

## Anti-Pop Consortium Biography

Widely regarded as cutting edge innovators to a broad spectrum of listeners including b-boy purists, experimental electronic heads and indie rockers, Anti-Pop Consortium's return is anticipated to fill a creative void in not only hip hop, but music as a whole. They have been praised for their stream-of-consciousness lyrics, their ability to give seemingly unrelated word clusters hidden meaning, and their sonic backdrops that provide the perfect canvas for their lyrical paintings.

The album *Arrhythmia* (2002) was released to critical acclaim on Warp Records and found them on tour with DJ Shadow and Radiohead among others.

APC have reconvened in full force and are currently working on material for their forthcoming album *Fluorescent Black*.

### PRESS:

"As a reaction to the watered-down R&B regurgitation of mainstream hip-hop, APC are an unparalleled, post-modern music force to be reckoned with in any context." - Rolling Stone

"Part of an NYC avant rap underground that are pushing the music into brilliant new corners," - Entertainment Weekly

"It doesn't take a genius to see why Thom Yorke likes them so much; like Radiohead, Anti-pop presents a dysfunctional update of their music, replacing the usual sense of community with one alienation." - NME

"APC continues to blow minds and fuck up those neat little categories we music journalists and record stores rely on. Their rhymes are hard, their delivery is tight, and the beats sound like a casio rapmaster and an SP-1200 fucking in the space shuttle. This is some *Another other shit*." - James Friedman  
XLR8R

"APC is accruing respect in both hip hop and avant garde circles." - Alternative Press

"APC sounds and lyrics explore new angles and possibilities with each release, and the group gets a lot of credit for pushing the futurism angle." - Request Magazine

"APC are a Brooklyn quartet who can avant the shit out of the garde." - LA Weekly

"The music is unlike any hip hop you've heard, more joy division than James Brown, with wheezy organ lacing the sci-fi bleeps with an eerie humanism. These rappers are energized by a weird and nameless force." - San Francisco Weekly

"Anti-Pop Consortium lay waste to any lingering notions that hiphop and radical electronic experiments occupy different camps. The cracking analog jams throw all conventions into disarray. It isn't anticon or mush crews that will unite the two camps; it's these three sonic geniuses." - URB Magazine

"A NYC crew the upends mainstream hip hop orthodoxy with avant-garde production flourishes, slinky

new wave keyboards, freaky basslines and incisively skewed rapping." - Chicago Tribune

"Anti-Pop Consortium still deeply entrenched in a hyper-intellectual rap-as-concept-map ethos." - CMJ  
New Music Report