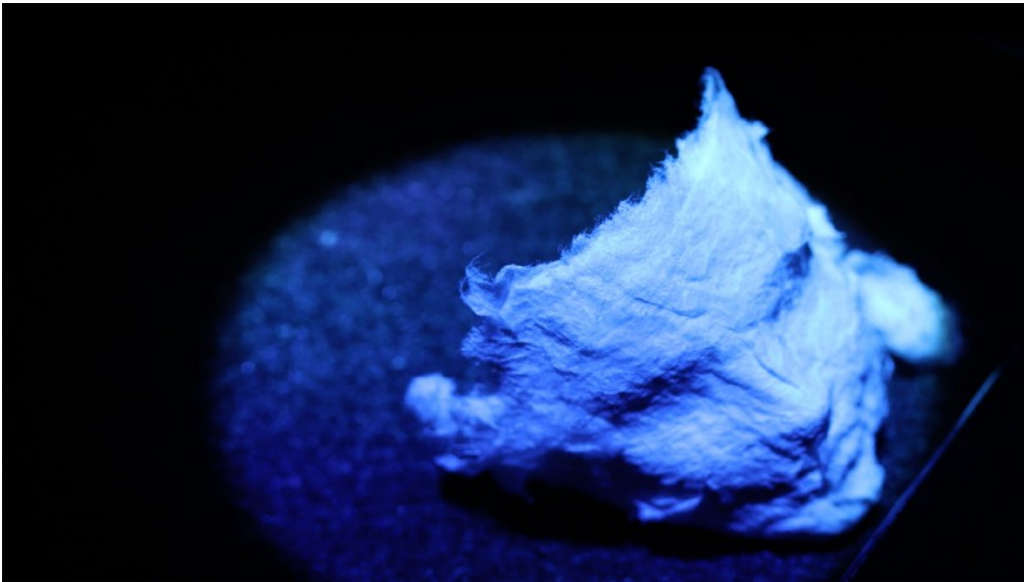


tulipomania: then and only then



still from the animated music video *Then and Only Then*

July 25, 2025

for immediate release:

Memory is malleable – mutability defines the unanswerable.

Then and Only Then is released in a new Tulipomania album inspired by an invitation to work with author Jeff VanderMeer as part of the publication of the fourth book in his acclaimed Southern Reach series titled **Absolution**. VanderMeer was inspired by Tulipomania's recent release *Dreaming of Sleep* – Tulipomania in turn was inspired by access to drafts of VanderMeer's book **Absolution** for the new album of re-mixes and new tracks, also titled **Absolution**.

Tulipomania band members created the stop-motion animation featuring shape-shifting papiér-mâché – at times syncing to sing the lyrics – at times transforming once again.

Of Tulipomania's music VanderMeer has said – "It felt like a revelation – hypnotic, pulsing music that got deep hooks into my brain, so I couldn't stop listening to the songs," he says on the liner notes for the album.

"In a world where climate change deniers also assert the government can control the weather for their own political gains, Jeff VanderMeer's Area X feels only 15 minutes in the future – or is that the past?" says Tulipomania's Tom Murray, referencing the mysterious zone at the heart of the novel.

Cheryl Gelover adds, "The Southern Reach series, penned by the author crowned 'the Weird Thoreau', eerily begins to feel more prescient than implausible. it's a pleasure to find an opportunity for creative cross-pollination with Jeff VanderMeer".

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

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VIDEO SCREENER LINK

Then and Only Then:

<https://vimeo.com/852138882>

PASSWORD: then

TRT: 3:15 (with titles)

16x9 stereo

DIRECTORS/ANIMATORS:

CHERYL GELOVER + TOM MURRAY
[TULIPOMANIA]

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For further information:
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