

*"A modern day shoegaze classic" - NME ******

"There is something about the blend of sweet melody, hypnotic rhythm and noise on bdrmm's debut that gets under your skin" - The Times

"Manna for fans of inventive happy-sad '80s guitar pop" - Mojo

"Takes in krautrock, shoegaze and lo-fi indie-pop but always with a soft, warm edge" - Uncut

"Much more than a genre piece, it's a vital delve into the power of our communal isolation" - Clash

"One of the best British guitar debuts of 2020" - Norman Records, UK

Following the release of 2020's widely-acclaimed debut LP "Bedroom", and a clutch of hotly-received singles since, today the Hull based shoegaze quartet bdrmm return with the news that they have signed to Mogwai's Rock Action and that the revered independent label will release their anticipated second album "I Don't Know" on June 30th.

Like their debut, the album was recorded with long-time band collaborator Alex Greaves (Working Men's Club, Bo Ningen) at The Nave Studios in Leeds.

The band also share their first material for the label, and the first taster of the new album, with the expansive and dynamic "It's Just A Bit Of Blood". Paired to a video directed, filmed and edited by Chris Tomsett / Innerstrings (Overmono, James Holden, Uncle Acid and the Deadbeats), the band's Ryan Smith had the following to say about the themes behind the new single, already fast becoming a live favourite:

"Most people who have seen us tour will recognise this track. The more we played it, the more it dawned on us it was becoming something special, and an integral part of our set. Lyrically, it stems from my recent mental health awareness. I'd become depressed and very socially anxious, I really felt like I had changed and didn't know who I was. I am lucky enough to be surrounded by three of my brothers within this band - one literally by blood - and have always been able to be myself with them. It's about realising what you have and remembering that when you can't see it."

The band collectively had the following to say about their decision to sign with their new label:

"We're so excited to have signed to Rock Action. After touring with Mogwai and forming such a close relationship with them, we feel blessed to have been invited to work with them and their team. To be on the same label as Arab Strap too? I mean, say no more.."