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BAD LIFE

# AUTOKRATZ

## *SELF HELP FOR BEGINNERS*

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### AUTOKRATZ ANNOUNCE NEW ALBUM

*Self Help For Beginners set for September 27<sup>th</sup> US release featuring guests from Peter Hook (Joy Division/New Order), Andrew Innes (Primal Scream) and Jagz Kooner.*

CAT: BL5

Release Date: September 27<sup>th</sup>

autoKratz announce that their eagerly awaited second album **SELF HELP FOR BEGINNERS** will be available on CD and digital download from Monday September 27<sup>th</sup> 2011.

Having started off by releasing a string of EP's tailor-made for pummeling dancefloors, the bands 2009 Kitsuné debut *Animal* shone like a gem at a time saturated with electronic music. *Always More* and *Stay The Same* resonated through airwaves and clubs wherever you went.

It's now two years later, and the stunning Self Help For Beginners will blow you away. It's an innovative journey through dark electronic pop, hands-in-the-air garage techno and carefully nurtured moments of beauty.

The album sees the band collaborate with some of their heroes including New Order bassist Peter Hook, Primal Scream guitarist Andrew Innes and Primal Scream & Kasabian producer Jagz Kooner.

Of the collaboration Hooky said "I was delighted to be asked by autoKratz and knowing their music I completely understand why. Playing on the track was very easy and the boys made it very enjoyable. I've just listened to the track and then gone for a walk and found myself singing it over and over again - It's a great!"

The first glimpse of the new record is the massive 'Opposite of Love EP'. Which proved a big radio hit in the UK. Self Help for Beginners certainly delivers on that promise and more. The LP is to be released on the bands new label Bad Life, an imprint for which they are receiving an impressive cross section of support, feted by the likes of Tiga, Diplo, Erol Alkan and A-Trak.

In four fast years autoKratz have become sought after remixers, working with the likes of La Roux and Underworld, whilst having developed a reputation for being one of the finest live acts in electronic music. Fantastic appearances last year such as those at Avalon Hollywood, Nocturnal Festival, Beta Denver and Voyeur San Diego have shown why their raucous live show is deserving of it's standing. Their never ending world tour continues to take them to all the corners of the globe, with highlights having so far included Glastonbury, Pukkelpop, Lowlands, Makuhari Messe Tokyo, Solidays, Dour and Koko in London.

Self Help for Beginners puts autoKratz back at the vanguard of electronic music, and 2011 will without doubt be their most exciting year yet.

*autoKratz will take to the road in the states in Autumn 2011 in support of the album.*

**Q Magazine (UK):** "Superclub dancefloors are safe in London Duo's hands....dealing in peak time pop nuggets welded to Terminator style-backbones" (4/5)

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