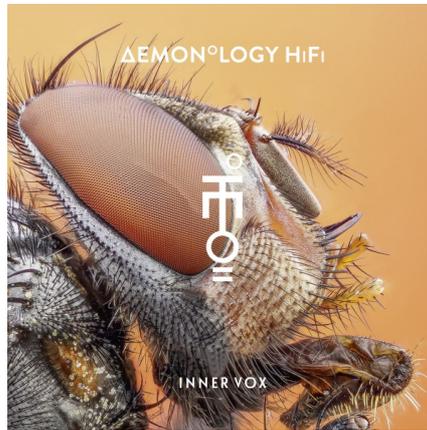


# DEMONOLOGY HiFi



Demonology HiFi is a bass music project created by two musicians at the forefront in the Italian 'alternative' scene.

Max Casacci is a composer, sound engineer, guitarist, producer, always operating between the underground and the top of the charts.

Ninja is a drummer (universally famed for his technical skills), engineer, and programmer.

Max and Ninja are respectively guitarist/producer and drummer for Subsonica, the most important Italian band of the last twenty years.

Their world is Bass music, and their mission is about exorcising the demons of mediocrity, and purifying “sinners”: that is, all those who crowd clubs or festivals during the Demonology HiFi's live sets. It's obviously ironic, but also intense. To build a perimeter of holiness around the music experience on a dancefloor may as well acquire a profound meaning.

Max and Ninja wear preacher jackets, they light up their decks with crucifixes “made in China”, they select tunes from their repertoire, sometimes using recordings of radio preachers as vocal tracks. Their sound can be explosive or hypnotic, but it's always focused on their essential idea of groove.

After two years of dj sets and live performances, Max and Ninja felt the need to gather their tracks into an album: 'Inner Vox'.

# INNER VOX

(Sony Music Italy, 2017)

In the eleven tracks on this album, Demonology HiFi explore the world of bass without ever feeling tempted to refer to a specific genre.

Subsonic grooves, destructured patterns, odd tempos, techno echoes, afrobeat guitars, post-dubstep suggestions are all leading the exploration of an inner voice that can even come in the form of a buzzing insect.

'Inner Vox' is an ambitious album, half of which is made by songs involving as guests some of the best new artists in that side of the Italian music scene with a strong international attitude.

Such as Birthh, a young singer-songwriter and producer from Florence who's releasing her music on the San Francisco label WWNBB. Or Turinese band Niagara, whose alternative pop belongs to the roster of London-based Monotreme Records.

The Jamaican flow of Bunna -the most legendary Italian reggae singer with his band Africa Unite- floors you right from the opening bars of 'On The Sidewalks of My Soul' and takes you to a place where light and shade share the territory, as street gangs would do.

Another special guest is Populous. In 'Realismo Magico' the producer creates, together with the two *groove exorcists*, an experiment never attempted in nature: a hybrid of cumbia and jungle. Singer/producer Cosmo, fresh from releasing in 2016 a very successful album, features in the only track sung in Italian, 'Fino Al Giorno In Cui'.

There are many ingredients in 'Inner Vox', a well-rounded bass music album with a light 'Italian Touch' that can make it accessible to a wider audience.