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For Immediate Release

**Jenny Hval Releases “[High Alice](#),” New Single
Off *The Practice of Love*, Due September 13th Via Sacred Bones**



photo credit - Lasse Marhaug

“Catchy hooks, uptempo thumps, and strobe-like shimmers turn out to be a Trojan Horse for a series of reminiscences about dreams.” — *Pitchfork*, Best New Track

“Jenny Hval starts [‘Ashes To Ashes’] as a bemused incantation over misty chords; then the beat comes in, the keyboards start answering her with hooks, and her meta-pop musings verge on turning into pop themselves.” - *New York Times*

“[‘Ashes To Ashes’ is] gently pulsing electronic music, crescendoing to a heavenly peak while Hval ruminates on the act of songwriting itself.” - *Vulture*, Best New Songs of the Week

"With a delicate sheen of trance-lite pop — the kind of rainy-night nostalgia heard on late-night Top-40 radio in the mid-'90s — ‘Ashes to Ashes’ looks back to early Robyn,

Everything But the Girl and Sophie B. Hawkins' still oh-so-good 'As I Lay Me Down' as sonic and spiritual guides." - NPR

Norwegian multidisciplinary artist **Jenny Hval** releases a new single, "**High Alice**," from her forthcoming album, **The Practice of Love**, due **September 13th** via **Sacred Bones**. It follows lead single, "**Ashes To Ashes**," a synth-heavy track that circles the issues of mortality with a kind of humane delight. "**High Alice**," which builds with an oscillating beat and Hval's layered vocals, reconfigures the *Alice in Wonderland* tale as a sensual and surrealist experience of coming into writing.

"For a while, this song felt like my entire album. I had no idea what the rest of it would be, just a feeling like this song and the title, the two words 'High Alice,' would get me there," says Hval. *"My guiding stars at the time were Clarice Lispector's The Hour of the Star and Kylie Minogue's 'Confide In Me.' Maybe High Alice is the narrator of this album. I don't know how I wrote it, it was automatic. But I found it really funny that I mentioned the sea three times. High Alice goes to all the places I have taught myself to avoid, like the four Big Themes: Love, death, life, the ocean. The ocean. The ocean."*

The Practice of Love unspools with an almost deceptive ease following the horror and viscera of her previous album, 2016's **Blood Bitch**. It sees the world from above and creates a landscape both realistic and imaginary. Through this landscape, multiple voices engage and disperse, both Hval's own voice and the voices of collaborators **Vivian Wang**, **Laura Jean Englert**, and **Félicia Atkinson**. The record considers the notion of intimacy from all sides as Hval uses the pop song format to attempt to make sense of what love and care actually mean — love as a practice, a calling, a vocation.

Listen to Jenny Hval's "High Alice" -

<https://youtu.be/5ZIJCKSHc5o>

Listen to "Ashes To Ashes" -

<https://youtu.be/7Bq5s2oRp24>

Pre-order *The Practice of Love* -

<http://sacredbonesrecords.com/products/sbr229-jenny-hval-the-practice-of-love>

***The Practice of Love* Performances:**

Fri. Sept. 20 - Sat. Sept. 21 - Oslo, NO @ Ultima Festival

Sun. Sept. 29 - London, UK @ Milton Court

Wed. Oct. 16 - Frankfurt, DE @ Mousonturm

Wed. Oct. 30 - Paris, FR @ Centre Pompidou
Sat. Nov. 9 - Utrecht, NL @ Le Guess Who? Festival
Sat. Nov. 23 - Katowice, PL @ Ars Cameralis Festival

Download hi-res images and jpegs of Jenny Hval -
<https://pitchperfectpr.com/jenny-hval/>

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