

LYLAC



New Album

“ Living by the Rules
We’re making ”

lylac.be



New album, 'Living By the Rules we're Making'

Lylac diffuses a soft nostalgic fragrance, a pastoral psychedelic 'Mojo'.

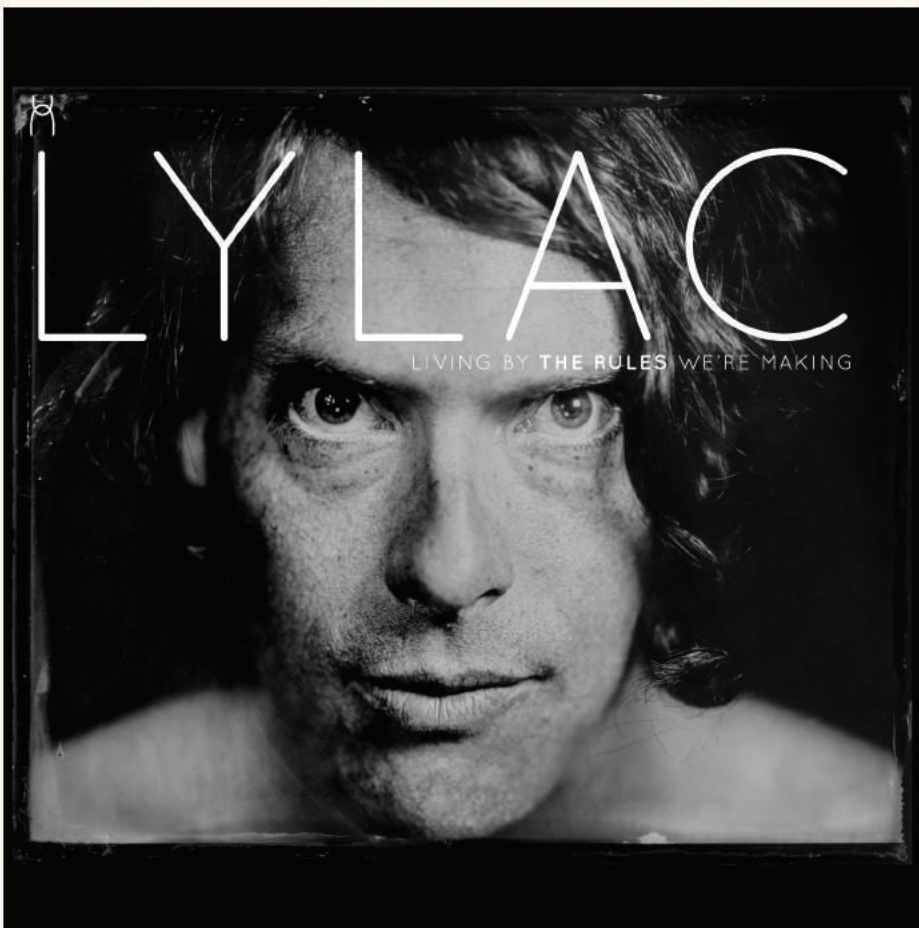
One enters this album on tiptoe. Slowly, the sound crackles and all around, the world spins slowly, relentlessly, like a treasured vinyl spared by the weight of years.

In spring 2012, the seeds, at the origin of LYLAC, sprout in Amaury Massion's mind. For the leader of the rock band My TV Is Dead, everything became clearer while he was on a journey across the world's roads. From Cambodian to Thai getaways, the boy took a break from the rock scene and rediscovered the pleasure of simple things. An acoustic guitar as only luggage, he put aside the electrical paths to embrace sober melodies, songs designed without artifice. Pieces played for the beauty of the gesture. Far from Belgium, he imagined a world stripped of all futility, a no-frills place where the guitar can be a guide for the voice. Or maybe, is it the other way around. It is down the road that Amaury sees Lylac's debut album. Published in 2013, 'By A Tree' is acclaimed by the critics (Le Soir, RTBF ...) and the public fell under the spell of these crafted songs, brushed with special care and flawless authenticity.

Today, Amaury Massion landed in Brussels. In a sedentary way, but totally free of movements, he grabs his emotions to imagine the shapes of 'Living By the Rules we're Making', his most personal record. Here, we rediscover his voice, his style, gently strummed guitars portraying blue moods, and caresses whispered without largesse. The artist returns to his favorite field, but does not forget to go forward. From the green cover of the first album, to the "black and white" portrait engraved on the cover of 'Living By the Rules we're Making', there are nuances, details that change. Scaffolded between a guitar and a cello (Merryl Havard), arrangements are enriched with a Sitar, a flute, or a few notes on the piano. One enters this album on tiptoe. Slowly, the sound crackles. The title 'My Bird' is revealed. And all around, the world spins slowly, relentlessly, like a treasured vinyl spared by the weight of years. The new songs have a nostalgic sweet fragrance, a pastoral psychedelic 'Mojo' that changes the logic of the timeline. With Lylac, one considers the present and the past and starts to think about artists like Midlake or Fairport Convention, Nick Drake and Iron & Wine.

Recorded at home in the comfort of the living room, this second album took shape without pressure, away from the din and bustle of the city. It is a haven of peace, which, however, never denies the world news. Introspective, dreamy and romantic, the singer also addresses social issues. Without actually showing the fangs, Lylac turns out to be relevant in graciousness, incisive in pain. On this album, light is always stronger than darkness. Because with Lylac, happiness is here, at hand, found in the little things of the everyday life, in love. Alongside the media flow, the infos speeding up continuously, and fear that spreads through the web and social networks, Lylac's music answers to the call of nature and great landscapes: everything that helps us, busy men, get back to the most essential things. Close to one's heart.

Moreover, we find a hymn to love 'Lilac Wine', recorded in 1950 by James Shelton. Interpreted by great singers such as Nina Simone or Jeff Buckley, the piece finds a new life in Lylac's personal version. With fingers gently moving on his guitar, Amaury Massion manages to dust off this masterpiece with respect and passion. Brilliantly mixed and refined in the studio by Pierre Vervloesem (dEUS), 'Living By the Rules we're making' distills eleven melodies free of all mercantile strategies. Making it a terribly valuable treasure.



NEW ALBUM

"Living by the rules we're making"

" *** AN ALBUM OF EXTREME DELICACY"
LA LIBRE (National Newspaper)

" *** LYLAC MAKES TIMELESS MUSIC"
LE SOIR *** (National Newspaper)

"IT'S ASTONISHINGLY BEAUTIFUL"
LA PREMIERE (RTBF) (national Radio TV)

" TO BE DISCOVERED URGENTLY "
L'AVENIR (National newspaper)

"AMAZING VOICE"
GAEL magazine (National)

"A PEACEFUL PLACE FOR THE SOUL"
AGENDA (National)

"A GREAT COLORFUL MUSIC"
LA DERNIERE HEURE (National)

"Suspended, the voice shakes the time,
caressing memories of Led
Zeppelin' Stairway to Heaven (...)
LARSEN (National)

" SPARKLING AND BRILLIANT"
Branché culture

MEDIA

Listen to the music **HERE:**

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much more on:
www.lylac.be

LYLAC

MY BIRD





MUSICIANS

Amaury Massion: Voice, guitars
cavaquinho, footstomp ...

Merryl Havard: Cello

Technical contact:

John Mayard: Sound Man

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Additional musicians: Joachim Lacrosse: Sitar Quentin Manfroy: flute Thècle Jousaud: Cello

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