

“Anxiety caused by feeling too content” is just the first aspect of the double-pronged paradoxical rumination that is ***Content***, the sophomore full-length album by Rochester, NY-based indie quintet, **Joywave,** slated for release July 28 with a tour supporting Young the Giant and Cold War Kids to follow. The title, ***Content****,* sees Joywave apply their trademark irreverence and humor to two large yet interrelated ideas springing from the dual meaning of the word, “content”, and signaling a move into a deeply personal terrain for Joywave frontman Daniel Armbruster.

About the duality reflected in the album’s title (CONtent the noun versus conTENT the adjective), Armbruster says:*”I loved that the two words were associated with completely opposite feelings for me (one pure, one not), and that only a human hearing the two words in the English language could tell the difference between the ideas represented. To a search engine, they are identical. How can you explain to Google that one of these things makes you happy and helps fill the void in your soul, and the other is just flooding your senses?”*

Three years have passed since Joywave’s “Tongues”and their collaboration with Big Data on the hit song “Dangerous” first put the band on the map. Creating their own imprint Cultco Music via Hollywood Records, the five members of Joywave—Daniel Armbruster (vocals), Joseph Morinelli (guitar), Sean Donnelly (bass), Benjamin Bailey (keyboards), and Paul Brenner (drums)— embarked on an intense tour schedule in support of their debut album, sharing the stage with Foals, The Killers, Brandon Flowers, Metric, Silversun Pickups and Bleachers. They played at Coachella, Lollapalooza (US & Berlin), Reading & Leeds, Okeechobee, Osheaga, Hangout and Bumbershoot, with appearances on Jimmy Kimmel and Seth Meyers’ shows. Glowing reviews followed in *Rolling Stone*, *Billboard*, *Spin* and *Entertainment Weekly*.

This success enabled Armbruster to seriously adult on a whole new level, and this year he finally moved into a place of his own, a few blocks away from his childhood home. For Armbruster, who sold stationery and paper goods at Staples before Joywave took off, the musical dream born when he started writing songs aged fifteen was finally coming true. The single **“It’s A Trip!”** began with two basic ideas in mind: “Haunting” versus “haunted”. *“I wanted to make something undeniably beautiful that would outlast me, but at times verged on the absurd and snapped the listener out of a dreamy haze. “It’s A Trip!” moves pretty far in the absurd direction, juxtaposing a pretty friendly arena-sized chorus against versus straight out of a haunted house. The song is a little disorienting, much like the past few years of our lives have been”.* The music video for “It’s A Trip!” features the band slowly aging as they ride jet skis in Miami and underscores the sense of endlessly being on tour, just getting older while the girl on the back of the jet ski stays the same age.

Touring—which Armbruster describes as “an episode of *Louie* where it’s funny but somewhat soul crushingly sad at the same time”—took its toll on the band both physically and emotionally but had an upside.  “Playing our instruments was second nature at that point,” notes guitarist Joey Morinelli, that allowed us to focus and interact with crowds, and each other on stage, in ways that we never had before.“

Post tour, Armbruster who had been dealing with chronic illness was diagnosed with pancreatitis, and had to stop drinking on doctor’s orders. Sobriety “really affected the sound of the record,” he says. In contrast to Joywave’s playful debut, the tone of *Content* is more confessional, sometimes combative, as it questions how connected we really are in this hyper-connected world—which brings us to *Content*’s second theme, stemming from the collective angst of a generation whose art (and very lives) are now mere *content* for the Internet.  Sonically, *Content* is more cohesive than Joywave's LP1, *How Do You Feel Now?* It’s focused and deliberate, loud and cinematic featuring a more prominent vocal throughout LP2.

As a clear example of conscious, positive content; the title track **“Content”** is accompanied with a video shot on vintage Super 8 on location at **Kodak Tower** in Rochester. The building, once the global epicenter of film photography, is a monument to the pre-Internet world in the Rochester skyline and a place that’s close to the hearts of all bandmembers, as most of their parents worked there before Kodak filed for bankruptcy. In addition, Kodak has afforded the band the opportunity to utilize some of their iconic equipment which inspired Daniel to take up film photography to help fill the existential void. *“Film is slower and more deliberate, and that’s calming in a way.* *It's not disposable, it's not easy, which in turn, forces you to care. I like that.”*

At the end of the day music is at the core of what Joywave is and drives the creativity in every aspect.  Brenner sums it up, “We're always working on new music and new ways to make our live performance better and better. Joywave will not be confined to a certain genre or niche. We do what we want.”

*Content is produced by Joywave’s Daniel Armbruster & Sean Donnelly and mixed by Rich Costey (TV On The Radio, The Shins, Interpol) and will be released on Hollywood Records/Cultco Music on 7.28.*

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