

# I WEAR\* EXPERIMENT

Press-kit 2015

I Wear\* Experiment is a Nordic electro pop - post-rock band from Tallinn, Estonia.



As described by **The Baltic Sub** "A fascinating electronic sound that often eschews vocals and goes for a cinematic instrumental approach "

I Wear\* Experiment was chosen into the "**Top 5 Must-See Artists**" list by the Estonian media, at the biggest summer festival in the Baltics, the Positivus Festival.

In September 2013 the bands song "**Memories**" was added to The Indie Rock Playlist compilation: September 2013 along with Bloc Party, The Arctic Monkeys and Franz Ferdinand.

In December 2013 the bands song "**Spring Is Cold This Year**" was featured as the official score of 2013 holiday card by the President of Estonia.



I Wear\* Experiment released 2 EP's titled [Crickets Empire I](#) and [Crickets Empire II](#) in 2013.

In 2014 I Wear\* Experiment released their third EP titled [Crickets Empire III](#) and played 2 sold-out shows in Estonia to promote the new EP.

During the recording of the EP's IW\*E released series of [Live At\\* Rehearsals](#) videos and a [311.ee Session](#) which have gained uplifting feedback from fans.

**Stuart Garlick** from **Charm Offensive** about Crickets Empire III: "The new album is breathtaking. Great to hear an Estonian band making music reminiscent of Eno and the Cocteau Twins."

**John Robb** from **Louder Than War** has described the band: "With their poly-rhythmic drummer and ice cold harmonies the band are steers ahead of most of their international competitors and their well thought out songs that are built around great dynamics- they are very much international contenders.

**George O'Brien** from **The Line of Best Fit** adds: "infectious melodies sit atop the three-piece's darker, haunting accompaniment. Punchy, distorted bass riffs, crashing cymbals, and string samples bring touches of aggression, while Johanna Eenma offers seductive respite through her honeyed vocal. With shades of Scandinavian influence and echoes of Ladyhawke, it's electro-pop."



Their latest release- single “**Wanting For More**” captures powerful break beat on a wall of vocals and has gained critical acclaim and airplay in different radio station in Estonia and abroad

I Wear\* Experiment is a partnership between Hando Jaksi (guitars, keys, sound manipulation), Mikk Simson (drums, percussion) and Johanna Eenma (vocals, keys)

**The facts:**

- Biggest outdoor festivals played: **Intsikurmu Festival** in Estonia, **Positivus Festival** in Latvia, **Karkle Live Music Beach Festival** in Lithuania
- Released 3 EPs
- During 2013-2014 played various shows in three Baltic States
- Over 60 000 song plays in online streaming sites
- Over 50 000 video plays in Youtube
- Top countries based on streams: Estonia, Lithuania, United States, Latvia, United Kingdom & Germany

**Videos:**

**[Push Stop & Pause Your Heartbeat](#)**

**[Spring Is Cold This Year](#)**

**[Driving Alone At Night](#)**

**More information**

**[www.iwearexperiment.com](http://www.iwearexperiment.com)**

**[www.soundcloud.com/iwearexperiment](http://www.soundcloud.com/iwearexperiment)**

**[www.youtube.com/iwearexperiment](http://www.youtube.com/iwearexperiment)**

**[www.twitter.com/iwearexperiment](http://www.twitter.com/iwearexperiment)**

**Instagram: #iwearexperiment**

**e-mail: [iwearexperiment@gmail.com](mailto:iwearexperiment@gmail.com)**

**[Link to promotional photos](#)**