

ELECTRIC MARYLAND RECORDS - MEDIA BIO

ARTIST: MATT WHYTCROSS

ALBUM: THE ETERNAL PARADIGM

LONG BIO [550 words]

“Some albums just grab you and don’t let go. They’re like an unfolding mystery, revealing their secrets over time. That’s Matt Whytcross’ The Eternal Paradigm.”

Jeff Jenkins, ABC radio

2020 was our leveler. We paused our relentless pursuits and finally accepted that our existence is tenuous. We reflected on our behaviors, on what we take for granted and what we stand for. We spoke of our vulnerability.

The Eternal Paradigm is a study in the illusion of expectation and the acceptance of our imperfection.

“The songs collectively explore the tension between what is and what we expected would be. For all our best laid plans, we find ourselves at a place that bears little resemblance to what we had envisaged. The message here is that it’s OK, it’s OK to be vulnerable, OK that we are not in control and that we are not lesser for it.” Matt explains.

This is a passion project with a storied journey. Its songs penned at NYC’s legendary Hotel Chelsea, in the back of a taxi in São Paulo, in a cold flat in East London, in Barcelona, Dubai, Paris, Melbourne and on many planes in between.

The album was recorded in a 250 year-old church in rural England, two hours outside London. Long-time co-collaborators Peter Caswell (co-writer, guitar) and Trevor Reading (bass, guitar, recording engineer) flew to the UK from Melbourne for a two-week recording lock-in at the

**ELECTRIC
MARYLAND**

folks@electricmaryland.com

www.mattwhycross.com

www.electricmaryland.com

majestic location in Lincolnshire. In addition to a selection of tracks Matt had already been working on, those sessions would form the foundation of the project.

“We were 24/7 in the process, working, sleeping, recording in the church for 14 days straight,” explained Matt, “it was like being at sea, no escape, no going back to our homes at night, no diversions, a total lock-in. That abnormal, pressure cooker existence enables some real creative magic!”

That isolation and the majesty of the space permeates through the songs, both figuratively and sonically.

Tasked with finishing the project alone, slow momentum ensued and Matt’s work on the album inevitably ground to a halt as real-life matters took precedence.

Ironically, it was the pandemic that revived Whytcross’ focus on the project. With a newfound perspective and purpose, he recommitted to finishing the work, enlisting Daniel Caswell to mix the album remotely during the Melbourne lockdowns.

The result, an honest and unapologetic triumph - an accomplished rock album, laden with climactic orchestrations, lush atmospherics and compelling rhythms, above which Whytcross’ voice moves effortlessly between fragile and commanding.

The project boasts a bold visual identity, contributed by revered Istanbul artist Fatih Hardal, that’s as striking as the lyrical narrative, reinforcing the sentiment of illusion and misperception.

The record is more than the sum of its parts and should be enjoyed as an album experience. “I appreciate that’s not really how things work in this age of algorithms and playlists,” Matt acknowledges, “but I think these songs hang best that way. It will take a few listens for everything to be revealed.”

The majestic, ‘The Only Light You Find’, will introduce the project, released September 22. A grand yet intimate song that explores empowerment through surrender and the sublimity of ‘imperfect naked beauty’.

For all its introspection, this album ultimately carries a timely message of hope, best illustrated in the line ‘remember how in darkness we prevail’. (Hearts on the Wire)