

May Fall

Departing from his progressive metal roots, Israeli artist May Fall debuted in his synthesizer driven venture with his 2016's EP, spawning singles "Blind Zone" and "Same Code" who enjoyed heavy rotation in hundreds of radio stations (and TV channels with their respective music videos) throughout the world.

Fast forward to 2024, after a period which saw the release of his jazz fusion trio's (The May Fall Crew) acclaimed debut album, May Fall returns with a new conventino defying EP **"Submerge"**, superbly mixed by Multi-Platinum producer Yoad Nevo (*Sia, Ed Sheeran, Moby, Pet Shop Boys*),.



What may initially feel like a collection of vibrant synth-pop hits, quickly reveals itself as a multifaceted and multilayered series of artistic statements that needs repeated listens in different modes of attention to fully appreciate.

The first listen instantly engages the cerebral pleasure center with irresistibly memorable hooks and immersive choruses. The mesmerizing and dreamy **"Sleep"**, the funky and anthemic **"Plan D"**, the propulsive and shuffly **"Determinism"**, and the 80's reincarnated **"Under Cover"** – each is exquisitely crafted for contagiously enjoyable listen.

A more attentive listen unveils more sophisticated musical ideas, underlying jazzy harmonies and multitude of mutually interacting synthesizer layers that prove that musicianship can still prevail in pop music.

However, when delving into the narrative of the songs, another side is uncovered, often very different and almost contradictory to the music that carries it. It turns out that May Fall's vivid music serves also as a vessel (or Trojan horse if you will) for dark and thought-provoking themes such as sleep-escapism ("Sleep") and any person's potential decline to despair ("Plan D").

As ecstatic as his music may be, his themes can be just as much macabre, like taking a delirious neon flashing spaceship down the dark paths of human experience.

Watch the new music video "Plan D" set to release with the new EP on December 13, 2024, and previous videos "Sleep", "Determinist" and "Under Cover"

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