

tulipomania: you had to be there



still from the animated music video *You Had to Be There*

August 14, 2024

for immediate release:

Magnification doesn't always yield detail.

Maybe you had to be there...

When the observer and the observed exchange places – at what point do we hold ourselves accountable?

You Had to be There is to be re-released for a new album inspired by an invitation to work with author Jeff VanderMeer as part of the publication of the fourth book in the acclaimed Southern Reach series titled ***Absolution***. VanderMeer was inspired by Tulipomania's recent album *Dreaming of Sleep* – Tulipomania in turn was inspired by VanderMeer's book ***Absolution*** for the upcoming album of re-mixes and new tracks, to be released in late October, 2024.

The animation was created frame by frame including animated lip sync as well as vintage found footage in an exploration of varied states of disintegration and recombination created on thousands of individual sheets of black or white paper. ***You Had to Be There*** has been an official selection at festivals including: StopTrik (Poland, Croatia); Leeds (UK); Anifilm (Czech Republic); Insomnia (Russian Federation); Malatesta (Italy), Tallgrass Festival (USA), The Festival of (IN)Appropriation (USA); it received an award of Honorable Mention at the Animaze Festival in Montreal (Canada).

Described as 'artistic and inventive' and 'gorgeous,' music videos animated by **Tulipomania** have been featured in film festivals worldwide. **Tulipomania** have alternately been categorized as 'cult synth punks,' 'glam-leaning,' 'post-punk,' 'art-rock' and 'muscular chamber pop'. While band members Tom Murray (lead vocals, bass, percussion) and Cheryl Gelover (synthesizer, background vocals) enjoy deciphering efforts to categorize their sound, they decline to offer a specific label of their own. The two first found themselves collaborating on projects for experimental film and animation classes – **Tulipomania** evolved from those experiences.

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twitter: [@tulipomania](https://twitter.com/tulipomania)

facebook: [thetulipomania](https://facebook.com/thetulipomania)

instagram: [@the_tulipomania](https://instagram.com/the_tulipomania)



VIDEO SCREENER LINK

You Had to Be There:

<https://vimeo.com/714786473>

PASSWORD: maybe

TRT: 3:45 (with titles)

16x9 stereo

DOWNLOAD LINK:

<https://www.dropbox.com/scl/fi/hevop3gz1upcxd54nqp76/for-in-appropriation-tulipomania-you-had-to-be-there.mov?rlkey=lxr29yzt5cd0qz008e0qslsz6&dl=0>

DIRECTORS/ANIMATORS:

CHERYL GELOVER + TOM MURRAY
[TULIPOMANIA]

SELECTED REVIEWS

"Underground Filmmakers Create Animated Video Music Video..." <https://www.electronicssound.co.uk/news/video-premiere-tulipomania-you-had-to-be-there/>

"Cabaret Voltaire Co-Founder Stephen Mallinder Debuts Video for "Shock to the Body" <https://post-punk.com/cabaret-voltaire-co-founder-stephen-mallinder-debuts-video-for-shock-to-the-body/>