

For Immediate Release

Prog Ensemble The Aaron Clift Experiment To Release Highly Anticipated Album “If All Goes Wrong”

Austin, TX – One of the most eagerly awaited prog albums of 2018 will be released on May 4 by The Aaron Clift Experiment. Titled “If All Goes Wrong,” this is the third album by the Austin ensemble and contains the band’s most diverse and electrifying music to date – songs full of enthralling melodies, masterful epics, and addictive pop hooks.

Band leader, Aaron explains, “I’ve always loved music that’s both sophisticated and immediate – challenging but also accessible, and with “If All Goes Wrong,” our music has hit that balance better than at any point in our career.”

To bring this dynamic set of songs to life, the band enlisted the talent of some of the top guitar talent in Austin, including Van Wilks (a Texas blues and rock icon), Arielle (a student of Brian May of Queen and collaborator of legendary guitarist, Eric Johnson), and Dave North (of Austin psych rockers, The Cuckoos). The result is an album that pushes the boundaries of the prog genre.

Co-songwriter, Devin North, notes: “This album challenges what a rock band is capable of and deals with one of the fundamental struggles in being a progressive rock band: playing the established genre of progressive rock and actually making music that progresses forward. Nothing is done half-way on this album.”

Formed in 2012 as the solo project of Aaron Clift, the band has since blossomed into a powerful live group. The group’s multi-faceted sound is an innovative blend of classic rock, modern rock, and classical all anchored by the band’s dedication to high-quality songwriting and musicianship.

“Intricate and subtle yet with raw passion at its heart, The Aaron Clift Experiment is one of the most exciting and interesting bands currently writing and playing music today,” said Martin Hutchinson of Progradar after first hearing the group. Hutchinson’s enthusiasm has been echoed by other media outlets worldwide, including Prog Magazine, who nominated the band for Best Unsigned Artist of 2013 and for the Progressive Music Award in 2016.

In the last few years, the band has carved out a significant worldwide following. Its last two albums, 2012’s “Lonely Hills,” and 2015’s “Outer Light, Inner Darkness,” were critically-acclaimed progressive rock achievements, landing on several year-end

best album lists. In 2017, the band had a star-making performance at RosFest, one of the largest progressive rock festivals in the world.

Here's what the press has raved about The Aaron Clift Experiment:

“Hosting a distinctive sound and attitude that separates them from the pack and the old days, The Aaron Clift Experiment has the skills to pay the bills and spearhead a real prog revival.” –Midwest Record

“This is a group of very talented musicians with a solid mastery of the progressive format.” --Classic Rock Revisited

“The music of The Aaron Clift Experiment is melodic, hard, and spellbinding.” -- Music from the Other Side of the Room

Featuring:

Aaron Clift – Vocals/Keyboards

Devin North – Bass

Tim Smith – Drums and Percussion

In support of the new album release, the band will be holding an album release show in Austin on April 26 and will be planning a tour for fall 2018.

Connect with The Aaron Clift Experiment:

Web site: www.aaronclift.com

Facebook: www.facebook.com/AaronCliftMusic

YouTube: www.youtube.com/AaronCliftMusic

Instagram: [aaroncliftmusic](https://www.instagram.com/aaroncliftmusic)

Twitter: [@AaronCliftMusic](https://twitter.com/AaronCliftMusic)

Press inquiries: press@aaronclift.com

Album Credits:

Aaron Clift: vocals, keyboards

Devin North: bass, electric guitar (1-5, 7), fretless bass (3, 7), upright bass (3)

Tim Smith: drums, percussion

With:

Dave North: electric guitar (1, 6, 9), acoustic guitar (1, 9), guitar solo (1, 6, 8, 9)

Van Wilks: electric guitar (1)

Derek Halfmann: electric guitar (2), guitar solo (2)

Dave Sebree: guitar solo (3)

Fred Springer: classical guitar (3)

Arielle: electric guitar (4, 5), backing vocals (4), guitar solo (4, 5)

Kevin Chin: electric guitar (7, 8), guitar solo (7)

Jon Blangero: mellotron (9)

Milo Hehmsoth: piano (10)

Charles Anderson: violin (3)

Lana Dziekonski: viola (3)

Ellie Prager: cello (3)

1. Faith – Music: North/Clift, Lyrics: Clift
2. Last Crash – Music: Clift/North, Lyrics: Clift
3. Absent Lovers – Music and Lyrics: North
4. Better Off Before – Music and Lyrics: North
5. Castle in the Sky – Music: North, Lyrics: Clift
6. Savage in a Fancy Suit – Music and Lyrics: Clift
7. Dream Within a Dream – Music: Gutierrez/Clift/North, Lyrics: Clift/North
8. Wild Hunters – Music: North/Clift, Lyrics: Clift
9. If All Goes Wrong – Music: North/Clift, Lyrics: Clift
10. Back to the Water – Music and Lyrics: Clift

Recorded in November – December 2017 at Antimatter Studios – Austin, Texas
Production, Mixing, and Mastering: Randy Miller

Co-production: Devin North

Engineering: Russell Tanner

Art Design: Kearin Cook

Photography: Thamica Photography

Major album patrons: John Blangero, Louis DeCuir