



A DIVISION OF NUCLEAR BLAST **FAST FORWARD**

New Release Information ▶▶ **March**

IMMINENCE This Is Goodbye



Release Date
▶▶ **31/03/2017**

Pre-Order Start
▶▶ **20/01/2017**

- ▶▶ **LIMITED CD in O-CARD incl. 3 acoustic bonus tracks**
- ▶▶ **LP BLACK VINYL in Gatefold incl. 3 acoustic bonus tracks**
- ▶▶ **advertising in many important music magazines FEB/MAR 2017**
- ▶▶ **album reviews, interviews in all important Metal magazines in Europe's MAR/APR 2017 issues**
- ▶▶ **song placements in European magazine compilations**
- ▶▶ **Spotify playlists in all European territories**
- ▶▶ **retail marketing campaigns**
- ▶▶ **Official YouTube Video "This Is Goodbye" [watch here](#)**
- ▶▶ **Facebook, YouTube, Twitter, Google+ organic promotion**
- ▶▶ **Facebook ads and promoted posts + Google ads in both the search and display networks, Bing ads and Gmail ads (tbc)**
- ▶▶ **Banner advertising on more than of the 60 most important Metal & Rock websites all over Europe**
- ▶▶ **additional booked ads on Metal Hammer Germany and UK, and in the Fixion network (mainly Blabbermouth)**
- ▶▶ **video and pre-roll ads on YouTube**
- ▶▶ **ad campaigns on iPhones for iTunes and Google Play for Androids**
- ▶▶ **banners, featured items at the shop, header images and a background on nuclearblast.de and nuclearblast.com**
- ▶▶ **features and banners in newsletters, as well as special mailings to targeted audiences in support of the release**



Price Code: CD04



Price Code: LP17



Wild emotions - sonic outbursts. IMMINENCE takes the alternative scene to the next level! An instant genre classic.

'This Is Goodbye', the new album from Imminence, is a colossus made out of heavyweight ingredients mixed with wide-open, heart-throbbing themes. A modern approach that boldly integrates various elements from alternative/popular genres with wild emotions in sonic outbursts.

Fronted by vocalist and video director Eddie Berg, guitarist Harald Barrett, drummer Peter Hanström and bass player Max Holmberg, Imminence was formed in Trelleborg/Malmö in 2010 and has over the years become one of Sweden's most promising acts with a diverse sound and universe, embracing everything from metalcore to acoustic music. Founded by Eddie and Harald when they were just teenagers, the band grew organically with a constantly expanding fan-base from all over the world while being a highly active touring band in Europe since 2014.

After almost two years of writing, Imminence took a huge leap forward. Emerging from their previous "post-metalcore" sound, the band fears no boundaries or limits, valiantly breaking new ground and taking the alternative scene to the next level with their new album "This Is Goodbye".

In the search for a new sound, the band went back to some of their roots in the nu/emo metal era of the 00's while fiercely mixing popular references with the heaviness from their previous work, landing somewhere in the ballpark of a new arena of alternative rock/metal music, forced to be reckoned with. Tracks like "Diamonds", "Broken Love" and the title track "This Is Goodbye" perfectly embody the energy of the new direction and the progress accomplished in songwriting. While songs like "Up" and "Cold As Stone" are paving the way with juggernaut riffs and experimental elements, "Coming Undone" and "Desert Place" tie it all together as arena-residing anthems that once again prove the versatility of the group.

The album was primarily produced by Eddie and Harald themselves, the main composers of the band. However, Simon Peyron had a big influence and role in the process as the vocal producer of this beast of an album.

- "It was ridiculous.. The vocals served as about 75% of the recording. Losing both track of time and reality, myself and Simon created a behemoth of vocal production." - Eddie Berg

- "I've lost count of how many times we started over. It demanded a tremendous effort to work through the doubt and fear of not finding what we were looking for. Refusing to settle with something we weren't absolutely convinced of, we practically scrapped more than two full-lengths worth of material. I remember me and Eddie walking home in the night after writing the title track, and we knew that we finally had it. We defined the new sound." - Harald Barrett

Jakob Koc, a long time friend and graphic designer of the band, was the right person to visualize the complexity and simplicity of the vast soundscape. Creating an iconic and magnetic reflection of the music and lyrical theme of "This Is Goodbye". A vulnerable and fierce capture of front man Eddie Berg's inner thoughts and processes.

- "The new album is about the prowess of leaving something behind in order to make room for something else. It can be anything from relationships, pride, reason, fears or faiths, a use or abuse. It symbolizes the sacrifices we make for our ambitions and emotions. For Imminence, it is also a direct reference to the changes we've gone through as a band and lifting the restrictions of genre definitions to create something out of pure passion and inspiration. The lyrical themes spring from my soul, my most inner thoughts and struggles and the emotive prison I built for myself." - Eddie Berg

"This Is Goodbye" marks a new era of Imminence. They created a new vision of themselves, ready to take their place for real in the alternative/pop arena.



▶▶ **Line-Up:**

Eddie Berg | vocalist/video director - Harald Barrett | guitars - Max Holmberg | bass Peter Hanström | drums

TOUR:

30.03. D München	Backstage	08.04. D Nürnberg	Cult	26.04. D Hamburg	Logo
31.03. D Stuttgart	Kellerclub	09.04. AT Wien	Viper Club	27.04. D Köln	Underground
01.04. D Cham	L.A. Eventhalle	20.04. D Berlin	BiNuu	29.04. D Schütter	Komplex
06.04. CH Aarburg	Musigbue	21.04. D Jena	F-Haus		
07.04. D Aschaffenburg	Color-Saal	22.04. D Dresden	Konk		

▶▶ **Tracklists:**

CD (bonus only in O-Card-Edition):

01. This Is Goodbye
02. Diamonds
03. Broken Love
04. Coming Undone
05. Up
06. Daggers
07. Cold As Stone
08. Keep Me
09. Not A Rescue
10. Ivory Black
11. Desert Place
- Bonus:
12. Diamonds (Acoustic)
13. Keep Me (Acoustic)
14. This Is Goodbye (Acoustic)

LP:

- Side A**
01. This Is Goodbye
 02. Diamonds
 03. Broken Love
 04. Coming Undone
- Side B**
01. Up
 02. Daggers
 03. Cold As Stone
 04. Keep Me
- Side C**
01. Not A Rescue
 02. Ivory Black
 03. Desert Place
- Side D (Bonus)**
01. Diamonds (Acoustic)
 02. Keep Me (Acoustic)
 03. This Is Goodbye (Acoustic)

Territory: World
Style: Post Hardcore

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▶▶ **LINKS:**