

Naive Set

Biography

“You really fucked me up,” sings Mikey Casalaina over the very first chord of Naive Set’s new record. But, as the instruments enter, rather than fucked up, the sound is warm, and rich with melodies. “Carefree, sparkling indiepop,” says the Volkskrant. Dubbed “classic-indie artisans,” by MOJO, Naive Set’s songs call to mind artisans like the Modern Lovers, Elvis Costello, or Ultimate Painting.

And speaking of, the self-titled LP, their third, was recorded with James Hoare, singer and guitarist of Ultimate Painting. The 8-hour drive to London from their home in Amsterdam, squeezed in the car with guitars on their laps, proved ultimately worth it. Recording analogue to 1/2” tape, James captured a band at the same time loose and precise, a hair-down approach to buttoned-up music.

The artwork for the sleeve consists of a series of seemingly loose collages, like Naive Set’s previous releases, by acclaimed artist Marijn van Kreij. Of a similar character, is the band’s live show; both sprawling and fragile, a Jenga tower toward the end of a game. Using standard building blocks – a few jangly guitars, drums, bass, harmonies – Naive Set doesn’t so much fuck up the form as perfect it.

Press Quotes

“*Dragon* is a carefree, sparkling indiepop record that you can’t help but love.” — *De Volkskrant* (****)

“Irresistible melodies [...] delicate harmonies [...] tingling guitars. [...] Blissful record.” — *OOR*

“Impressing classic-indie artisans.” — *MOJO Magazine*

“Naive Set creates smart, highly catchy indiepop. Watch out: you might become addicted.” — *VPRO 3voor12*

“Simply beautiful songs.” — *Kicking the Habit* (AAA rating)

“They were charmingly naive and I taught them some worldly things.” — *Ian F. Svenonius*

Links

naiveset.nl

facebook.com/naiveset

twitter.com/naiveset

soundcloud.com/naiveset

naiveset.bandcamp.com

Video’s

[So Far So Gone — official video \(by Roman Ermolaev\)](#)

[Dieter Rams’s Wife — official video \(by Rolf Glasmeier and Günter Steinle\)](#)

[Rabbits — official video \(by Marijn van Kreij and Sterling Hoch\)](#)

[Let Me Down — live \(Converse Red Light Sessions\)](#)

[Dieter Rams’s Wife — live \(De Wereld Draait Door\)](#)

[Like That — live \(De Wereld Draait Door\)](#)

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