



UNIVERSAL MUSIC GROUP

VERDENA

Verdena are a three piece rock force; they started out towards the end of the 80s, when Luca and Alberto Ferrari (two brothers) were less than 10 years old.

Roberta Sammarelli joined the band in 1996, and this line up stayed the same up to now.

They debuted with a self titled album in 1999, produced by Giorgio Canali (member of some of the most revered Italian alternative bands like CCCP, CSI, PGR, Rossofuoco), which was released by Universal/Black Out and sold 40,000 copies.

Their second album, "Solo Un Grande Sasso", was produced by Manuel Agnelli (Afterhours, one of the most prominent Italian rock bands).

From their third album on, Alberto Ferrari took over production (recording entirely with analog equipment) so with the release of "Il Suicidio dei Samurai" and "Requiem" the band reaches the complete artistic independence and both records are also published in Germany, Switzerland, Austria, France and Spain.

Their last full-length "WOW" (a double album with 27 tracks) is their fifth studio album and was released in January 2011. The record immediately jumped to the II place in the top sales chart and the copies of "Wow" were sold out in the blink of an eye, pushing the label to a quick reprint. "Wow" is now still holding the 10th place of the chart.

On January 26 the band started touring all over Italy, selling out nearly every date.

Their incredible wall of sound comes from their unique blend of punk fury, rock attitude, and emotional melodies, all fused with psychedelia.

They have toured internationally with the likes of Dredg, Young Gods and Oceansize. Their last tour of Europe (their 3rd) won over many fans, including the scottish 3 piece Biffy Clyro and MGMT which they have toured with in UK, France and Switzerland in May 2008.

DISCOGRAPHY

- 1999 - Verdena (Black Out - Universal)
- 2001 - Solo un Grande Sasso (Black Out - Universal)
- 2004 - Il Suicidio dei Samurai (Black Out - Universal)
- 2007 - Requiem (Black Out - Universal)
- 2011 - Wow (Black Out - Universal)

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"WOW"

Release Date: 18 January 2011

After the long and fortunate tour following "Requiem", a fully mature album profiling a unique style and sound, Verdena switched off the spotlights furling in that isolation that's always been their hallmark.

Three years went by; no news, no shows. Three years spent in the recording room, at the foot of Mount Misma, at their Henhouse Studio and in a silence that stirred up much expectation.

A long and suffered labour that ended with the release of "WOW", which would see the light on January 18, 2011. A massive double album featuring 27 tracks.

Everything is mastodontic and yet condensed and sharply focused. A new sound that resonates and quivers between the '70s and a hypothetic future in an unbroken flow, destabilizing the listener who can't do much but greeting this stream of creative lava.

Pianos propounding toward the forefront, guitars trying to follow the idea rather than attack it, a growing care for the lyrics and the usual power of the rhythmic section, establish this work as an example of new psychedelia with no set schemes.

An album strongly rooted in emotionality and eclecticism, escaping into any direction to avoid any attempt of labelling, but unfailingly getting to strike for the purity with which any musical argument is treated: being it stellar folk (*Razzi, Arpia, Inferno e Fiamme*), amniotic prog (*Sorriso in Spiaggia PT. 2, Le Scarpe Volanti*), ethereal pop (*Scegli Me -un mondo che tu non vuoi-, Grattacielo*), the dust covered ballad (*Canzone Ostinata*) or again the typical Verdena rock'n'roll loaded distillates (*Lui Gareggia, Sul Ciglio*)".

"Wow" is too rich to be accounted for in a few lines, too complex to try to convey its alchemy with words. What is clear is that with this double album, Verdena confirm their temperament and their pointed stare on music. A stare that's full of passion, directness, freedom.

Listen and tell.

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