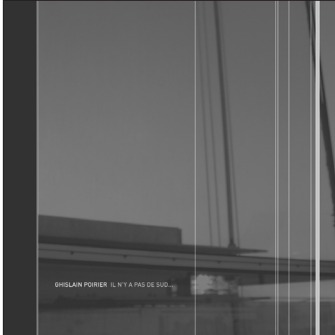


PRESS RELEASE

WWW.12K.COM
INFO@12K.COM47 LINCOLN PLACE #3B
BROOKLYN, NY 11217, USA

GHISLAIN POIRIER | IL N'Y A PAS DE SUD...

12k1016 | CD | EDITION1_1000 | NOV 2001

12k is proud to announce the debut release from Montreal native Ghislain Poirier. "Il n'y a pas de Sud..."

In an alluring departure from the sound of 12k's recent output, "Il n'y a pas de Sud..." blends broken melodies and sonic slips with a very stripped down version of the berlin techno sound. The result is a sparse blend of rhythm and space with a slow diffused groove as beats flux and vibrate beneath lo-fi oscillations of warm chords and clouds of bass.

"Il n'y a pas de Sud..." was created using an ageing PC with so little processing power that Poirier is forced to compose each work in parts and later piece them together. Using this approach he pushes himself to make the most of very little, which he does very well, and has developed a unique and fresh signature sound proving that the latest, most trendy software isn't necessary to create captivating sound.

Musical accomplishments aside, Ghislain Poirier is also a visual artist. He has had many solo exhibitions of his paintings and drawings in the city of Montreal, notably at the Maisons de la culture Côte-des-neiges, at the Galerie de l'île-des-moulins and at Atom Heart.

"Il n'y a pas de Sud..." is a brilliant work from a new face in minimal electronic sound.

[XLR8R, US]

Poirier's debut full-length on 12k is one of the most overtly musical records the label has put out in recent memory, and is one of the most evocative and atmospheric minimal techno records out now, testifying to the depth of montreal's amazing scene.

[INCURSION, CANADA]

Poirier's music is more self-contained, each track in and of itself, and each with its own swirling sonics and evolving rhythms. Some of these pieces are more interesting than others, but overall it's a very strong release that grows on you the more you listen to it. Indicative of a small but growing microsound initiative now festering in the homes, clubs and concert halls of Montréal.

[VOIR, CANADA]

Il n'y a pas de Sud... has its own sound geography. Not totally techno (but the title track was irresistible for dance), Poirier gives a warm wind into the cold minimalism.

[ALL MUSIC GUIDE, US]

Poirier creates his stark, minimal techno using only slow, building tempos and bulking up the minute tones with lush reverb. The very insular nature of the music strikes immediate comparison to German dub-tech producers Thomas Brinkmann and Pole... an impressive experiment in restraint that is both stylish and emotive. Sure the record is overly cerebral, but it's a beautiful reconfiguration of the noises that digital sound processors refuse to deal with. This is textured, animalistic technology rendered into incredible music —a brilliant debut.

[ICI, CANADA]

Ghislain Poirier catches everyone off guard with this first album. With modest means and a lot of patience, the Montreal-based musician has created a little jewel of minimal techno and the result will not disappoint (we hope) the amateur and the others. Astonishingly well-mastered and sober... an easier listening experience than what many artists of the genre do. Ghislain Poirier works on both form and substance: the beat is slow; the arrangements, simple but ingenious.