



## Supporting quotes & artist testimonials

### ARTISTS

*As an artist in the classical space, I have always been keen to explore without being restricted by perceived boundaries. This approach is mirrored by my formative experience growing up in a household rich with eclectic sounds, informed by my dad's love of Stevie Wonder (Talking Book), Bob Marley (Uprising), Aretha Franklin (Aretha Now) and Jonny Mathis (Merry Christmas). This music was infused into my DNA and, when listening, I always found myself exploring the harmony and construction as if I were deconstructing Bach fugues or Palestrina.*

*"In terms of a pivotal album, it has to be aged 14 and hearing Michael Jackson's 'Thriller' for the first time. I remember where I was - on the steps of Harrow Tube Station in London on my way to the Purcell School of Music - and feeling overwhelmed by the sheer audacity and scale of the record. This was closely followed by the first time I heard Jorge Bolet's recording of Debussy Preludes but 'Thriller' definitely edges it!" – Classic BRIT Award winner, **Alexis Ffrench***

*"The album is, for me, not only a soundtrack to a moment of your life, but also a chance to take a break from it. To listen to a whole story, and be on a whole adventure, where we are taken through different sounds, emotions, and different sides of a heart, and a mind. It's a way of exploring all the different corners of a creative mind. And, through time, watching it change and grow. Album after album – it's more than just a moment, but a whole chapter of a life. And that is what an album means to me. All songs standing together like that, really turns them into a beautiful journey." – **AURORA***

*"In a way, listening to a great album is a lot like reading a really good book. Each song is its own chapter. And just as you wouldn't appreciate reading a book if you only read one chapter, it's the same with an album. You have to take in all the tracks in order and listen to it as a whole to really appreciate what it is that makes an album special." – **Holly Ross, The Lovely Eggs***

*"Listening to an album rather than just a collection of tracks is a totally different and more rewarding experience for me. With our own albums we've tried to use the format to tell a story, which it's extremely well suited to; using the emotional power of music and combining it with a narrative structure can make the listening experience so much more involving than a motley selection of one-offs. I fully support National Album Day and want to thank them for highlighting the strength of the album even in and amongst today's more episodic, fractured media landscape." – **J. Willgoose, Esq (Public Service Broadcasting)***

*"If you are young, and love music, and cannot imagine your world without it, I think the physical album will always be there, waiting for you to give that all-consuming, super intense undivided attention." – **Matt Berry***

*"I vividly remember being excited by so many classic albums as I was growing up, like Marvin Gaye's What's Going On, Dylan's Freewheelin', and Erykah Badu's Mama's Gun, although, if I had to pick one, the album that most inspired me was Tracy Chapman's self-titled debut. It featured the incredibly powerful Why? - a song that has become a real anthem for me not least as it was the first to really bring home the emotional power of lyrics.*

*"The way we engage with music may be changing, but for me the album remains the ultimate expression of the songwriter's craft." – **Paloma Faith***

"The album I've picked is 'City Slab Horror' by Severed Heads, one of my all-time favourite bands. This was the first album of theirs I bought and I've never stopped playing it. I've never heard anything like it. Listening to them taught me that you could make dirty distorted scary haunted beautiful music, all in the same song. Their sense of harmony got to me straight away and in their strange, abstract way they encapsulate the way I feel about the world. A thin-layer of order on top of a mass of organic messy chaos! The LP format has always been big with me, it's something I still love listening to and making. I like my albums to be around 40 minutes long (a discipline I still have to learn) it gives the artist enough time to tell a story or conjure a scene while giving the listener a chance to escape from the past and future and spend a little time in the now. I'm a big lover of the concept album too..." – **Paul Hartnoll (Orbital)**

"Kraftwerk's Autobahn made a huge impression on me. The Electronic frequencies that vibrated from the vinyl inspired me to find out where they came from. It introduced me to the idea of a concept album. A whole album about a motorway? Yes, and they made it work." – **Phil Hartnoll (Orbital)**

## MUSIC COMMUNITY

**Colleen 'Cosmo' Murphy, founder of Classic Album Sundays**, said:

"When I heard the BPI and ERA were nominating a day to celebrate the album, it was music to my ears. I first fell in love with the album as an adolescent when I would spin entire records by artists like The Beatles, David Bowie, New Order and The Smiths on my very own turntable. These albums opened up a whole new world and changed my life in so many ways - emotionally, artistically and even professionally as they encouraged me to embark upon a career in music. But, most importantly, these albums helped me define myself and my place in the world.

"In 2010 I founded Classic Album Sundays to honour my beloved format as a stance against the increasing devaluation of music as aural wallpaper, and to address how we listen to music in the 21st Century in the midst of our increasingly hectic lives. Taking the time to listen to an entire album and let its unique story unfold without any distraction is one of life's great pleasures and one that I have made my mission to encourage. Happy National Album Day!"

**Martin Talbot, Chief Executive Official Charts Company**, said:

"The British continue to be among the most the enthusiastic fans of music across the globe and they express this love by spending more than £8 million every single week on their favourite albums. The Official Albums Chart has been documenting this love affair every week for more than 60 years, but a National Album Day, to provide a new, special celebration of this great, much-loved and venerated institution, is long overdue."

**Michael Dugher, Chief Executive UK Music**, said:

"UK Music is proud to support National Album Day as a great celebration of our world-leading music. From the days of rock'n'roll albums, with seven tracks on each side, to the development of the 'concept' album to the classic albums that have been the soundtrack to our lives; from the old days of vinyl, with the fabulous works of art that graced so many album covers, to the amazing vinyl revival today; from the cassettes that you remember your parents playing back-to-back in the car on long drives and family holidays, or buying the first albums on CD, to today listening to fantastic new albums via the latest in streaming technology. National Album Day is about honouring everything that is great about this enduring and beautiful form of music."

**Iain McNay, Chairman of Cherry Red Records**, said:

"The format of the album is so important. Even in this era of the growing popularity of streaming, the majority of artists still think in terms of writing and recording albums rather than just tracks. National Album Day is a great reminder of the creative thought and brilliance that goes into the making of an album, and it is a way that we can all participate by listening to and remembering our favourite albums. The album is the King of music formats; long live the King!"

**Kim Bayley, Chief Executive ERA**, said:

*"Individual tracks may have stolen the limelight over the past few years, but British music fans love albums as much as ever. National Album Day is an opportunity to throw the spotlight back on to long-form listening and we are delighted that the Record Store Day team will play a key role in establishing this first-time event working alongside our friends and colleagues at the BBC, the BPI and the wider music community."*

**Geoff Taylor, Chief Executive BPI & BRIT Awards**, said:

*"It is fitting that, in this 70th anniversary year, we should look to create a special moment that celebrates the UK's love of the album and the huge role it plays at the heart of our popular culture. The album has underpinned the phenomenal success of recorded music the world over, providing artists with a compelling medium through which to express their creativity and fans the freedom to engage with all shades of music through the stories that it tells."*

*"Streaming may be broadening our ability to access and discover music, but the concept of the album as a body of work that expresses a narrative or an artist's creative vision at a given moment, remains as relevant and inspiring as ever."*

**For details on National Album Day, and how to participate, visit [www.nationalalbumday.co.uk](http://www.nationalalbumday.co.uk)**

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