



Facing the Other Way: The Story of 4AD

Martin Aston

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The first official account of the iconic record label.

An NME Book of the Year 2013 • A Rough Trade Book of the Year 2013 • A Times Literary Supplement Book of the Year 2013

This Mortal Coil, Birthday Party, Bauhaus, Cocteau Twins, Pixies, Throwing Muses, Breeders, Dead Can Dance, Lisa Germano, Kristin Hersh, Belly, Red House Painters. Just a handful of the bands and artists who started out recording for 4AD, a record label founded by Ivo Watts-Russell and Peter Kent in 1979, a label which went on to be one of the most influential of the modern era.

Combining the unique tastes of Watts-Russell and the striking design aesthetic of Vaughan Oliver, 4AD records were recognisable by their look as much their sound. In this comprehensive account concentrating on the label's first two decades (up to the point that Watts-Russell left), music journalist Martin Aston explores the fascinating story with unique access to all the key players and pretty much every artist who released a record on 4AD during that time, and to its notoriously reclusive founder.

With a cover designed by Vaughan Oliver this is an essential book for all 4AD fans and anyone who loved the music of that time.

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