

BABY GENIUS Razzmatazz (Release: 19.11.2010)

Ivo Amarilli, aka Baby Genius, was one of the biggest musical surprises of 2008 and was, according to Suisa, Switzerland's first Internet hype. Now the 23-year-old from Central Switzerland is back with his new album, *Razzmatazz*. Baby Genius knew that he couldn't rely on hype a second time around—nor did he want to—and promptly gave his song-writing skills a fresh coat of paint. While his debut was characterised by youthful angst and enthusiasm, his second album will win over listeners with its deeper, more sophisticated songs. The marked Britpop flavour of the previous album is enhanced by calmer, more pensive, and more experimental tones. Amarilli attached great importance to the varied instrumentation of his songs, using among other things a double bass, a cello, and keyboards. The Baby Genius sound now skilfully oscillates between Britpop, Country, Folk, and even Electropop.

Amarilli's efficiency is impressive. So far, every one of his songs has been released. He is an intuitive doer and not an artificial thinker. Amarilli cannot read music; nor can he play the guitar well. He relies on his ear. It is exactly this musical naivety that makes his music sound so light-hearted. His songs are full of big emotions, not contrived song structures. *'In my band, I am the one with the least musical training by far. Much to the annoyance of the members of my band, I often sing my ideas to them; it is their job to find out what the notes are. The combination of my feel for music and, as a result, my kind of naive approach to the musical knowledge of my fellow band members is very fruitful,'* says Amarilli.

Baby Genius tells stories from everyday life; they don't want to save the world or change it. Just one example: you would be forgiven for thinking that the song 'Razzmatazz' is about the conquest of a woman. But if you listen closely, it becomes clear that the song is about something entirely different. It is, in fact, about the pattern on a seat cover on a commuter train. There is no obvious recurrent logic to the pattern, which can addle the brain on a boring commute. Hidden everyday anecdotes like this are a frequent feature of Amarilli's songs. In 'Antenna', he enthuses about a radio DJ, who brings the morning sun into his room every time her voice streams out through the loudspeakers every morning. Baby Genius songs are about things like commuting, the place you call home, jealousy, feminism that is forced on people, the love-hate relationship with writing texts, and normal everyday madness.

While Amarilli's debut album was pretty much a solo affair, the Baby Genius band was actively involved in the creative process that led to *Razzmatazz*. Nevertheless, the Lucerne-based artist is still solely responsible for the writing of the songs. This time, it was not Pete Doherty (The Libertines) or Paul Smith (Maximo Park) whose influence is apparent on the album, but Lucerne's indie hero, Mothers Pride. *'When I was young, Tobi Gmür was my music idol and his band shaped my taste in music. It is fantastic that I have had the chance to record my second album with this man,'* says Amarilli.

As an album, *Razzmatazz* really works. It marks Baby Genius's transition from the hype of 2008 to an integral, established member of the Swiss rock music scene in 2010. The Swiss Music Awards 2011 would do well to reserve a seat for him in the first row.

www.babygenius.ch

Single Release: 'Razzmatazz' (digital only) 24.09.2010
Single Release: 'Next Stop: Life' incl. video 05.11.2010
Album Release: *Razzmatazz* 19.11.2010



1. Razzmatazz
 2. Twin
 3. Before Sunrise
 4. Next Stop: Life
 5. Oh Oh
 6. Garbage
 7. Antenna
 8. Displaced
 9. (another) Lovesong
 10. Probably Properly
 11. Discovery
 12. Girls 2001
 13. Before Sunrise (Outro)
- Bonustrack: Everybody Knows

Razzmatazzm for All - Baby Genius live

12.11.2010 Härtere Club, Zurich (supporting Robert Francis)
14.11.2010 Bierhübeli, Berne (supporting Robert Francis)
09.12.2010 Longstreet, Zurich
10.12.2010 Plattentaufe Schüür, Lucerne
15.01.2011 Fabriggli, Buchs
05.02.2011 Kiff, Aarau
12.02.2011 Café de la Fonderie, Fribourg
12.03.2011 Merkker, Baden



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