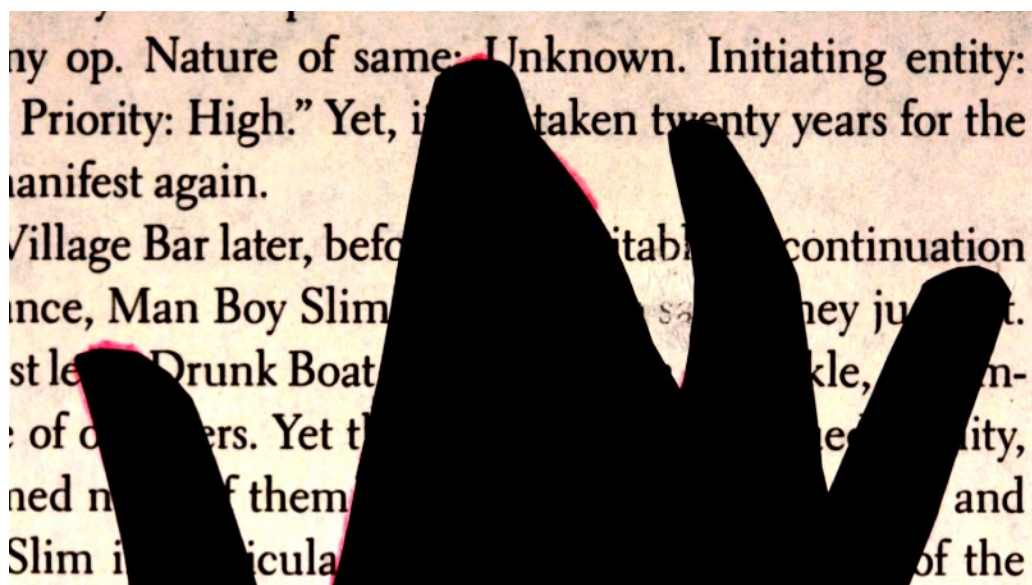


tulipomania: never knew



still from the animated music video *Never Knew*

August 30, 2026

for immediate release:

Partial glimpses of a fractured narrative question the possibility of piecing together a complete truth – inspired by an invitation by acclaimed author Jeff VanderMeer.

Tulipomania release a single and animated music video – the fourth in support of their album titled ***Absolution***, inspired by an invitation from acclaimed author **Jeff VanderMeer** to contribute music as part of the publication of ***Absolution*** the surprise fourth volume in his award-winning Southern Reach series.

Secrecy, trust and betrayal drive the elusive musings voiced in “***Never Knew***,” perfectly placing it within **Tulipomania’s** album soundscape resonating with the complex energies enveloping Jeff VanderMeer’s novel ***Absolution***.

Sharing themes of existential dread with VanderMeer’s novel, equally unafraid to excavate the darkest of human impulses when confronted with the unknown “***Never Knew***” presents partial glimpses of a fractured narrative, questioning the possibility of piecing together a complete truth.

Animation techniques involved the assembly of collaged imagery directly on highlighted, erased and often torn pages of the novel, shot in frame by frame stop-motion. Multiple copies of the novel were destroyed in the process of creating the animation.

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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website: www.tulipomania.com

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

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

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



VIDEO SCREENER LINK

Never Knew:

<https://vimeo.com/1067134387?share=copy>

PASSWORD: never

TRT: 00:03:32 (with titles)

16x9 stereo

DIRECTORS/ANIMATORS:

CHERYL GELOVER + TOM MURRAY
[TULIPOMANIA]

SELECTED REVIEWS:

“New album inspired by Annihilation’ author’s new novel!” <https://www.electronicsound.co.uk/video/video-tulipomania-ive-been-told/>

“Underground Filmmakers Create Animated Video Music Video...” <https://www.electronicsound.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/>