

tulipomania: who let you know?



still from the stop-motion animated music video *Who Let You Know?*

August 26, 2016

for immediate release:

Tulipomania: Who Let You Know? is the fifth animated music video completed for the band's current album. Murky cast heads emerge, float, sing, and dissolve in this illusive stop-motion animation, directed and animated by band members Cheryl Gelover and Tom Murray.

Tulipomania's fourth album, *This Gilded Age*, features artwork designed by **Vaughan Oliver**. Band members Tom Murray (lead vocals, drums, bass, guitar-organ) and Cheryl Gelover (background vocals, synthesizer) are joined by Mitch Smith (background vocals, guitar, glockenspiel), who also contributed to **Tulipomania's** eponymous first album. Prior to the album's completion, the track **Hold On** was selected for inclusion on issue 33 of the *Wire* magazine's *Wire Tapper* CD of new underground music.

To date, five music videos directed and animated by **Tulipomania** were created for the album: **Hold On**, **Blinks First**, **Shooting Off the Set**, **Don't Be So Sure**, and **Who Let You Know?** Links to each are available for review (please see sidebar).

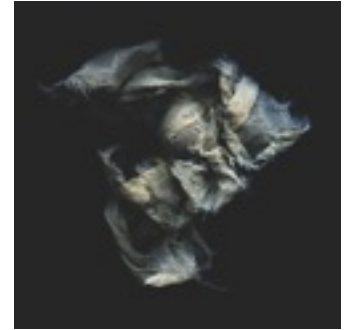
Music videos directed and animated by **Tulipomania** have been featured in festivals throughout the world, including the **Brooklyn Film Festival**, **Animation Block Party** (Brooklyn), **Animated Dreams** (Poland), **StopTriK** (Croatia, Poland), and the **One Reel Film Festival** (organized by the Seattle International Film Festival for the Bumbershoot music festival in Seattle).

In the past year, **Blinks First** was an official selection at numerous festivals, including **Raindance** (London), **Aesthetica** (York, UK), and the **London Short Film Festival**. **Shooting Off the Set** will have its festival premiere at the **Encounters Festival** (Bristol, UK) in September. (A complete list of festival screenings is available on request.)

Tulipomania's music videos have mostly favored the time-consuming animation technique of stop-motion. Composed of type and images culled from magazines and newspapers, **Hold On** and **Blinks First** contain thousands of individual collages on black construction paper, held together with over 100 rolls of tape. **Rumble Thud** (created for a prior album) presents animated lights which reveal silhouetted objects in motion, while **Don't Be So Sure** is the band's first hand-painted animation, featuring multiple passes of brushwork on thousands of individual sheets of black paper.

For additional information, please contact: Cheryl Gelover cherylgelover@gmail.com.

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this gilded age (album cover)

praise for **Tulipomania: Rumble Thud**

"trippy video of silhouettes and light shows"

—magnetmagazine.com

"mixes funky beats with existentialist thoughts"

—sentimentalistmag.com

"get your rocks off to the flaming new video from cult synth punks *Tulipomania*"

—artrocker.tv

VIDEO SCREENER LINKS

Who Let You Know?:

<https://vimeo.com/180081422>

PASSWORD: know TRT: 3:00 16x9 stereo

Shooting Off the Set:

<https://vimeo.com/149924459>

PASSWORD: set TRT: 4:00 16x9 stereo

Don't Be So Sure:

<https://vimeo.com/149923785>

PASSWORD: sure TRT: 3:20 16x9 stereo

Blinks First:

<https://vimeo.com/tulipomania/blinks-first>

PASSWORD: blinks TRT: 3:00 16x9 stereo

Hold On:

<https://vimeo.com/77503144>

PASSWORD: holdon TRT: 3:52 16x9 stereo

DIRECTORS/ANIMATORS:

CHERYL GELOVER, TOM MURRAY
OF TULIPOMANIA