

THE ENGLISH RIVIERA

South Devon's Beautiful Bay



ENGLISH RIVIERA TOURISM COMPANY PRESS RELEASE: June 2011

The English Riviera is the star of UK's "hippest" destination video!

One of the hottest bands of the year. One of the coolest music videos of the summer. And one of the best ways ever of promoting a UK coastal resort!

Breakthrough band Metronomy and a south Devon tourism company have found a way of working together to showcase The English Riviera as *the* place to see, and be seen, this summer.

Metronomy's third album, 'The English Riviera', took the music press by storm in the spring. And the video for their third single off that album, entitled "The Bay", was recently shot entirely on location on The English Riviera.

The results can be seen on The English Riviera Tourism Company's website simply by clicking on the Metronomy album cover, which is now on the home page banner (on the right hand side): <http://www.englishriviera.co.uk>.

The album as a whole is part love letter to the area of Devon coast where frontman Joseph Mount grew up. Recently described as "a rare British talent", Mount and his record label, Because UK, were quick to form a progressive partnership with the English Riviera Tourism Company – to the mutual benefit of both parties.

As a result, the resort hosted Metronomy, a quartet of leggy models, and a 25-strong crew over a few sunny days in May as they went about shooting the video which had been dreamed-up by David Wilson Creative. The single itself is officially released on July 4th.

The subsequent appearance of what may well be one of the very best destination videos ever created has left the English Riviera Tourism Company confident of not only raising its profile on a scale seldom seen before, but also of attracting a whole new demographic of visitors to the area – the so-called 'Generation Y' - with a soundtrack for the summer.

Reflecting elements of The English Riviera, the tone for the album as a whole is set by the opening sounds of seagulls, distant waves and a Music Hall string quartet.

The mood of the video for The Bay - initially launched exclusively by NME Magazine online - meanwhile, is all about glamour and style. Mock-ups of iconic English Riviera posters, the Princess Pier, The Imperial Hotel, and the Hi-Flyer balloon in Abbey Gardens are all featured in the three and a half minute long video. Road closures enabled a shot of the band driving along the stretch of Meadfoot Sea Road; and a helicopter filmed the finishing touches of sweeping aerial footage from out at sea.

The album was one of the fastest ever entries in the album charts; and it's hoped that the new single will achieve similar success.

Speaking to NME about the video, singer Joe Mount told the magazine, "I basically wanted to re-do Will Smith's video for 'Miami', but in Torquay. And, weirdly, David (Wilson) sent us a treatment which was pretty much that exact idea. It was meeting of minds, a glorious meeting of minds."

The video, he added, gave the band a chance to show off the local scenery of Torquay, which is the lyrical subject of much of the band's new album. He continued: "Yeah, I've ended up talking about the area a lot with this album. I hope I've made it look a bit more swish. We could just go where we wanted for the video, too."

The band flew in from Vienna to film the video, and immediately after wrapping-up the shoot resumed their tour in Toulouse.

Better news still for the destination is that Metronomy are now hoping to seal their links with The English Riviera by staging a "home-coming" concert later this year in Torquay, once they have completed their current European tour and the round of summer festivals.

To find out more about the resort, visit www.englishriviera.co.uk.

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EDITOR'S NOTES:

Artist: Metronomy

Title: *'The English Riviera'*

Label: Because Music

Release: April 11th 2011

Format: CD, digital download and Ltd gatefold vinyl

Tracks: *The English Riviera / We Broke Free / She Wants / Everything Goes My Way / The Look / She Wants / Trouble / The Bay / Loving Arm / Corinne / Some Written / Love Underlined*

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