



IRASCIBLE MUSIC



NOGA EREZ (ISR)

Album: KIDS

Label: City Slang

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Web: <https://nogaerez.com>

EPK: <https://www.irascible.ch/releases/noga-erez/kids>

Building from the raw politics of her 2017 debut, *'Off The Radar'*, *'KIDS'* moves closer to home while retaining Noga's signature smarts and swagger. Its earworms and crisp productions are locked around lyrics that deal with the personal and the political; mortality and loss; war and peace, insecurity and ambition.

"These are songs about what we inherit from past generations, how we pass things on," Noga explains about the upcoming LP. *"How this game of evolution of our culture and humanity is very much in our hands. We were all somewhat a blank page at some point. KIDS talks about humanity's potential for both beauty and destruction."*

The world has changed in the three years since *'Off The Radar'*, and so has Noga Erez. *'KIDS'* is a reaction to the world she is in, one where politics permeates every day. *"The world is a messy place,"* she reflects. *"I'm not backing off from the politics of Off The Radar. KIDS is political, because nowadays, everything is political – even deciding not to get involved. KIDS is reflective of the time in which it was made."*

After a series of singles, *'KIDS'* comes packed with chart-worthy outspoken pop anthems for the 21st century. It replaces the shadow and fury of *'Off The Radar'* with neon brights, bold lines, in determinedly audacious and confident productions that swap ferocity for bounce, gloomy moods for fierce swagger. *'KIDS'* showcases Noga's style, growing into a crisp bombastic sound she crafts with her creative and life partner, **Ori Rouso**. The new album explores themes of tension and release, anxiety and remedy, and masterly melodic licks in swipes of stomping brass, all wrapped around Noga's versatile vocals that quick-switch from clipped flow to smoky purr; from stadium chorus to street-ready beats.

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