



Hidden Shoal Recordings

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Hidden Shoal Recordings » Hidden Shoal Turns Three!

Perth, Western Australia, May 2009. The Perth-based international music label Hidden Shoal Recordings has announced its 3rd-birthday celebrations.

Hidden Shoal Recordings is an underground music aficionado's dream come true. The consistently engaging Hidden Shoal roster of genre-defying local and global recording artists is proving to be a welcome addition to both its hometown of Perth and the larger independent musical community. With a roster of 30+ acts from 8 different countries – ranging from the epic ambient-rock cinematics of Italy's HC-B through to the genius space-pop of one of Seattle's bright lights, Hotels – the visionary team at Hidden Shoal are forging an integral role as one of the world's most diligent and focused independent record labels.

3 Years, 50 Releases

The label's fan base and critical acclaim have come from all corners of the globe, with releases receiving glowing praise in the US, Europe and Australia in publications such as PopMatters, Stylus Magazine, All Music Guide, Textura, Cyclic Defrost, Drum Media, The Big Takeover and Resident Advisor. With the exponential growth of 50 releases over its 3 years of operation, Hidden Shoal Recordings consistently releases music that demonstrates a commitment to quality regardless of fleeting notions of genre and fashion.

While retaining its renegade indie-label values, Hidden Shoal's contemporary approach to distribution and publicity has seen it earn a special place in the new musical landscape. The label has been engaged in unique online delivery and publicity models from the beginning of its 3-year operation – models that have now become commonplace for small and large independent labels alike.

"Finding Hidden Shoal Recordings could rightly claim to be in the top 10 best things that ever happened to me, such is the quality and diversity of their roster"

– **Boring Machine Disturbs Sleep**

"they continually showcase new, innovative artists to the masses"

– **The Silent Ballet**

"This generation's 4AD" – **prominent New York radio host and promoter DJ Mojo**

Birthday Party and Promotions

During the birthday month of May, the label will be hosting celebrations in its hometown of Perth and running a number of promotions through its website – including CD giveaways and HSR Store vouchers – as well as in conjunction with a number of other music sites and radio stations. Details will be revealed on the label's website over the coming weeks.

Label Site: <http://music.hiddenshoal.com>

HSR Store: <http://agora.hiddenshoal.com>