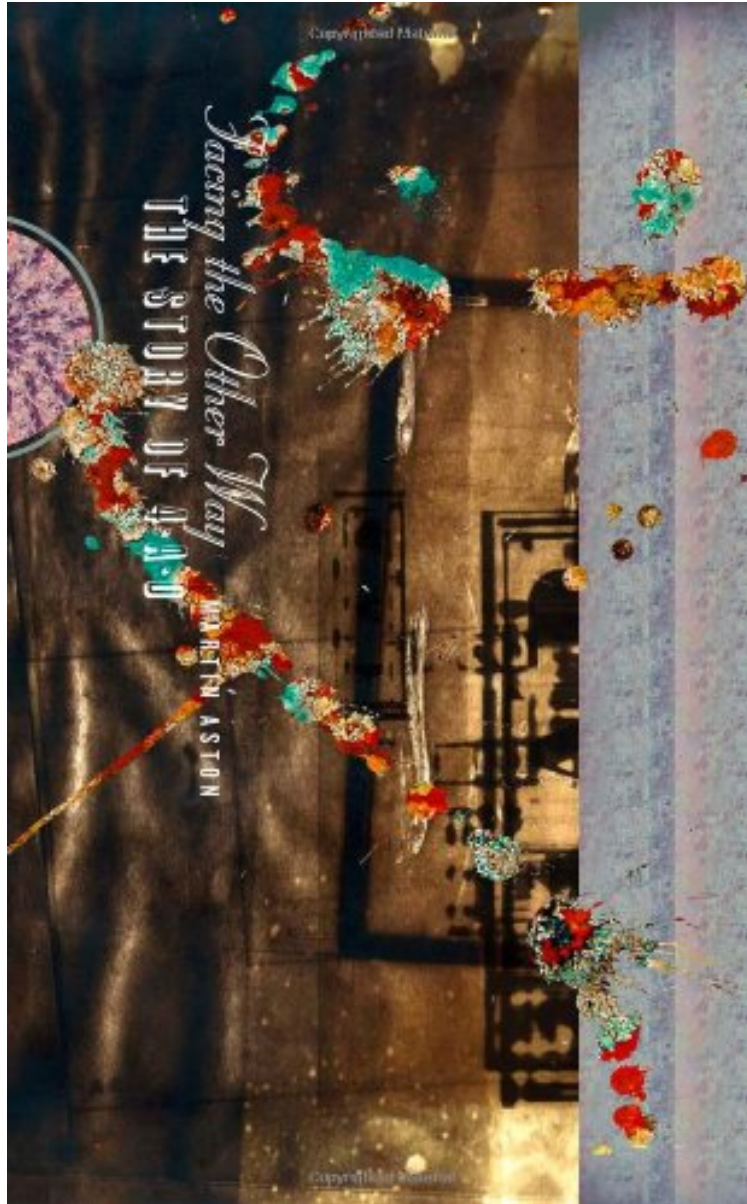


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Facing the Other Way: The Story of 4AD

Martin Aston

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Martin Aston : Facing the Other Way: The Story of 4AD before purchasing it in order to gage whether or not it would be worth my time, and all praised Facing the Other Way: The Story of 4AD:

8 of 8 people found the following review helpful. Essential for any 4AD fan. By Trond Berger Being a loyal Cocteau Twins, Dead Can Dance and Pixies fan since my teens this book is like a dream come true. It gives you the whole

story of the label in great detail - down to every release - and it made me discover a lot of new stuff that I had not heard before, since just about every record mentioned here is available on Spotify, at least from where I live anyway (Norway). The author does a fantastic job at getting under the skin of the key characters of the 4AD family, especially the enigmatic label boss Ivo Watts-Russell. The book is an enjoyably light read and if you're a fan you'll find yourself flying through the pages. Recommended! 2 of 2 people found the following review helpful. Got a bit dull after awhile. By peppergomez Lots of rapturous reviews for this book. I applaud how well researched it is, and the writing wasn't bad at all. But it was kind of, well, boring, after awhile. I was a big fan of 4AD's bands in the mid-80s, but maybe I am not a big enough believer in the cult personality to find Ivo's story all that interesting. A good chunk of the book is devoted to his mental state, and the ebb and flow, along with details of the label's finances. I guess how could it be otherwise, so maybe it's just my own reaction and no one else's that found that a bit dull. So be it. 5 of 5 people found the following review helpful. The Mystique Unveiled. By David d. My first exposure to 4AD was dancing to Stranger by Clan of Xymox in 1985. I then bought the album and became enthralled by the enigmatic sleeve design - many a puffs were taken to try and figure that one out. Soon afterwards I heard Elizabeth's voice sing "Lorelei" and I was hooked. Nonetheless, I'm not a creative-type person - just an average Joe - so there is so much I didn't "get" or fully appreciate about the world of 4AD. Reading Facing the Other Way not only took me on a complete journey through the story but also opened my mind's eye to the other otherness of it all. I am now able to enjoy my 4AD collection at a whole new level and have massively expanded it. Thanks Martin for the wonderful journey!

The first official account of the iconic record label. An NME Book of the Year 2013 A Rough Trade Book of the Year 2013 A Times Literary Supplement Book of the Year 2013 This Mortal Coil, Birthday Party, Bauhaus, Cocteau Twins, Pixies, Throwing Muses, Breeders, Dead Can Dance, Lisa Germano, Kristin Hersh, Belly, Red House Painters. Just a handful of the bands and artists who started out recording for 4AD, a record label founded by Ivo Watts-Russell and Peter Kent in 1979, a label which went on to be one of the most influential of the modern era. Combining the unique tastes of Watts-Russell and the striking design aesthetic of Vaughan Oliver, 4AD records were recognisable by their look as much their sound. In this comprehensive account concentrating on the label's first two decades (up to the point that Watts-Russell left), music journalist Martin Aston explores the fascinating story with unique access to all the key players and pretty much every artist who released a record on 4AD during that time, and to its notoriously reclusive founder. With a cover designed by Vaughan Oliver this is an essential book for all 4AD fans and anyone who loved the music of that time.

4AD get the lavish label history they deserve. MOJO Aston has impressive access to some of rock's most reclusive figures. Q The book is an exquisite reflection of 4AD itself - extravagant, atmospheric, and rich in texture and timbre. PITCHFORK Facing The Other Way represents one of the greatest stories to emerge from rock and roll's modern history. DROWNED IN SOUND The conviction of Aston's storytelling blows dust off the needle so that those records and their often magical beauties are dragged out to be admired once again. Compelling stuff. MOUTH MAGAZINE 'Martin Aston's 600-page chronicle is a suitable extravagant enterprise.' GUARDIAN A fanatically scholarly account of the definitive art-pop label of the 1980s. THE TIMES LITERARY SUPPLEMENT About the Author Martin Aston has been writing about and reviewing music since 1984. He has a particularly deep appreciation for the independent music scene. He is the author of two previous books: Pulp (MacMillan, 1995) and Bjrkgaphy (Simon Schuster, 1996). I've until now avoided writing more books as I enjoy occasionally leaving the house, he says. Writing Facing the Other Way: The Story Of 4AD has reminded me of this luxury. But it's been as compelling as it's been overwhelming, documenting not just a visionary record label, but an entire era, one that can never be seen again. Martin has also written for a variety of publications including MOJO, Q, Guardian, The Times, Attitude, Radio Times and BBC Music Online.