

HO HUM RECORDS PRESENT

MARK PRITCHARD

Grown up in Yeovil, a true west country boy – Mark Pritchard was heavily attracted to the new sounds of Techno coming out of Detroit and anything with funk, as well as soundtracks and library music and most other aural weirdness.

Very early in his career he found the like-minded Tom Middleton and with Tom he went on to set up the seminal label, Evolution. The label encouraged a very high level of experimentation with its no-compromise stance. This combination produced some amazing music but was fiercely non-commercial in its approach, which ultimately led to its demise. An acclaimed compilation of the label was released on Warp.

Mark and Tom then embarked on the Global Communication project, making deep soulful ambient music. The project took ambient music to another level and introduced them to a whole new audience whilst winning massive critical acclaim: 'Best ambient album of the decade' The Guardian.

Separately Mark worked on his Reload project for Creation, a highly experimental work of Techno/Ambient/Soundtrack that described journeys into inner and outer space.

Post Reload came the Link - E621 12" release on Warp and the launch of the 'Universal Language' label with Tom. The pair released their Jedi Knights album through this label which became known for heavy beats and bass lines which lasted until the label's natural end.

Without having to run a label, Mark could further explore his love of Hip Hop and produced Harmonic 33 on Alphabet Zoo. Combining 60's easy listening with weird science, Mark has produced some of the most interesting instrumental hip-hop to come out of the UK in recent years.

With the Harmonic 33 sound also came the epic WARP album 'Music for Film, Television and Radio Volume 1', a collection of Axelrod and Satie infused instrumentals more fitting of an era where colour on TV had just begun.

After a long standing relationship with Far Out Recordings and his involvement in various production and re-mix work, Mark had developed a new sound. The natural progression for Mark was to record an album for Far Out Recordings of futuristic techno funk, tinged with Electro, Hip Hop and Latin: 'Trouble Man'.

To present day - and Mark has now completed an EP and album for WARP under the Detroit inspired Harmonic 313 moniker and is also working on a new Reload album for the same label. Mark is also releasing a self-titled 10" '?' and 'The Hologam' on Ho Hum Records.

For more information please contact us info@hohumrecords.com