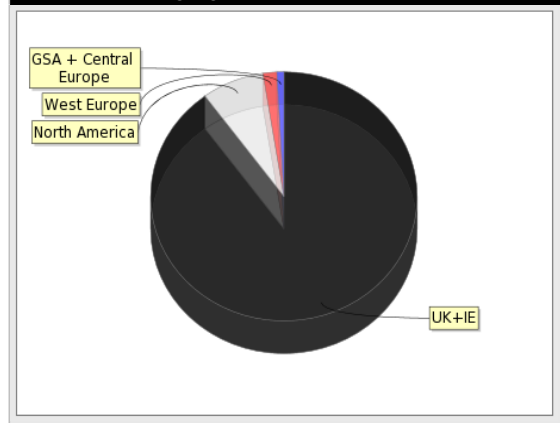
Region	Detections
UK+IE	107
North America	9
West Europe	2
GSA + Central Europe	1
	0
Total	119

Country	Detections
UK	107
US	9
France	2
Austria	1
	0
Total	119

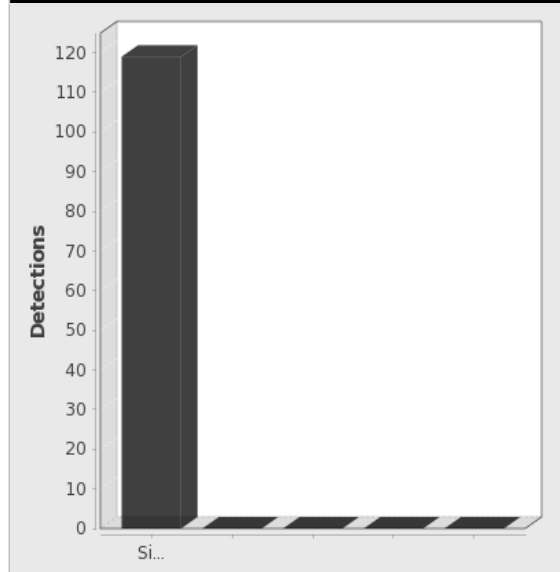
Song	Detections
Sick & Wrong	119
	0
	0
	0
	0
Total	119

Channel	Detections
Amazing Rock & Metal Radio UK	24
The Sound Lab	19
Prospect Radio	11
Belter Radio	6
Scotland Rocks Radio	6
ERB Radio	6
CBJ Radio	4
TotalRock Radio	4
Blues @	4
Rock Radio UK	4
Northern Quarter Radio	3
MyRock Radio	2
Radio Kaos Caribou	2
Others	24
Total	119

Distribution among regions



Distribution among songs



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SaN PR

sanpr.co.uk 

twitter.com/sanpruk 

[instagram.com/sanpruk](https://www.instagram.com/sanpruk) 

[facebook.com/SaNPromotion](https://www.facebook.com/SaNPromotion) 

open.spotify.com/user/5zy7kw4vd2xl514elux022kvk 

ELECTRON - PR campaign (January 2023 – March 2023)



Overview:

The PR campaign for Electron targeted prominent figures and media sources within the UK music industry ranging from key printed press, influential journalists, bloggers, curators, and radio stations through to established websites.

The overall feedback for this campaign has been positive. We obtained widespread online exposure for the band. Many major publications are now greatly aware of the band. We also acquired good radio support and Spotify playlist exposure for the release.

This campaign has increased the band's national profile and has laid down foundations for the future. To move forward, we would strongly advise a continued promotional presence by releasing an album and/or new video single as soon as you possibly can. It is also recommended that you arrange a UK tour to coincide with the record as this would further enhance responses from media outlets. We look forward to working with the band again.