

ASOBI SEKSU - CITRUS album press quotes

"Asobi Seksu aren't gazing at their shoes on their second album—they're looking skyward the whole time. Yes, the guitar overload, massive reverb, and deceptively sweet vocals are there the whole time, but this New York quartet is anything but a My Bloody Valentine retread.

Frontwoman Yuki Chikudate gives the band a charismatic focus, and her vocals range from a soulful croon to a delicate wisp. Whether she's singing in Japanese or English (she does both in about equal measure), she always keeps it catchy, and that squishing sound you hear when she sings "put your tongue up to my battery" on "Nefi+Girly" is indie boys melting across the country."

pitchfork (8.3 "recommended" rating)

"The band's catchy yet sophisticated sound proves that language isn't an obstacle when it comes to indie rock because so matter where you're from, the inherent beauty of their work on *Citrus* won't get lost in the translation."

zink

"Arguably a noise band at heart, *Citrus* builds on the band's need to be "loud" by creating songs that are dense, dreamy, and powerful. Having been under the radar for so long, *Citrus* should transform Asobi Seksu into the next flavor of the month."

venus

"A lot of eyes were on this band after its first release. With this follow up, it should gain a hoard of new fans."

giant robot

"Yuki's tangerine-sweet bilingual vocals drip over a distorted, pounding melody on "New Year's," only to turn grapefruit-bitter on the dreamy and gorgeous "Thursday."

bust

"A delicate poise is needed to balance turbulent shoegazer fuzz with sparkling pop confection, and the sophomore album from Brooklyn's Asobi Seksu reconciles the extremes of that dualistic conundrum. Yuki's gossamer coo glides effortlessly between English and Japanese and could melt the coldest stone heart. Just as confidently, James Hanna's dynamic guitar work sweeps from cascading noise to dreamy, inviting warmth and never diverges from a keen pop perspective."

cmj new music report

"*Citrus* finds the band playing with a much bigger sound palette than the crushing distortion and droning keyboards of their self-titled debut. "Exotic Animal Paradise" takes all of the band's best elements— swelling effects and ambiance, confident melodies and simmering white noise—and arcs them on a giant crescendo that explodes into one of the most overwhelming three seconds of music this year. Vocalist Yuki's lyrics are never really the point in Asobi Seksu's sound, and on much of *Citrus* even the English phrases are indecipherable as anything more than a melody line. But when sailing over a pristine and lush a backing track as "Strings," it hardly matters that she's more of an indie-rock opera star than a pop frontwoman."

under the radar

"Sultry and delicious in a haze of melodic buzz-saw guitars, this NYC foursome share a certain indie-rock joie de vivre (*how might one say that in Japanese?*) that may very well inspire images of Cibo Matto jamming with Lush."

filter

"Despite the increase in overt pop melodies, the band retains its penchant for fuzzy '80s-synthesizer textures and noisy avalanches, with every bold melodic stroke balanced by a shimmering wall of feedback and dissonance. *Citrus* is the crossroads where My Bloody Valentine and Sonic Youth mingle."

paste

"Asobi Seksu is primed for the limelight, and the members have one of the year's best guitar-rock albums to back themselves up."

prefixmag

"They have plenty of other tricks up their collective sleeve, including throbbing eighth-note, alterna-rock basslines, Nirvana/Pixies dynamics, and a killer backbeat. Stylistically, Asobi Seksu are dead on – they allude to a-million-and-one-bands I adore and never sound exactly like any one of them."

tiny mix tapes

"Asobi Seksu can be labeled as one of the best, if not the best, shoegaze/dreampop band alive today in theory and practice."

delusions of adequacy

"Asobi Seksu make judicious use of loud-soft dynamics, aren't afraid to disappear into great walls of guitar noise and most importantly, they write very good, adventurous, and memorable pop songs. On song after song they throw hook after hook at the listener, vocal melodies, guitar lines, basslines, atmospheres -- everything here is a hook that draws you into the band's cocoon of sound. *Citrus* is as good a shoegaze record you will ever hear, regardless of release date."

all music guide

"The production and songwriting skills have grown by leaps and bounds since their first record in 2004, but they've kept the shimmer and shine that made them so irresistible in the first place. As the sun gets warmer, let the summery delight that is the perfectly-named *Citrus* keep you company, bite after tasty bite, throughout the coming months."

tripwire

"If you're in the mood to dream, Asobi Seksu have your number."

mtv.com

"New Years" and "Thursday" are perfect pop songs. Pure, simple, drenched in glorious guitar waves and backed by a forceful rhythm section. They embody everything that was right with the 90's noise-pop scene. Undoubtedly, words like "shimmering", "lush", and "layers" will be used to describe the sweet sounds Asobi Seksu are producing in these gems."

indieworkshop

"Their new album *Citrus* is so head and shoulders above the debut that it's not even funny. Yuki's voice is stronger, her melodies more complex and catchy and the shifts from Japanese to English lyrics feels much more natural. Overall, the songs are

just so much better and fully evolved - very exciting that they've reached the next level so quickly."

chromewaves

"Most nugazer acts take one of two approaches: they either go aggressive, piling tons of noisy layers à la Serena Maneesh, or strip down the guitars and momentum for a stab at Sigur Rós' dreamy atmosphere. Succeeding by avoiding such narrow conceits, the songs on Asobi Seksu's latest, *Citrus*, are first and foremost grounded in melody. There's lots of intoxicating pummel-and-drift, but the well-balanced songwriting and endearing English/Japanese vocals from frontwoman Yuki keep things interesting throughout."

flavorpill

"*Citrus* is what results when carefully thought-out melodies and noise finely mesh together into a hypnotic, impressionistic mess, proving that the two, at least for Asobi Seksu, are inextricably linked."

neumu

"What separates *Citrus* from the horde of shoegazer or other rock releases is that each song possesses tons of those ornamentations and idiosyncrasies. That might not be special; the Fiery Furnaces also have hook after hook on a single track. But on *Citrus*, each passage feels like a logical progression of its antecedent, and, simultaneously, every advancing section is completely unexpected."

stylus

"Asobi Seksu make a statement with *Citrus*, showing music geeks around the globe that they have the potential of being one of America's next big things."

mote

"...their well-placed hooks and clear vocals confidently meeting the difficult task of updating and refining a classic sound. *Citrus* is an accomplished noise-pop album, one that suggests there is plenty of new life yet to be found in exhuming shoegaze."

popmatters

"The band balances its pop and experimental sides carefully, slipping memorable melodies into blankets of fuzzy drone. "Thursday" is particularly good, with Yuki's vocals floating weightlessly over a blurry wash of eighth-notes and drums. In its tunefulness, its buoyancy, its dreamy hooks, the cut slips into Slowdive territory."

dusted

"*Citrus* sees Asobi Seksu creating rich musical textures that create a gauzy feel and makes listening a rewarding experience, as you hear and feel the different strata layer themselves over you. The upbeat songs are catchy and prompt some major foot-tapping, if not full on dancing. But even the slower songs are just as catchy, perfectly suited for some lazy summer introspection."

treblezine

"Whether Chikudate's piercing, yet melodic, voice is pining on the fantastic *Thursday* or the band are drowning in layered distortion and feedback on *Exotic Animal Paradise*, Asobi Seksu make an old genre sound refreshingly vibrant."

ottawa xpress