**Dad Rocks! biography**

Icelandic artist Snævar Njáll Albertsson is the mastermind behind Dad Rocks!, who now resides in Denmark. Albertsson writes songs that are always sincere, often related to aspects of modernity but seldom without an element of humour and tongue-in-cheek lyrics. The music is inspired by artists such as Bill Callahan, Sufjan Stevens, Why?, Akron/Family and Sigur Rós. The unique mix of folk and pop combines complex guitar work with piano, trumpets, violin and sometimes even an entire brass band. In his music, Albertsson uses acoustic instruments to create a beautifully orchestrated sound that is also inspired by noise rock and electronic music. When performing live the band often consists of 8 players, including drums, horns and strings.

The name itself, Dad Rocks!, is more than just a pun on the ‘dad rock’ genre: it’s a tribute to his kids, acknowledging that they are his primary source of inspiration. When describing the world around him, he is essentially reflecting on the world that his son and daughter will grow up in.

Dad Rocks! released his debut LP in 2011, the critically acclaimed *Mount Modern*, after which he toured extensively. Albertsson’s new album, *Year of the Flesh*, is his most ambitious yet and reflects a more refined sound from an artist that keeps growing as a songwriter. The album features more than 50 collaborators, of which there is a girls’ choir as well as a brass band. Thematically, Albertsson keeps exploring different aspects of modernity, our relation to the digital conditions and realities we live in, eating disorders, copyright and much more. The album was mixed by Icelandic super producer Addi 800 (Blur, Steve Albini, William Orbit, Björk) and recorded with the help of frequent collaborator Kenn Hedegaard Eskildsen who also co-produced the album with Albertsson. The album is released internationally in September 2014.

Dad Rocks! has played 200 shows including festivals such as SXSW, CMJ, The Great Escape, Iceland Airwaves, SPOT, Berlin Music Week and Reeperbahn.

**Web:**

**Homepage**: www.dadrocksmusic.com

**Facebook**: www.facebook.com/dadrocks1

**Twitter**: www.twitter.com/dadrocks1

**Tumblr**: www.dadrocks.tumblr.com

**Bandcamp**: www.dadrocks.bandcamp.com

**SoundCloud**: www.soundcloud.com/dad-rocks

**Instagram**: dadrocksmusic

**Snapchat**: dadrocksmusic

**Videos:**

http://youtu.be/V3tgYnJ-Ep8

http://youtu.be/FJ32S3B-36o

http://youtu.be/uiDVYlZfzGY

**Photos, high-res:**

http://l.bitcasa.com/WD3MBnYn