

# LowSwing RECORDS

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## Reema - Memories Fade To Tape



**LowSwing Records**  
**Vinyl 12" LP 37:02 min**  
**CAT. NO.: LOSW005**  
**Release date: 07.02.2020**

**"Memories Fade To Tape"** is the 2<sup>nd</sup> record of UK singer-songwriter and artist, **Reema** on **LowSwing records**, following up her successful collaboration with producer Guy Sternberg **"The LowSwing Sessions"** from 2017 which was highly praised and was featured in many "Best of 2017" lists by blogs and magazines like "Vinyl Magazin".

Recorded **completely computer free** over three magical sessions, Reema delivers a deeply personal record, mastering her signature neo-folk approach to tell tales of beautiful and sometimes painful memories of her life. The themes range between self-acceptance, love and loss.

The album's dark, captivating sound is warm yet direct as Reema's ethereal, emotional vocals and guitar playing is accompanied by small ensembles most noticeably a classical wind quintet arranged by Guy Sternberg. This extremely delicate setting is captured using tape and have stayed analogue all the way to the vinyl itself.

The artwork for the vinyl, based on a childhood photo of Reema was hand drawn, painted and collaged by herself with the same hand-made love that went into the music. The swirls, paisleys and patterns reflect the delicate arrangements and the hand-written text keeps the human element going right down to the credits.

**"Memories Fade To Tape"** available exclusively on limited edition 180g numbered Vinyl records and will be released on February 7th 2020 on LowSwing Records.

Singer songwriter, **Reema**, raised in London by her artist and photographer mum, she grew up against a background of creativity, drawing and painting, and found her passion for songwriting at the age of seven.

During the last years Reema has written songs featured on the recent movie, 'Love Rosie' and on the European soundtrack of 'Twilight Eclipse' as well as supported great bands like 'The Kaiser Chiefs', 'Imagine Dragons' and 'Biffy Clyro'.

**LowSwing Records is a record label dedicated to the love of music on the analogue format**

LowSwing recordings are recorded and mixed to analogue tape, and then cut directly to vinyl.

The heart of the label is LowSwing Recording Studio in Berlin ([www.lowswing.de](http://www.lowswing.de)), where owner Guy Sternberg records, mixes and produces exciting new artists with the production values of yesteryear.

[www.lowswing-records.com](http://www.lowswing-records.com)