

Apell from Beaver Street Releases Innovative Downtempo Electronic Album

Beaver Street & Beyond is the new album released by the downtempo electronic musician Apell in April 2004. Apell has previously been described as **“a tour de force with a creative mind who lives in a world of his own”** - *Marty Peters RECORDING (Magazine US)* Apell is Anthony Pell an Australian, Melbourne based multi instrumentalist who records this innovative music in his own studio.

Beaver Street & Beyond is a musical progression from Apell's 1st self titled 2000 album utilising his multi instrumental talents to create music from downtempo grooves to industrial tinged breaks. The album ranges from the frenetic electronic jazz of *Entertainment Complex* to the heavy dub of *Wrinkle*, to the upbeat funk of *Suit Up* & more. Like the debut album, *Beaver Street & Beyond* features guest performers, such as John Dickens playing guitar on the flamenco bagpipe groove of *Exciting Soul Cock of the Stirring North* and the sublime vocals of Rachael Hawkins on the smouldering *Tomorrow*.

Apell's innovative production techniques are inspired by a diverse range of musical influences from rock (*U2, Radiohead, King Crimson, Zappa & Hendrix.*), to jazz (*John Coltrane, Miles Davis & John McLaughlin's Mahavishnu Orchestra*) to electronic (*Massive Attack, Squarepusher, Unkle & Groove Armada*). Apell's musical objective is to create innovative & entertaining music that is not just a carbon copy of other electronic music.

Beaver Street & Beyond's title was inspired by the album being recorded at three addresses. This theme is reflected in the cover artwork with images of where the music was recorded around Melbourne. Despite the studio relocations the album has a cohesive sound and feel. This is an example of how the digital music revolution has allowed independent musicians to create music anywhere, anytime with the increased power and affordability of computers.

Beaver Street & Beyond is an album of innovative electronic music from downtempo grooves to industrial tinged breaks & more from an artist who **“isn't afraid to try & do things a little differently.”** *Computer Music (UK)*. Be sure to visit the official Apell website www.apellmusic.com for multimedia such as mp3s, animations & videos and join the mailing list for the latest updates and news.

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You can purchase Apell's album *Beaver Street & Beyond* online at amazon.com, cdbaby.com, chaosmusic.com.au or via the official Apell website www.apellmusic.com