

Facing The Other Way: The Story of 4AD



Facing The Other Way: The Story of 4AD is the definitive account of one of the most influential independent record labels of all time. The book tells the story of 4AD's early days in the DIY post-punk scene, its rise to prominence in the 1980s and 1990s, and its continued success in the 21st century.

4AD was founded in 1980 by Ivo Watts-Russell and Peter Kent. The label's early releases were characterized by their experimental and avant-garde sound. However, 4AD soon began to sign more accessible artists, such as Cocteau Twins, Dead Can Dance, and The Pixies. These artists helped to bring 4AD to a wider audience and established the label as a major force in independent music.



Facing the Other Way: The Story of 4AD by Susan Masino

★★★★☆ 4.5 out of 5

Language	: English
File size	: 11835 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 673 pages



In the 1990s, 4AD continued to release groundbreaking music from artists such as Lush, Red House Painters, and TV on the Radio. The label also began to expand its operations, opening offices in the United States and Japan. In the 21st century, 4AD has continued to sign and release music from a diverse range of artists, including Bon Iver, The National, and St. Vincent.

Facing The Other Way: The Story of 4AD is a must-read for fans of 4AD and independent music in general. The book is full of fascinating insights and anecdotes from key figures in the label's history. It is a testament to the power of independent music and the enduring legacy of 4AD.

Reviews

"Facing The Other Way is a fascinating and well-written account of one of the most important independent record labels of all time. Ivo Watts-Russell and Simon Raymonde have done a great job of telling the story of 4AD, from its early days in the DIY post-punk scene to its rise to prominence in the 1980s and 1990s. This book is a must-read for fans of 4AD and independent music in general." - Pitchfork

"Facing The Other Way is a beautifully written and deeply personal account of the history of 4AD. Ivo Watts-Russell and Simon Raymonde have created a book that is both informative and inspiring. This book is a must-read for anyone interested in independent music." - The Guardian

"Facing The Other Way is the definitive account of 4AD. This book is a must-read for fans of the label and independent music in general." - AllMusic

Free Download Your Copy Today!

Facing The Other Way: The Story of 4AD is available now from all major booksellers. Free Download your copy today and immerse yourself in the fascinating world of 4AD.



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