



## FOR A MINOR REFLECTION

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Hailing from Iceland **FaMR** comprises of four 20-year-olds from Reykjavík, Iceland - Kjartan Holm (guitar), Guðfinnur Sveinsson (guitar and piano), Elvar Jón Guðmundsson (bass) and Andri Freyr Þorgeirsson (percussion).

Their music is best described as energetic, melodious post-rock, though being the natural creative visionaries they are, the band expand and even subvert their style with almost every song. Starting life as a hard rock duo in a tiny garage in Reykjavík, Iceland, For a Minor Reflection (**FaMR**) morphed into an indie rock trio (for a week or so) and a blues quartet (for a little longer) before finally arriving at their current incarnation: instrumental post-rockers du jour.

Back in 2007, the quartet struck up a fan base with their self-produced debut album *Reistu \*ig við, sólin er komin á loft...* (Rise, the sun's up...), a mesmerizing, hour-long tapestry featuring six songs and recorded over a weekend in their friend's studio. This record, as well as their energetic live shows, earned them a slew of accolades, including favourable comparisons to *Explosions in the Sky*, *Caspain* and *Godspeed You! Black Emperor*. Their fellow Icelanders *Sigur Rós* even described them as "a band with the potential to out *Mogwai*".

Following a scintillating live performance at 2007's Iceland Airwaves, **FaMR** were invited to undertake a two-week 2008 tour in the USA and Canada. Later in the same year the band were invited to do 15 dates with *Sigur Rós* on a European tour and used the opportunity to release their album on iTunes, as well as selling it on the tour. The band sold out on the 2000 albums they manufactured bringing the total sales figures of this modest demo recorded in a home studio to 5000 copies.

Needless to say the tour with *Sigur Rós* attracted the attention of a lot of promoters which landed them a showcase slot at Eurosonic at the start of 2009 and a months headline tour in Europe early summer last year. Spending the rest of the summer writing a new album **FaMR** chose the *Sigur Rós* studio in Iceland to record 10 new songs with LA producer Scott Hackwith.

The album is due to be released in the spring.

### PRESS QUOTES:

„make ethereal, melody-soaked music with international appeal.“ **Music Week**

„Iceland's shiny new version of *Sigur Rós*“ **Uncut**

„... the blissful post-rock of Iceland's ends the night perfectly“ **The Fly**

"...new and young act by the name of For a Minor Reflection had blown the roof off,..." **Telegraph**

"they were rocking out seriously beautiful, expansive melodies" **Dazed**

"Powerful stuff. Looking forward to getting my hands on the new album." **Drowned in sound**

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