

Punish Yourself

Gore Baby Gore!



A train wreck of amphetamines colliding with a new wave Frankenstein hooker...baby!

A band that is already a favorite among shock rockers in Europe is finally making their assault on North America.

Spending summer 2006 doing festivals across Europe they will be releasing music for the first time in the states and looking to tour in the fall and winter of this year. Often compared to Ministry, Lords of Acid, Skinny Puppy and Motorhead...the bands shows are sexual and scary and not for the faint at heart.

Sex, rock & roll, and machines - under blood, dope, and under dope, fun. Between basic pulsations and mortal fascinations, Punish Yourself desperately loves pin-up zombies, futuristic clothes and the end of the world.

Live, they play behind barriers lit by black lights, the body covered with fluorescent paintings like in an apocalyptic comic book. A gorgeous dancer and crazy videos complete the stage for a trip (with no return?) in an unreal but explosive universe, where gay references and Z cinema meet merrily. An efficient concept experienced on more than 300 shows (France, England, Belgium, Switzerland, Spain, Holland, Portugal) with the likes of Oomph, Fishbone, Das Ish, Alec Empire, etc.

Punish Yourself pushes over and over its obsessions: with Epileptic beats and dance floor hymns, Afterpunk is reinvented and mutes into the most extreme "after-techno", a music of sexy zombies, fed by influences from the Stooges to the most extreme techno-hardcore, and from Ennio Morricone to the 90's dance music. Precise beats and ultrasonic guitars, dripping samplers and twisted sequences, a pack of energy to wake you up from your daily routine, and go to the hell of the new century.

We have great marketing tools with this and will be going out to tastemakers soon.

We have already started doing integrated marketing on this and have plans to get corporate endorsers to bring them to the states.

There will be limited Specialty radio that will start in August.

A U.S. street team is being put together to continue the assault.

Punish Yourself: Gore Baby Gore
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