

# FLOTATION TOY WARNING

Flotation Toy Warning are a band shrouded in mystery. They claim to have formed in 2001 after enigmatic frontman Donald Drusky, a former flying machine test pilot, met drummer Don LeCannes at the unveiling of his latest invention, a new musical instrument called a Stair Horn, at L'Iononso d'Italia (Italian Institute for Innovation) in Venice. Soon after, LeCannes introduced Drusky to a rival inventor by the name of Magnesi Rich, who was at the time embarking on a project to notate and translate Chinese wind shapes with colleagues Benedict L. Maidsaver and Victoria W. Vest. Supposedly while discussing rare butterflies over dinner, the five discovered a common interest in astrophonics and decided to become a musical item.

While this might sound like a drummed up mythos concocted for the sake of being outlandish, it's as apt as any history for a musical enterprise that is rooted in creating a truly postmodern sound. Their ambitious debut album, *Bluffer's Guide to the Flight Deck*, cements this London five-piece as modern masters of their own brand of baroque, experimental pop. Earning rave reviews throughout the UK and Europe, including album of the month accolades by tastemaker record shop **Rough Trade** and a supporting slot for **Air** at the legendary Route De Rock Festival in France, Flotation Toy Warning are stirring up press and music fans alike.

With one foot in the eyebrow-raising pop experiments of **Van Dyke Parks**, **Scott Walker**, **the Dreamies**, and **Curt Boettcher**, and the other foot planted firmly alongside such modern-day avant-pop practitioners as the **Flaming Lips**, **Divine Comedy** or the **Unicorns**, Flotation Toy Warning blend found sounds, electronics, homemade and traditional instruments and lush production. Their dreamlike pop soundscapes are simultaneously classic and undeniably modern. Wonderfully warped and deranged, *Bluffer's Guide to the Flight Deck* is the rare masterwork that sounds equally skewed through a set of headphones or blasting at top volume.

## BLUFFER'S GUIDE TO THE FLIGHT DECK



**ARTIST:** Flotation Toy Warning

**TITLE:** Bluffer's Guide to the Flight Deck

**LABEL:** Misra

**CATALOG:** MSR36

**UPC:** 656605503622

**RELEASE:** August 16 2005

"... a halfway house between **Grandaddy's** space-boy dreaming and **Tindersticks** ennui....we demand they be included on the **Flaming Lips'** tour now!" *NME*

"swirls of guitar, looped samples and beautifully bereft vocals to beguiling lo-fi effect, recalling both DIY **Flaming Lips** and the glitchyside of **Sparklehorse**.....Buckled but beauteous, psychedelic Victoriana with beats" *Time Out London*

"This is an archaeology of invented histories and half-imagined narratives, pasted together into peculiar collage visions with a glue of electronics, charity store instruments and a wealth of warped imagination. Flotation Toy Warning make 10 soundtracks for movies you've never seen anywhere outside of your mind's eye. The most naturally strange accompaniment imaginable to the end of the season." *Plan B*

"It's a **Flaming Lips**-sheltering-**Wizzard**-in-a-**Buggles**-rainstorm of an album. It's magical and orange-trousered. And quite startling..." *The Fly*

"a beguiling mixture of found sound, somnambulist beats and spooked disembodied vocals... Flotation Toy Warning are one of the most beguiling delights of the year." *Tangents*

>> The UK press is already head over heels for Flotation Toy Warning

>> RIYL **Unicorns**, **Flaming Lips**, **Mercury Rev**, **60s psych pop**

>> *Bluffers Guide to the Flight Deck* was the **Rough Trade** shop album of the month upon it's release in the UK

>> Extensive North American press campaign by Misra

>> Advertising planned for Magnet, Rockpile, Devil in the Woods, Harp, Pitchforkmedia.com and various online publications

>> Extensive online marketing planned for this release, including free MP3 downloads available on various websites including Pitchfork, Insound and more

>> College radio campaign to 200 stations by Secretly Canadian

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