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Beep! Beep! Back up the Truck
+31(0)6-16148305 (nicolai)
+31(0)6-41198370 (boudewijn)
Hartingstraat 16
3511 HV Utrecht
the Netherlands

beepbeep.nl
twitter.com/backupthetruck

Bookings

Sara Bjorklund Agency (G/A/S)
Wouter Muller
wouter@sarabjorklund.com
+49 173 219 0 619

Management

Boudewijn Rosenmuller
boudewijn@beepbeep.nl
+31 (0)6 411 983 70

Press Information, Nikoo

Nikoo - 'Friends & Family' (BEEP012)

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Release datum: 20 December 2010

About Nikoo

In March 2010 the Dutch band Nikoo released its first EP. The record is offered as a free download with a smoking hot video clip accompanying the single Cow. The trendsetting American music platform Pitchfork praises the inventive noise-pop of Eindhoven-based Joep van Son and his band members. In the dark days of December 2010 the second EP titled Friends & Family is released through the Utrecht-based quality label Beep! Beep! Back up the Truck. Van Son: "Nikoo irritates. At least, I hope it does."

A craze for raw, raunchy pop music got Joep van Son writing in early 2010. After merely one hour of rehearsing, the productive quintet enters the studio for the recording of six abrasive and urgent songs. "I love musician's first impulses. Short rehearsals keep the creativity and hunger fresh. You can hear that in our recordings", says Van Son. The first EP was received with enthusiasm: "Somewhere between Sonic Youth at its most rocking, And You Will Know Us By The Trail Of Dead at its fuzziest and Dinosaur jr. at its most melodious moments", according to renowned music magazine OOR. VPRO's 3VOOR12 adds: "A band that pushes boundaries and goes beyond them to create something new."

The recipe for success is repeated at the end of 2010. Friends & Family, with its seven songs, screams for attention. Songs about women, girls, exes and movies, all recorded by band member and producer Rob Bours. This second release is available from December 20th onwards. For now only digitally and through a 'pay what you want' construction. The artwork is created by Dutch music photographer Nick Helderma (Oor, Vice, 3VOOR12, Self-Titled Magazine).

Live, Nikoo is an uncomfortable beast: hard and over the top. The band's potential was spotted by VPRO's 3voor12 who invited the group to their stage at the Le Guess Who? festival. In January 2011 the band plays in Groningen after receiving an invitation by prestigious showcase festival Eurosonic. In the spring of 2011 Nikoo will start its first European tour and afterwards will begin recording the first full-length album. This record will see the light of day through Beep! Beep! Back up the Truck as well.



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Nikoo is a noise-pop beast to love. Songs and productions of international class. No bells and whistles, full of threat, urgency and sex. Raw and pure, hard and overwhelming. Joep van Son and his four noise makers take you by surprise as no other, full of inconvenience and dispossession.

Nikoo signs with Beep! Beep! Back up the Truck: “We can use all the help we can get to distribute Nikoo far and wide. Beep! Beep! to me is the most innovative label in the Netherlands. It has an eye for a good product and is visually and promotionally strong.”

Nikoo consists of: Joep Van Son (The Sugarettes, The Very Sexuals), Mariska Louman (The Sugarettes, Foam), Rob Bours (The Very Sexuals, among others), Hugo Ploegmakers (Foam, among others), Mike Dobber (Klaus Womb & Penny super pony strip) and Pim Verlaek (Pien Feith band).



As one has come to expect from Beep! Beep! the complete album can be listened to and downloaded for free at www.beepbeep.nl

To promote the album, Nikoo will tour Europe starting mid-april. Check out our website for the complete schedule.

High-res bandpictures and the CD cover can be found at:
<http://www.beepbeep.nl/bands/nikoo/>



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Nikoo - *'Friends & Family'*

01. Shameless
02. Brenda
03. Anika
04. Mornings
05. Dead like shadows
06. Way
07. Amore

All songs written by Joep van Son & Nikoo.

Photography by Nick Helderma.

Typography by Sacha van den Haak / Kok Pistolet

BEEP012-2010



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File Under

“Just like with lo-fi heroes Eric’s Trip this quintet has mastered the art of creating beautiful little songs. This second EP is no exception. Priority number one is the song, which then gets covered in layers of noise and all kinds of squeaking, screaming sounds.”

Kicking the Habit

“Even more then on the first Nikoo EP dating from March 2010 the seven compact songs are very poppy, at times even very catchy, but always covered in thick layers of distortion and guitar fuzz.”

Pitchfork

“Marquee” is a track from the EP, and it features a barn-burning melody surrounded by guitar noise and ambient fuzz.”

ROAR E-zine

“Compared to it’s predecessor it all sounds fuller and more diverse. First EP ‘Nikoo’ came straight at you, but ‘Friends & Family’ is more dreamy and presents a clear mix of noise pop and rock. But don’t be surprised when you get blown away by ‘Mornings’ or ‘Way’.”

3voor12

“A band that pushes the boundaries and goes beyond them to create something new. When the band is able to perform the correct mix as on the record, it will have no boundaries whatsoever.”

OOR

“This debut EP, which was supposed to be obscure but got discovered by that one influential American website and rightfully described as burning melodies with guitar noise and distortion. Somewhere between Sonic Youth at its most rocking, And You Will Know Us By The Trail Of Dead at its fuzziest and Dinosaur jr. at its most melodious. If those names don’t tell you much, you could also take Japandroids, The Pains Of Being Pure At Heart and No Age as reference points.”

Milk Milk Lemonade

“Nikoo is a new music project that once again finds Joep Van Son surrounded by friends for a raucous self-titled, debut EP release that deserves a close listen.”

Alternative

“It’s Dreamy and loud at the same time, full of raunchy guitars like the earlier work of Dinosaur Jr. Throwing Muses or more recently The Pains of Being Pure At Heart, and no less with guest vocals provided by AC Berkheimer’s Gwendolien Douglas; that’s how we like it!”



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Beep! Beep! Back up the Truck

Beep! Beep! was founded in 2008 by a group of friends/musicians from Utrecht based bands such as We vs. death, Kismet and The Walt. On the one hand rooted in a 'one for all, all for one' mentality, on the other hand because of a dissatisfaction with the Dutch music industry.

'Why isn't there a label in the Netherlands that uses the possibilities of the internet for distribution and understands and uses the power of social media?'

Beep! Beep! turned out to be the answer to this question. Soon we distinguished ourselves as the first Dutch label that published its full catalogue under a Creative Commons License and thus made it possible to stream AND distribute all music online for free. The distribution deal we signed with the world's number two biggest torrent site Mininova caused both controversy as admiration with the national and international press. In short: Beep! Beep! is a label that is not afraid to deviate from the norm.

At the same time we are a label that values the physical product a lot. The love for collecting, pressart, distinct artwork and the unique sound of vinyl must not be lost. That's why we make a special crafted hardcopy edition of every release available. For and by music devotees.

Now, less than two years later, there have been more than 500.000 album downloads and the first pressings of CDs and vinyl are sold out.

We work with artists that are able to convince and impress us. From filthy garagepunk to enchanting singer-songwriter melodies. From simple popsongs to artistic stubbornness. Beep! Beep! is proud to be a platform for the eclectic mix of talent that is equally talented as hard-working. Beep! Beep! represents the following artists at the moment: We vs. Death, The Black Atlantic, My Bubba & Mi, Moon & Sun, Nikoo, Paper Tiger, Het Gloren, Schotel van de Dag, Kismet and The Walt.