**HERCULES & LOVE AFFAIR RELEASE VIDEO FOR ACCLAIMED SINGLE**

**“OMNION” (FT. SHARON VAN ETTEN)**

**WATCH/POST “OMNION” VIDEO:** [**HERE**](https://hercules.lnk.to/OmnionVideoPR)

**STREAM/DOWNLOAD “OMNION” & *OMNION* LP:** [**HERE**](https://bigbeat.lnk.to/omnionPR)

(Big Beat Records)

*“Perspective play, scale and negative space is used to reflect the complexity of identity in the abstract visual for the band’s Sharon Van Etten-featuring new single ‘Omnion’”* ***– DAZED***



The title track of **Hercules & Love Affair**’s forthcoming album “Omnion” is “an appeal to the divine for help and healing,” explains Hercules frontman **Andy Butler**. Featuring a sublime vocal from **Sharon Van Etten**, “[Omnion](https://hercules.lnk.to/OmnionVideoPR)” is indicative of the album – eleven songs that sparkle with faith and tolerance for our troubled times.

Directing the accompanying video out today – [WATCH HERE](https://hercules.lnk.to/OmnionVideoPR) – **Crown & Owls** have delivered a simple yet striking interpretation, drawing timely parallels with The Handmaid’s Tale in both its color palette and aesthetic. The video premiered today via [Dazed](http://www.dazeddigital.com/music/article/36774/1/hercules-and-love-affair-omnion-video), where it was lauded for the use of “perspective play, scale and negative space… to reflect the complexity of identity in the abstract visual.”

**James Adair** from **Crowns & Owls** says: "The ‘Omnion’ video is an exploration of the nuances of gender and sexuality. A story of rebirth, the video follows a lone figure in red ascending a seemingly infinite staircase. Perspective play, scale and negative space is used to reflect the complexity of identity. It was a pleasure to work so closely with Andy and draw on his love of the theatrical set design of **Robert Wilson** and combine it with our interest in minimalism and surrealism.”

**Andy Butler** also comments: “**Crowns and Owls** have created a rich cinematic video for ‘Omnion’ a song really dear to my heart. It has such splendor due to intense set builds and carefully considered casting and styling by the amazing **Anna Pesonin**. The timeless story of a spirit reborn is told in an original and nuanced way, with an opaqueness and mystery that’s in contrast to the heavy handedness by which so much of pop culture is often relayed.”

“Omnion” is the second single from the eponymous forthcoming album, set to be released on September 1st via **Big Beat Records**. **Butler** and regular collaborators **Rouge Mary** and **Gustaph** are joined by a world class cast of singers including **The Horrors**’ **Faris Badwan**, the Arab World’s most influential indie band **Mashrou’ Leila**, **Sharon Van Etten**, and Icelandic sister act **Sísý Ey**. Having had “a massive, massive relationship with drugs and clubs” since his youth, culminating in “a brutal drug addiction that saw me overdosed in hospital every weekend,” **ButIer** has been clean for four years and *Omnion* is rich with his re-immersion in the wider world, in all its ugliness and beauty.

Following festival appearances this summer, **Hercules & Love** **Affair** bring their visually spectacular stage show – “A Feast for the Eyes” Creative Review – to venues across Europe this fall. Tickets are available beginning Friday, July 21st [HERE](http://gigst.rs/Herc).

**Summer shows:**

JULY:

18th - Firenze Summer Festival, Florence [supporting Arcade Fire]

21st - TimeShift Festival, Romania

22nd - Tramlines Festival, Sheffield (UK) [Andy Butler DJ set]

AUGUST:

11th - Houghton Festival, Kings Lynn (UK)

13th - Boomtown Festival, Winchester [UK] (Andy Butler DJ set)

25th - Rock en Seine, Paris (France)

27th - Stephenson Works, Newcastle (UK)

SEPTEMBER:

1st - Into the Great Wide Open, Vlieland (Netherlands)

9th - Festival No. 6, Portmeirion (Wales)

16th - Kutxa Kultur Festival, San Sebastian (Spain)

OCTOBER:

19th - ADE at Paradiso, Amsterdam (Netherlands) NOVEMBER:

***Omnion* European Tour:**

NOVEMBER:

10th - Metropop Festival, Lausanne, Switzerland

15th - Sala But, MADRID, Spain

16th - Sala Apolo, Barcelona, Spain

17th - Lux Fragil, Lisbon, Portugal

25th - Smolna, Warsaw, Poland

30th - Kesslehaus, Berlin, Germany

DECEMBER:

1st - Trix, Antwerp, Belgium

6th - Santeria, Milan, Italy

7th - Locomotiv, Bologna, Italy

8th - Shepherds Bush Empire, London

**CONNECT:**

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