

## William Sanford

William is an **eclectic, eccentric, and electronic** musician from the NW Indiana/ Chicago-land area. William draws influence from a variety sources that include Downtempo, IDM, Ambient, Soundtrack, New Age, Video Games, Art Rock and Prog.

William came up from working class roots and still exists there, and yet, William's music both transcends and embraces this history for better or worse. At times like an aging philosopher, at other's belligerent and dumb. Either way, one thing William is not... is boring.

### Prelude to a "Vibe"

Earlier on my musical journey, I asked a blogger how I should even classify my music. He told me Psychedelic was probably the easiest and safest classification. But then added, "NOT THE DINOSAUR KIND." This stuck with me.

I found myself asking the question. What even constitutes "Psychedelia" and are dinosaurs excluded? Because I AM an aging dinosaur currently battling with that slowly fading ghost of relevancy in a world that that has largely forgotten its elders; a world becoming more and more alien with each passing year.

My father, a true "Boomer", finds escape in his early to mid 70's records. I admit to deriving much pleasure and influence from the smatterings of "Prog" and early Psychedelic rock sprinkled in his collection of mostly 70's Hard Rock.

And Like my father, I find escape in the electronica of the 90s and early 2000s; I truly believed this stuff was pretty trippy. And while there's nothing wrong with retreating to nostalgia, I'm an explorer; an astronaut, so-to-speak. I will not simply fade out existence nestled in the comfort of my out-of-fashion, compact discs. But I can't just go running in, GUNS-A-BLAZING either. That's a "Boomer" move. No, there's a balance here, and I intend to find it. Resist too much, and I'm an out-of-touch, fascist exerting my past on a new generation. If I'm too open and accepting, I risk becoming that weirdo that tries too hard to be cool; AT BEST. At worst, I'm just creepy; coming off like the titular character in the movie "Ma".

Yes, that middle ground. I can acknowledge the kids and their contributions. Hell, I can even USE and CELEBRATE their contributions. But I shouldn't forget who I was, and where I came from either. These "Vibes" can co-exist. And the kids can "fucks wit it" if they want.

## Boomer Vibe "Sessions"

Boomer Vibe "Sessions" is a re-imagining and celebration of psychedelia expressed in a plethora of musical forms. We find ourselves situated in front of a certain "Mr. Gramophone" whom leads us on a trippy adventure in sound and history. A journey "unstuck" in time.

The album opens with a nod to Psybient and winds it's way thru IDM, Video Game Soundtracks, Downtempo, Plunderphonics from the late 19th and early 20th century, Trip Hop, Ambient, New Age, Old Skool 90s Acid Techno, smatterings of prog influence, and even capstones with a nod to 80's Guided Meditation Tapes. All of this is just DRENCHED in washed reverbs, flangers, phasers, tremolos, with swirling delays and panning.

We and Mr. Gramophone find ourselves celebrating face melting moments watching the spin of vinyl discs, whilst incense burns and lava lamps cast a mood about the room. It isn't really "Boomer" music. But when you're over 40, what's the difference?



### Boomer Vibe "Sessions" Track Listing

1. Florals With Mr. Gramophone
2. Space Race
3. Pluto Will Always Be A Planet In A Boomer's Heart
4. Hey Mister, Would You Go Bop?
5. Boomer's Got A Gramophone
6. Chicago Memories On The L
7. Flapperjacks
8. We May Be Old, But Our Brains Still Dance
9. Ghosts Be Vibin'
10. Nag Champa

Boomer Vibe "Sessions" Mr. Gramophone cover artwork was created by the super talented **Emilija Mitchell**.

Space Race features **Shree (Jilly Narayan)** on Cello, Voices, and Melodies

Boomer Vibe "Sessions" contains multiple samples of old wax cylinders from the late 19th and early 20th century obtained from **UCSB Library**





# What other's are saying about **William**



"Do The Buttrack" reúne alguns gêneros na música, algo futurista, com indie eletrônico, um experimental que beira o que The Voidz faz, "Do The Buttrack" pode ser ouvido em festas, baladas, no quarto, em casa na sala, uma canção animada, cheia de sons que interagem com as pessoas. Até o minuto 1:14, se trata de uma música eletrônica, mas a variação que ocorre até o minuto 1:48 nos leva a uma viagem pop futurista sensacional! Criativo e com boas energias, William lança seu novo trabalho. - [Indieoclock](#) on "Do The Buttrack"

"William Sanford's satirical and experimental electronic tune 'Do The Buttrack' quite explicitly takes the piss out of it all. It's a meme song without a doubt, one that exists in absolute opposition to the overwhelming presence of annoyingly catchy but irritatingly mundane pieces of dance music. - [Find No Enemy](#) on "Do The Buttrack"

"São 5 músicas distribuídas entre pouco mais de 16 minutos, que cumpre bem a proposta do Indie Rock, com belos arranjos, riffs melódicos e linhas vocais agradáveis e interessantes. Sem sombras de dúvidas vai agradar e em cheio aos fãs do estilo. Aperte o play e confira."

- [Roadie Music](#) on "The Charmingly Boring Lives of Snails"

"An out of the usual attempt to bridge the wide gulf between modern electronica and progressive rock."

- [NagaMag](#) on "We Will Fight and Defeat These Bulbous Spheres with their Tiny Little Crowns"



"At first listen and first impression, I was delighted to think that I had yet again found another satirical comedy act like my good friends Weed N' Stiff (who just released their second Nintendo Game \*shameless additional plug\*) but no, as it turns out when I looked deeper into William's work, I was pleasantly surprised to discover that he is also a very gifted and serious composer. Albeit, he does indeed dabble back and forth between, as he describes it, "an aging philosopher" and being "belligerent and dumb.""

- [Audio Mirage Studios](#) on "Do The Buttrack"

"William pulls us, against our will, into a whole world that exists whether we push play or not"

- [Tome to the Weather Machine](#) on "Never Forget"



"It has an almost folk quality to its opening sections. That gets swept away when the beats come and it spirals off in chiming swirls."

- [Acid Ted](#) on "I Dreamt of Marfa"

[I found myself getting drifted away.... losing myself in it.](#)

- [Note's Reviews](#) on [Cool Memories](#)

"That switch was AMAZING!!! I'm telling you It's like a journey from beginning to end."

- [Crown Family](#) on "Together at Rothko Chapel"