

FOR IMMEDIATE RELEASE

APRIL 19, 2017

## **PALMISTRY JOINS BIG BEAT RECORDS**

**VISIONARY LONDON ARTIST & BROOKLYN-BASED MIXPAK RECORDS  
ANNOUNCE NEW PARTNERSHIP WITH LEGENDARY LABEL**

**INTERNATIONALLY ACCLAIMED DEBUT ALBUM, “PAGAN,” RECEIVES WIDE RE-RELEASE**

**INCLUDES NEW VERSIONS OF “SWEETNESS” & BREAKTHROUGH SINGLE, “LIFTED”**

**“LIFTED” RECEIVES OFFICIAL VIDEO TREATMENT, UNVEILED VIA NOISEY**

**“PAGAN” ARRIVES TODAY AT ALL DIGITAL RETAILERS & STREAMING PARTNERS**

**BUY/STREAM “PAGAN” [HERE](#)**



**Big Beat Records** has announced London-based musician **Palmistry** as the newest member of the world-renowned label’s revolutionary roster. The re-release of **Palmistry’s** acclaimed debut album, “**PAGAN**,” arrives at all digital retailers and streaming partners today. Buy/stream “**PAGAN**” [here](#).

Reissued in partnership with Brooklyn’s Mixpak Records, “**PAGAN**” includes two new revisions of tracks highlighted on the LP’s original 2016 release, “Sweetness” and the breakthrough single, “[Lifted](#).” The latter track is joined by a strikingly imaginative companion video, directed by the esteemed Daniel Swan (RL Grime, SBTRKT, Django Django,) filmed in Tokyo and premiered today via [Noisey](#).

Hailed by Beats 1's Zane Lowe as "a cool, eccentric piece of restrained pop music" upon its world premiere last year, "[Lifted](#)" has fast drawn wide-ranging attention. "Sweet and slight and full of gentle longing," raved [The Fader](#), while [Stereogum](#) praised the "bouncy, gloom-tinged" track, noting, "the buoyant synth dancehall rhythm makes for a luring tension that invites you to apply dance therapy to your lovelorn pains."

"**PAGAN**" is already among the most acclaimed dance/electronic releases in recent memory, with [Tiny Mix Tapes](#) declaring it "minimal pop music to maximal ends... (Palmistry) uses simple synth melodies, antiseptic beats, and a lilting, candid vocal style to craft an emotionally affecting rumination on absence/presence. In stripping these songs back to their essence, he achieves something special, tracing a link to a common musical language and set of experiences...music that is as striking as it is affecting." [New York Magazine](#) echoed that the album is "a breeze of gossamer confections that strip dancehall down to its basic elements," with [The New Yorker](#) praising its "emotional blend of recognizable and alien pop music." [Pop Matters](#) praised Keating for his "absolute singularity of musical vision," hailing his use of "soft-voiced R&B, dancehall, James Blake ghost-electro, syncopated rhythms, melancholic melodies, and, of course, a concatenation of synth pulses that seem to at once flow around Keating's voice and push it upward." "**PAGAN**" "is a singular vision," reiterated [Resident Advisor](#), noting its "ethereal trance synths and woozy, trap-like percussion. Coupled with (Keating's) soft, half-whispered vocals, the sound makes for great summer pop tracks."

Born Benjy Keating, **Palmistry** is among today's most creative and compelling new artists, crafting an idiosyncratic pop sound all his own. A gifted vocalist, producer, songwriter, mixer, and performer, the South London-based Keating offers a truly unique musical perspective where melancholy and euphoria share equal space, a holistic hybrid approach that re-imagines sonic flavors of dancehall, R&B, soca, pop, and experimental electronica. "**PAGAN**" showcases Palmistry's span of influence and experience, its remarkably universal outlook given even greater breadth and life via Keating's poetic introspection and polyrhythmic arrangements. Tracks like "[Club Aso](#)" reveal a visionary minimalism and gift for heartbroken lyricism, their potent emotional power and inspired production affirming Palmistry as a master purveyor of contemporary global pop.

For more, please see [www.plmstry.com](http://www.plmstry.com), [www.facebook.com/ukbless](https://www.facebook.com/ukbless), and [www.wearebigbeat.com](http://www.wearebigbeat.com).

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