



VIDEO, VIDEO OF THE DAY

# :VIDEO OF THE DAY: INFORMATION SOCIETY – LAND OF THE BLIND

MARCH 6, 2014 | WILLIAM | LEAVE A COMMENT

Artist: Information Society

Song: Land Of The Blind

“On this record we were aiming to make a classic INFORMATION SOCIETY album that people would have no trouble identifying as Information Society. Robb of the aforementioned band. Gearing up for the release of our new album “LAND OF THE BLIND” on March 4, 2014 via HAKATAK International, we mark the reunion of the original founding members of the band, Robb (synths), Kurt Larson (vocals) and James Cassidy (bass, keyboards). “The great challenge in making this record was to stay true to the sound our fans know and love, but still move forward and incorporate all the influences we’ve acquired since the last time we recorded together.”



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s synth player Paul  
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marks the reunion of

A perfect slice of modern pop, “Land of the Blind” is a swirling electronic dance gem and the EP contains the Brazilian-flavored “Marcos Carnaval & Paulo Jevaux Club Mix”, the darker “Aesthetic Perfection Mix”, the bright and airy “Whitecube Mix” and the hard dance “Inertia Mix”.

Fans of the shockingly bizarre cult film *Liquid Sky* will be delighted to find a cover of the centerpiece song “Me And My Rhythm Box” is included as a bonus b-side. “Land of the Blind” is the first taste of the forthcoming new album *Hello World* which will be released Summer 2014. “This was really the most relaxed process we’ve ever experienced while recording an album,” Robb explains. “It might have something to do with the fact that we’ve been working on it on and off for over a year with no sense of urgency, or label-imposed deadlines.”






Originally forming in 1982 within the synthpop and New Wave world, Information Society

(a.k.a. “InSoc”) initially broke into the mainstream via the Latin underground with the 1985 freestyle dance single “Running” which twice became a Top Ten Billboard Dance chart hit – once in 1986 and then again in 2001. Proving its continued endurance, InSoc’s original label Tommy Boy Records is releasing a remix record of “Running” in early April, 2014, nearly three decades since it was first released. The band continued their winning streak with multiple Top 40 hits including their Number One smash, “What’s On Your Mind (Pure Energy)”, “Walking Away”, “Think” and “Peace & Love, Inc.”. Their infectious appeal translated the world over with Japan, Spain, Mexico and their native US leading the charge. Brazil, especially, became one of their continued main markets, where they are signed to the major label LAB344. Coincidentally, Berlin-based label Mannequin Records will be releasing a special expanded vinyl repressing of their debut The InSoc EP in May, 2014, again reinforcing just how seminal and relevant they were back then and still are.

With their first new music released since 2009’s Modulator EP, InSoc is getting ready to get back into the mainstream with brand new music and a US tour planned for later 2014. And even though they’ve been together for over 30 years, there are no signs of slowing down. “We’re looking forward to getting in front of the fans with some new songs,” Robb concludes. “As James Cassidy would say, ‘We’re going to melt some faces’.”

Information Society is Paul Robb (synths), Kurt Larson (vocals) and James Cassidy (bass, keyboards). Their new longform single “LAND OF THE BLIND” will be released in the US by HAKATAK International on March 4, 2014. Their new album \_Hello World will be released Summer 2014.

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