

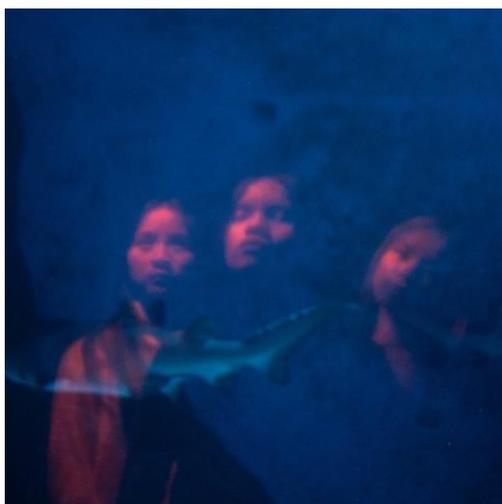
# THE SOUND OF MODESTY

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*The concept album follows the cognitive dissonance that comes with both loving and hating your family.*

**RELEASE DATE MAY 20<sup>th</sup> 2022 (00:00 GMT)**

The Sound of Modesty is available to discuss interviews, bookings, press pack, guest lists, or any other matters of relevance.



[Listen Here](#) – [“Cognitive Dissonance”](#)

## TRACKLIST

1. In The Night Time
2. Lavender Ink
3. Warm Floors/Cold Bodies
4. A Perfect Blue
5. Effortless Again
6. Mother's Love
7. Hot Showers and Emotional Warmth
8. Cold Open
9. Stalemate (*Album Version*)
10. A Perfect Blue II (*Album Version*)
11. As All Things Should Be (*Album Version*)
12. Damaged Goods

## BIOGRAPHY + ALBUM INSIGHT



**With her candid lyrics and continuous blending of genres such as modernist electronic, avant garde and j-rock, 'The Sound of Modesty' is a project and character created by Yvonne Han. A singer-songwriter and producer from London, she wanted to break free from her old musical identity, using 'The Sound of Modesty' persona as a weapon to sculpt her own unique take on the indie-rock.**

Influenced strongly by experimental female artists like Mitski, Björk, Regina Spektor and Imogen Heap, with J-Pop/Rock influences such as EGOIST, TK from Ling Tosite Sigure, and Sayuri, Yvonne studies Music Production at Leeds Conservatoire, working alongside producer and guitarist 'Rayn' (Ryan Chan), and her bandmates, with drummer (Ned Forster), bassist (Oscar Brewer) and keys player (Devon Rampere).

The album began with the writing of the track “Stalemate”. It tells the story of a mother and son who spend their last night together stuck in silence, before he must go off to war in the morning. The concept of the project “Cognitive Dissonance”, would not be realised however, until after she experienced a string of mental breakdowns, and a suicide attempt in 2019. Stuck at her lowest point, her experiences would inspire the tracks “Lavender Ink” and “Warm Floors/Cold Bodies”, the former being about her struggling with her intrusive thoughts, and the latter detailing the breakdown of her identity and the emptiness that followed.

When writing the rest of the album, she observed the impact that inter-generational trauma and family pressure had on herself and everyone around her. It was then that she decided to explore the different nuances and consequences of familial love in her songs.

The opening track “In The Night Time” reminisces on Yvonne’s own experience attending music university, discovering a found family in her band, and embracing the warmth and freedom that comes with trusting others. The duology “A Perfect Blue I and II” are a melancholy taste on her personal fears about starting a family: from the perspectives of a disappointed spouse, doomed to repeat their parents’ mistakes, and the relationship of a father and child that only grows more distant with time.



“Hot Showers”, “Cold Open” and “As All Things Should Be” on the other hand offer a more provoked, resentful and sinister take on the rebellious stage of childhood, with themes exploring dishonesty, immigration, and abuse in each song. One of the last additions to the album: “Effortless Again” follows the perspective of a child who is guilted by the sacrifice of their mother’s dreams, singing beside her as she sleeps with promises of a better life.

“Mother’s Love”, a track written and initially produced by Yvonne during her time at Apple Creative Studios (2021) is the most intentionally sonically different of the album, following from the alien perspective of Mother Earth herself. She has finally given up on humanity and in all her anger and disappointment is giving us what we deserve: destruction.

The final track “Damaged Goods” (the most personal song on the album), follows the aftermath of a death in the family, and how grief can destroy and slowly eat away at someone you love until there is nothing left.

Following ‘The Sound of Modesty’s’ rebranding in 2020, she has currently released four of the twelve tracks as singles: “Stalemate”, “Warm Floors/Cold Bodies”, “As All Things Should Be” and “A Perfect Blue II”, with “Stalemate” and “As All Things” getting special re-recordings exclusively for the album.

## THE SINGLES



### Stalemate

*“Impressing with an evolving rock sound, Stalemate is a stirring success from The Sound of Modesty.”*

- [Mike Mineo \(Obscure Sound\)](#)

Watch the video for “**Stalemate**” [here](#)  
or listen to the track on [Spotify](#)



### Warm Floors/Cold Bodies

*“I love this track. The merging of fast paced heavy music with emotional pop-rock makes this a winner for me... Yvonne and her band are definitely ones to watch in the alt rock scene.”*

- [Undercurrent Zine](#)

Watch the video for “**Warm Floors/Cold Bodies**” [here](#) or  
listen to the track on [Spotify](#)



### As All Things Should Be

*“Full of intense, raw emotions, providing an appropriate soundtrack to the heaviness of 2020.”*

-Beth Burgonye for Reform The Funk

*“She can really do anything and make it sound good”.*

- Grace of Good Noise Podcast

Watch the music video for “**As All Things Should Be**” [here](#)  
or listen to the track on [Spotify](#)



### A Perfect Blue II

*“With this refreshing and electrifying blend of melodies and lyrics, she gives life to something special within the rock genre that is sure to grab hold of your attention instantly”.*

- Wolf In A Suit

Listen to “**A Perfect Blue II**” [here](#) on Spotify.

## TSOM LIVE

Whilst June of 2021 marked The Sound of Modesty's break into the live music scene, kicking off with a sold out headline show at **The Fox and Newt**, the band have since then stayed booked and busy, having played shows from the likes of **The Wardrobe** in Leeds, **The Kaizimer Stockroom**, as part of **Liverpool Sound City Festival's** 2021 line-up, to **The Dalton** in North-London, as well as numerous headline shows since.



The Sound of Modesty's much anticipated debut album "Cognitive Dissonance", is set to release for May 20<sup>th</sup> 2022 (00:00 GMT), with a unique album release show taking place at **Oporto** (Leeds) on **May 19<sup>th</sup>**. The night will have support from the quickly rising rock stars "Please Remain Calm" and the ephemeral sultry soloist artist "Eleanor Joy", and feature heavy projections and an endless stream of music from start to finish.

Contact '**The Sound of Modesty**' directly at - [thesoundofmodesty@gmail.com](mailto:thesoundofmodesty@gmail.com) for more information, or visit [thesoundofmodesty.com](https://thesoundofmodesty.com).



*Live at The Lending Room (by Chloe Beardsley)*



*Live at The Wardrobe (by Hattie Blogg)*



*Album Promo Shoot (Shot by Sophie Jouvenaar)*